

INDIANA ARTS COMMISSION  
**CREATIVE ECONOMY REPORT**  
EXECUTIVE SUMMARY  
2016



**ABOUT THE IPFW COMMUNITY RESEARCH INSTITUTE**

The Community Research Institute (CRI) is one of Indiana University-Purdue University Fort Wayne's (IPFW) commitments at the Fort Wayne campus to promote the growth and vitality of northeast Indiana. The Institute serves as one of the portals linking expertise at IPFW with the needs of public, private, and non-profit leaders in northeast Indiana. CRI provides contract-based research and analytical services through ongoing support, special in-depth reports, presentations, and economic commentary. The Community Research Institute was founded in 1982 by Dr. Thomas Guthrie, who served as the director for 20 years, and led by John Stafford, AICP from 2003 until mid-2013. Today, CRI is led by Ellen Cutter, AICP and supported by researcher Valerie Richardson. Over the Institute's 34-year history, it has grown to become a trusted partner in northeast Indiana's business, government, and civic communities.

**ABOUT THE INDIANA ARTS COMMISSION**

The Indiana Arts Commission (IAC) is an agency of state government funded by the Indiana General Assembly and the National Endowment for the Arts, a federal agency. On behalf of the people of Indiana, the Indiana Arts Commission advocates engagement with the arts to enrich the quality of individual and community life. The Arts Commission encourages the presence of the arts in communities of all sizes while promoting artistic quality and expression. The Arts Commission advocates arts development opportunities across the state, and stewards the effective use of public and private resources for the arts. It stimulates public interest in, and participation with, Indiana's diverse arts resources and cultural heritage. The Arts Commission works to enhance public awareness of the arts, life-long learning opportunities, and arts education programs. Governed by a 15-member board of gubernatorial appointees, the IAC serves all citizens and regions of the state.

**ABOUT ARTS UNITED OF GREATER FORT WAYNE, INC.**

Founded in 1955, Arts United of Greater Fort Wayne exists to bring collective focus and support to arts and culture in northeast Indiana. Arts United is the only United Arts Fund and regional arts council serving the communities of northeast Indiana, and operates as a Regional Arts Partner on behalf of the Indiana Arts Commission. Arts United's mission is to advance the creative sector of northeast Indiana by mobilizing resources to elevate quality of life. Arts United's core programs are arts advocacy and promotion, management and operation of the Arts Campus in downtown Fort Wayne, capacity building for nonprofit arts organizations through grants and centralized business services, and community arts development and coordination.

**INDIANA PUBLIC POLICY INSTITUTE**

The Indiana University Public Policy Institute was established in 1992 as the Center for Urban Policy and the Environment, and is a multidisciplinary institute within the IU School of Public and Environmental Affairs (SPEA). The Institute delivers unbiased research and data-driven, objective, expert analysis to help public, private, and nonprofit sectors make important decisions that impact quality of life in Indiana and throughout the nation. Specifically, the Institute offers policy analysis, program evaluation, facilitated discussions and planning in areas including, but not limited to public safety, housing and community development, land use and the environment, and economic development. The Institute also houses the Indiana Advisory Commission on Intergovernmental Relations (IACIR).



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Creative Industry and Occupation Descriptions

Creative Economy is at the heart of all economy, as it sets the stage for job creation, talent attraction and retention, and the sought-after quality of life demanded by employers, employees, and their families.

This report provides a baseline for the State of Indiana answering questions such as: “How large is our creative industry?” “How does Indiana compare to national averages and trends?” “Where do our creative employees live and in what industries are they represented?” “How much of our creative industry is self-employed versus payroll-employed?” The answers to these questions provide a baseline for decision making for policy makers, employers, community leadership, and government on all levels, as together we aim to advance the appeal, stability and prosperity of Indiana’s economic and creative profiles. The report also segments Indiana data into the IAC’s 11 regional sections of the state, so comparisons can be made between different state locales, predominantly urban or rural areas, etc. In so doing, we hope that decision makers at all levels of government and the private sector will find value in the study.

The IAC would like to extend our gratitude to the Community Research Institute of Indiana University-Purdue University, Ft. Wayne; the Indiana University Public Policy Institute at Indiana University-Purdue University, Indianapolis; and Arts United of Greater Fort Wayne for their contributions to this report.

