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Greensboro and High Point Arts Councils Work Together in First-Ever Creative Vitality Index for Guilford County

February 3, 2011 – Greensboro and High Point, NC – The united arts councils of Greensboro and High Point today jointly released the highlights of a first-ever **Creative Vitality Index (CVI)** for Guilford County. The CVI is a tool used nationally and regionally to measure the economic vitality of the arts and arts activity in a specified geographic region. The good news: Guilford County has a strong index value when considered in state and regional context.

Great bookstores, coffee shops, art galleries, theater and an eclectic music scene contribute to the Piedmont Triad region's unique personality and character, elements which directly drive a new economy. An environment rich in artistic opportunities creates an atmosphere that attracts skilled workers interested in a community with a vibrant quality of life – and the businesses and services which cater to them. Significantly, Guilford County offers a creative environment nearly on par with the national index baseline, and well above the index for the southern region of the United States and the state of North Carolina.

Even during a time of recession, the larger Triad region remains competitive in the state's creative economy. Taken together with Winston-Salem/Forsyth County, the Piedmont Triad's index is the third highest among the seven regions measured in North Carolina for 2008, making it an important creative region within the state. Commissioned from WESTAF (the Western States Arts Federation), the creative economy as defined in the CVI study included both for profit and nonprofit arts-related enterprises, and reported the number of jobs and the volume of retail sales for both, along with the financial activity of nonprofit cultural organizations in Guilford County's creative economy.

The index tracks 2008 employment data from 36 selected occupational categories – including art directors, industrial designers, musicians, visual artists, editors, exhibit designers, dancers and authors – that are highly correlated with skill sets in creative thinking, originality and self-expression.

HIGHLIGHTS FROM THE 2008 GUILFORD COUNTY CVI STUDY:

- In 2008, there were over 7,200 highly creative jobs in Guilford County (**Table 1**)
- Guilford County's creative vitality index score was .95, against a national baseline score of 1.00, indicating a number of unique strengths when compared to the nation, as well as areas for potential growth (**Table 2**)
- Compared to the nation, Guilford County shows consistent strengths in the areas of photography and book sales. Guilford County outperforms the nation 2-to-1 in the number of interior designers, as well as high concentrations of commercial and industrial designers, floral designers, radio and television announcers, set and exhibit designers and broadcast technicians (**Table 3**)
- When compared to North Carolina, Guilford County shows strong numbers for performing arts participation, indicating a potential niche as a creative center for the state. Performing arts categories within the county outperform the state averages in those areas by 150% (**Table 4**)

- When compared to the southern region of the United States and the state of North Carolina, Guilford County shows index values well above the averages for these two regions. Essentially, Guilford County is 50% above the average CVI input value for the State of North Carolina **(Tables 4 and 5)**
- Total revenues of arts-related nonprofit organizations in Guilford County totaled nearly \$23 million in 2008 **(Table 6)**

The Guilford County Creative Vitality Index provides findings on the overall health of Guilford County's and the Piedmont Triad region's creative economy. This multi-level analysis shows the strengths and weaknesses within the County and identifies areas of opportunity and growth. With a strong concentration of creative jobs – from the national, regional and local perspective – Guilford County has the potential to grow this sector. In order to remain competitive in the regional and national marketplace, support of our creative community is vital.

About the UAC and the HPAAC

With 50 years of service, the United Arts Council of Greater Greensboro and the High Point Area Arts Council are Guilford County's largest sources of financial support for our creative community, the only umbrella arts resources – funding arts and culture, from nationally recognized programs, community arts projects, and arts-in-education initiatives to mission support – with a high priority on access to the arts across all cultures, ages, and economic backgrounds throughout the County.

Together, the united arts councils in Greensboro and High Point are targeting fundraising goals to raise \$1.7 million for the arts in Guilford County through their 2011 United Arts Funds, grants and public funding. UAC and HPAAC are jointly marketing and promoting their annual campaigns to raise awareness and support for the arts throughout the county. This collaboration comes on the heels of other cooperative projects between the two councils including the joint research effort for the Creative Vitality Index, new online portals to a regional events calendar through the Everwondr Network, and numerous advocacy efforts to sustain support at both county and state levels.

For questions, contact:

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Table 1: Creative Jobs in Guilford County

Jobs Report by Occupation, Guilford County, 2008

Regions : Guilford

Occupation Type	2008 Jobs
Actors	126
Advertising and Promotions Managers	83
Agents and Business Managers of Artists, Performers, and Athletes	95
Architects, Except Landscape and Naval	137
Art Directors	202
Audio and Video Equipment Technicians	104
Broadcast Technicians	86
Camera Operators, Television, Video, and Motion Picture	31
Choreographers	22
Commercial and Industrial Designers	192
Dancers	22
Directors, Religious Activities	263
Editors	270
Fashion Designers	95
Film and Video Editors	72
Fine Artists including Painters, Sculptors, and Illustrators	143
Floral Designers	234
Graphic Designers	579
Interior Designers	299
Landscape Architects	54
Librarians	329
Media and Communication Equipment Workers, All Other	29
Media and Communication Workers, All Other	209
Multi-Media Artists and Animators	177
Music Directors and Composers	288
Musical Instrument Repairers and Tuners	26
Musicians and Singers	398
Photographers	1,222
Producers and Directors	192
Public Relations Managers	111
Public Relations Specialists	316
Radio and Television Announcers	140
Set and Exhibit Designers	117
Sound Engineering Technicians	24
Technical Writers	56
Writers and Authors	538
Total	7,281

7,281 Creative Jobs in Guilford County

Source: Economic Modeling Specialists, Inc. Complete Employment, Forsyth and Guilford Counties CVI, 2008

**Table 2: Guilford County Creative Vitality Index
Guilford County vs. United States, 2008**

Region A: Guilford

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2008			
Population	472,216	304,059,724	
Industry Data			
Photography Store Sales	\$4,226,000	\$1,426,736,000	1.907
Music Store Sales	\$4,415,000	\$3,064,022,000	0.928
Book and Record Store Sales	\$17,855,000	\$8,640,277,000	1.331
Art Gallery and Individual Artist Sales	\$23,735,000	\$34,129,019,000	0.448
Performing Arts Participation	\$14,452,000	\$14,086,245,000	0.661
Non Profit Data			
Arts Organization Revenue	\$13,965,574	\$14,520,426,857	0.619
Arts-Active Organization Revenue	\$8,970,239	\$16,107,694,069	0.359
Occupation Data			
Total Jobs	7,281	4,361,087	1.075
Total CVI : 0.95			

Source: WESTAF

**Guilford County
CVI vs. US = .95**

**Table 4: Guilford County's CVI vs. North Carolina
Guilford County vs. North Carolina, 2008**

Region A: Guilford

Region B: North Carolina

Description	Region A	Region B	Categorical Index
Year - 2008			
Population	472,216	9,222,414	
Industry Data			
Photography Store Sales	\$4,226,000	\$25,238,000	3.270
Music Store Sales	\$4,415,000	\$73,164,000	1.179
Book and Record Store Sales	\$17,855,000	\$197,095,000	1.769
Art Gallery and Individual Artist Sales	\$23,735,000	\$381,265,000	1.216
Performing Arts Participation	\$14,452,000	\$109,969,000	2.567
Non Profit Data			
Arts Organization Revenue	\$13,965,574	\$222,757,493	1.224
Arts-Active Organization Revenue	\$8,970,239	\$303,249,345	0.578
Occupation Data			
Total Jobs	7,281	106,340	1.337
Total CVI : 1.515			

Source: WESTAF

**Guilford County
CVI vs. NC = 1.515**

**Table 5: Guilford County CVI vs. Southern States
Guilford County vs. Southern States, 2008**

Region A: Guilford

Region B: Tennessee, South Carolina, North Carolina, Mississippi, Louisiana, Kentucky, Georgia, Florida, Alabama

Description	Region A	Region B	Categorical Index
Year - 2008			
Population	472,216	64,211,745	
Industry Data			
Photography Store Sales	\$4,226,000	\$154,159,000	3.728
Music Store Sales	\$4,415,000	\$516,249,000	1.163
Book and Record Store Sales	\$17,855,000	\$1,437,249,000	1.689
Art Gallery and Individual Artist Sales	\$23,735,000	\$3,743,706,000	0.862
Performing Arts Participation	\$14,452,000	\$1,943,474,000	1.011
Non Profit Data			
Arts Organization Revenue	\$13,965,574	\$1,763,899,636	1.077
Arts-Active Organization Revenue	\$8,970,239	\$1,536,961,121	0.794
Occupation Data			
Total Jobs	7,281	745,598	1.328
Total CVI : 1.394			

Source: WESTAF

**Guilford County
CVI vs. Southern States = 1.394**

Table 3: Creative Jobs vs. State & National Levels
Jobs Report by LQ, Guilford County, 2008

Regions : Guilford

Occupation Type	2008 State LQ	2008 National LQ
Actors	1.33	0.83
Advertising and Promotions Managers	1.47	1.02
Agents and Business Managers of Artists, Performers, and Athletes	1.58	1.22
Architects, Except Landscape and Naval	0.68	0.59
Art Directors	1.45	1.00
Audio and Video Equipment Technicians	2.11	1.31
Broadcast Technicians	1.57	1.43
Camera Operators, Television, Video, and Motion Picture	1.25	0.72
Choreographers	1.20	0.62
Commercial and Industrial Designers	2.01	1.64
Dancers	1.14	0.67
Directors, Religious Activities	1.11	1.32
Editors	1.61	1.07
Fashion Designers	1.40	1.02
Film and Video Editors	2.21	1.68
Fine Artists including Painters, Sculptors, and Illustrators	1.17	0.90
Floral Designers	1.57	1.54
Graphic Designers	1.75	1.41
Interior Designers	2.11	2.00
Landscape Architects	0.70	0.59
Librarians	1.21	1.26
Media and Communication Equipment Workers, All Other	1.17	0.76
Media and Communication Workers, All Other	1.27	1.08
Multi-Media Artists and Animators	1.17	0.90
Music Directors and Composers	1.20	1.02
Musical Instrument Repairers and Tuners	0.96	1.04
Musicians and Singers	1.13	1.00
Photographers	1.36	1.11
Producers and Directors	1.46	0.94
Public Relations Managers	1.28	1.14
Public Relations Specialists	1.01	0.69
Radio and Television Announcers	1.87	1.76
Set and Exhibit Designers	1.60	1.47
Sound Engineering Technicians	1.29	0.68
Technical Writers	0.87	0.60
Writers and Authors	1.30	0.95

Source: Economic Modeling Specialists, Inc.

Strengths in Creative Employment Sectors

Table 6: Total Revenues of arts related organizations \$22.9 million

Guilford County Arts Organizations by Income, 2008

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Guilford	\$5,217,858	\$278,053	\$243,050	\$8,125,888	\$100,725	\$13,965,574
Totals	\$5,217,858	\$278,053	\$243,050	\$8,125,888	\$100,725	\$13,965,574

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Guilford County Arts-Active Organizations by Income, 2008

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Guilford	\$2,830,060	\$502,102	\$314,739	\$4,548,798	\$774,540	\$8,970,239
Totals	\$2,830,060	\$502,102	\$314,739	\$4,548,798	\$774,540	\$8,970,239

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Total Revenues (Income) of Nearly \$23 Million