The IAC is committed to research which can inform effective strategies that advance the health of artists, arts organizations and providers, and local communities. It is our hope that this view of our current creative economy will ultimately inspire planning and decisions which will help to make our state a competitively creative place-of-choice for workers and their employers.

Nancy Stewart

Nancy Stewart  
Commission Chair



Lewis C. Ricci  
Executive Director

# **PURPOSE + OVERVIEW**

## INTRODUCTION

In conjunction with the Indiana Arts Commission, Arts United of Greater Fort Wayne, Inc. commissioned the Community Research Institute at Indiana University-Purdue University Fort Wayne to conduct a review of the Creative Economy for the State of Indiana. The Indiana Public Policy Institute then benchmarked that information against national data. **The Creative Economy is defined by the New England Creative Economy Framework as a range of “occupations and industries that focus on the production and distribution of cultural goods, services and intellectual property.”** This review of the Creative Economy contains a baseline profile of Creative Industries and Creative Occupations, for the state of Indiana, by Indiana Arts Commission-designated regions and by county, and compared to the U.S.

### SCOPE AND DESCRIPTION

The purpose of this review is to gather and establish a baseline profile of Indiana’s Creative Economy to support the activities of the Indiana Arts Commission and its Regional Arts Partners as they seek to:

- Communicate the impact of the Creative Economy to decision makers, policy makers, academics, community leaders, and practitioners;
- Identify, classify and measure the contributions of artists and “creatives” to Indiana’s workforce;
- Strengthen communities across the State of Indiana by measuring and communicating the impact of the Creative Economy at state, regional and county levels; and
- Initiate a best practice of utilizing data to benchmark the Creative Economy, develop performance metrics, and initiate discussion about long-term strategies that align with broader goals for economic development and quality of life.

The review is achieved by compiling data about total creative jobs by: Creative Industry (e.g. dance companies, museums, historic sites, architecture firms); and, Creative Occupation (e.g. artists, graphic designers, musicians).

### The Creative Economy is defined in this report as follows:

- **Creative Industry Jobs:** Organizations coded as creative (e.g. a theater) have employees or contractors whose jobs are coded as creative occupations (e.g. an actor working at the theater) as well as employees or contractors whose jobs are coded as non-creative occupations (e.g. the accountant working at the theater). Together, these are referred to as creative industry jobs. These creative industry jobs (both with creative and non-creative job codes) may be filled by pay-rolled or self-employed workers (contractors). This category also includes all self-employed, “cottage industry” workers, such as a fine-arts painter who sells her/his work for her/his livelihood, as creative, self-employment is considered a “job in a creative organization.”

- **Creative Occupations:** In addition to organizations coded as creative having employees or contractors whose jobs are coded as creative (such as a graphic designer working for a museum), organizations coded as non-creative may have employees or contractors whose jobs are coded as creative (such as a graphic designer working for a diesel engine manufacturer). Together, all jobs coded as creative, whether associated with a creative or non-creative organization, are referred to as creative occupations. Again, these jobs may be filled by pay-rolled or self-employed workers (contractors). This category also includes all self-employed, “cottage industry” workers, such as a fine-arts painter who sells her/his work for her/his livelihood, as creative, self-employment carries a creative job occupational code.

Creative Economy includes all of the designations above: [creative jobs in creative organizations](#), [non-creative jobs in creative organizations](#) and [creative jobs in non-creative organizations](#) (including all self-employed contractors and “cottage industry” workers).

**Additionally, data was gathered to provide a deeper understanding of employment trends within Indiana’s Creative Economy, including:**

- Traditional payroll employees versus self-employed workers;
- Current year estimates for wages, benefit supplements and employers;
- Post-Great Recession trends, including changes in population, number of jobs and wages from 2010 to 2015; and
- Creative Industry profiles for all 92 counties of the State of Indiana and the 11 regions designated by the Indiana Arts Commission.

**This report is organized into three main sections:**

- 1. Indiana’s Creative Economy**  
This section identifies overall indicators for Indiana’s Creative Industries and Occupations, compared to the U.S.
- 2. Regional Profiles of the Creative Economy**  
This section replicates the indicators previous section for each of the IAC’s 11 arts regions.
- 3. Statewide Trends and Comparisons**  
Key similarities and differences among all key geographies are identified. Implications for the future of Indiana’s Creative Economy are discussed.

## METHODOLOGY

Currently, there is no officially recognized standard for defining and measuring employment in the Creative Economy. This study adopted a methodology that has been accepted by the Creative Economy Coalition, a standing working group of the National Creativity Network. The Creative Economy Coalition seeks to understand, support and advance Creative Industries and Creative Economies in North American through the standardization of research methodology. In 2014, the Creative Economy Coalition reviewed, summarized and compiled 27 different definitions of the Creative Economy used in previous state-wide reports to create a standardized list of 67 industries (measured through the North American Industry Classification System, “NAICS”), and 48 occupations (measured through the Standard Occupational Classification system, “SOC”).

Furthermore, the Creative Economy was defined to be inclusive of at least two of the following three categories: for profit creative service businesses, nonprofit arts groups, and independent creative businesses. The industries and occupations defined to be in the Creative Economy are identified in Appendix A. Similar research has been performed by the New England Foundation for the Arts, North Carolina Arts Council, Creative Alliance Milwaukee and the Houston Arts Alliance, among others.

### **ECONOMIC MODELING SPECIALIST INTERNATIONAL (EMSI 2015.3)**

For this review, the Community Research Institute used data provided by Economic Modeling Specialists International (EMSI 2015.3) to access NAICS and SOC information and provide employment estimates for Indiana’s Creative Economy. EMSI is a workforce and economic modeling software, which compiles data from multiple databases to provide a more complete and highly reliable picture of economic and workforce trends. EMSI is used throughout North America by universities, economic and workforce development agencies, chambers of commerce and government units.

*EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level EMSI earnings by industry.*

### **ADVANTAGES AND DISADVANTAGES OF REVIEW METHODOLOGY**

The use of standardized data systems provides uniformity and comparability in the presentation and analysis of statistical data. Although there are defined sets of occupations and industries in which creative jobs are found, it is generally acknowledged that neither the Creative Industry or Creative Occupation list is all-inclusive.

For example, this study methodology does not include avocational (hobby) artists, student artists, volunteers, or other individuals otherwise involved in the Creative Economy who do not report earnings to the government.

Additionally, there are industries (profit and nonprofit business) that are colloquially considered “creative”, but report a NAICS code outside the standard “creative” NAICS code list in this review.

For example, Vera Bradley, which creates a distinctive line of handbags and accessories could be considered a Creative Industry, but the NAICS classification for this company (316992 Women's Handbag and Purse Manufacturing or 551114 Corporate Subsidiary and Regional Offices) is not included in the standardized NAICS list accepted by the Creative Economy Coalition.

Furthermore, EMSI does not provide county-level estimates of employment or establishments for which there is limited or insufficient data. For example, a locally defined "historic site" may not appear in the establishment data provided by EMSI in that category.

**Even though localized Creative Economy activity is not fully captured by this review, the use of a consistent definition of generally accepted NAICS and SOC codes is what makes this information highly useful and comparable across counties, regions and states.**

## TERMINOLOGY

**For the purposes of this review, we will use the following terms and definitions.**

- **Creative Economy:** defined by the New England Creative Economy Framework as a range of "occupations and industries that focus on the production and distribution of cultural goods, services and intellectual property."
- **North American Industry Classification System (NAICS):** developed by the United States Office of Management and Budget and defined by the United States Census Bureau as "the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy."
- **Standard Occupational Classification (SOC):** defined by the United States Bureau of Labor Statistics as the "system used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational definition."
- **Creative Industries:** businesses, nonprofits and other establishments that focus on the production and distribution of cultural goods, services and intellectual property that are measured by the North American Industry Classification System (NAICS) (e.g. art dealers, musical instrument manufacturers, graphic design firms, etc.) Wired Telecommunication Carriers (which includes broadband internet service providers, local telephone carriers, satellite television distribution systems, and other similar businesses as distributors of creative content) is commonly designated as a Creative Industry and will be included as such in this review.
- **Creative Occupations:** vocations and occupations that focus on the production and distribution of cultural goods, services and intellectual property that are measured by the Standard Occupation Classification (SOC) system (e.g. architects, floral designers, musicians, etc.)
- **Payroll Jobs:** represents the number of workers of any business, nonprofit or other establishment who earn a wage or salary for their work.
- **Self-Employed/1099 Workers:** represents the number of workers who carry on a trade or business as a sole proprietor or independent contractor and most of whom report their earnings to the Internal Revenue Service using the 1099 annual income tax form.
- **Creative Business Establishment:** Actual businesses that exist in Creative Industries.



## EXECUTIVE SUMMARY

The purpose of this report is to establish a baseline profile of Indiana's Creative Economy. As noted in the Introduction, the Creative Economy is defined by the New England Creative Economy Framework as a range of "occupations and industries that focus on the production and distribution of cultural goods, services and intellectual property".

Specifically, the report examines employment trends in Creative Industries and Creative Occupations. Both focus on the production and distribution of cultural goods, services, and intellectual property, but Creative Industries are establishments, while Creative Occupations are jobs that focus on the same, aforementioned outputs. Individuals may be employed in Creative Industries with non-Creative Occupations, have a Creative Occupation in a non-Creative Industry, or be employed in a Creative Occupation within a Creative Industry. Each category can be classified into individuals who are either on an organization's payroll or are self-employed.

We identify trends among each of these creative employment concepts from 2010 to 2015 using data accessed via Economic Modeling Specialists International (EMSI 2015.3). Based on reviews of multiple definitions of the creative economy, the identified data points utilize 67 North American Industry Classification System (NAICS) and 48 Standard Occupational Classification (SOC) codes (for Creative Industries and occupations, respectively) identified as categories of creative employment.

To gauge trends in overall employment, payroll employment, and self-employment in the Creative Economy, the report identifies both how Indiana compares to the U.S. and among the IAC's 11 arts regions. The regional and national findings compare (1) creative employment in 2015 and (2) employment changes from the end of the Great Recession in 2010 to 2015. Together, these geographic and time-oriented comparisons provide several key findings for Indiana's Creative Economy:

- 1. Overall employment in Indiana's Creative Industries have declined since the recession, while overall employment in Creative Occupations increased.**
  - Indiana's change in overall employment in the Creative Industries was slower than the U.S.
  - Indiana's growth in overall employment in all industries outpaced growth in the Creative Industries.
  - Indiana's Creative Occupations increased overall, but at a lower rate than Creative Occupations nationally.
- 2. Indiana's Creative Economy primarily consists of self-employed individuals.**
  - Indiana experienced growth in the number of self-employed individuals in Creative Occupations and Industries.
  - Indiana has a greater proportion of self-employed members of the Creative Economy than the U.S.
  - Indiana wages lag behind the U.S. among self-employed individuals in the Creative Economy.
  - The top self-employed Creative Occupations and Industries in Indiana did not vary much across regions.
- 3. Average wages in Indiana's Creative Industries and Occupations generally lagged behind national averages and other industries in Indiana.**
  - Wages in Indiana's Creative Industries were substantially lower than national averages.
  - Average wages within Indiana varied when compared to other Indiana industries.
  - The lowest and highest paid Creative Occupations were similar in Indiana and the U.S.
- 4. Types of creative employment varied across regions and compared to national trends.**
  - Indiana has stronger trends toward independent artists, which differs from national trends.
  - Many of Indiana's top growing jobs were among the lowest paid.
  - Growth and decline among Creative Industries and payroll occupations varied across regions; however, there was more growth among jobs in digital media, and greater declines among print media.
  - The top growing Creative Industries in IAC arts regions sometimes differed from the top growing Creative Industries in the U.S.
- 5. Central Indiana has the strongest trends and opportunities for the state's Creative Economy**
  - The Indianapolis metro area over-represents the state's Creative Economy.
  - Central Indiana experienced growth in its Creative Economy, including counties bordering Region 7 (page 24).
  - Some rural counties within arts regions may have lower performing Creative Economies.

**CONCLUSIONS AND RECOMMENDATIONS:**

- Indiana lags behind U.S. trends in growing its Creative Economy. **Recommendation:** Consider the extent to which Indiana should follow national trends in creative employment and why.
- Indiana has a strong self-employed creative class, which may exist due to fewer opportunities to work in a payroll position. **Recommendation:** Balance Indiana's trend toward a self-employed creative class with payroll opportunities for employees in the Creative Economy.
- Central Indiana, including the Indianapolis metro and surrounding towns of Columbus, Nashville, and Bloomington, is a hub for the state's creative activity. **Recommendation:** Identify reasons for fewer employed creative opportunities outside of Central Indiana and clarify context for growth and/or sustainability of the Creative Economy at the regional level.

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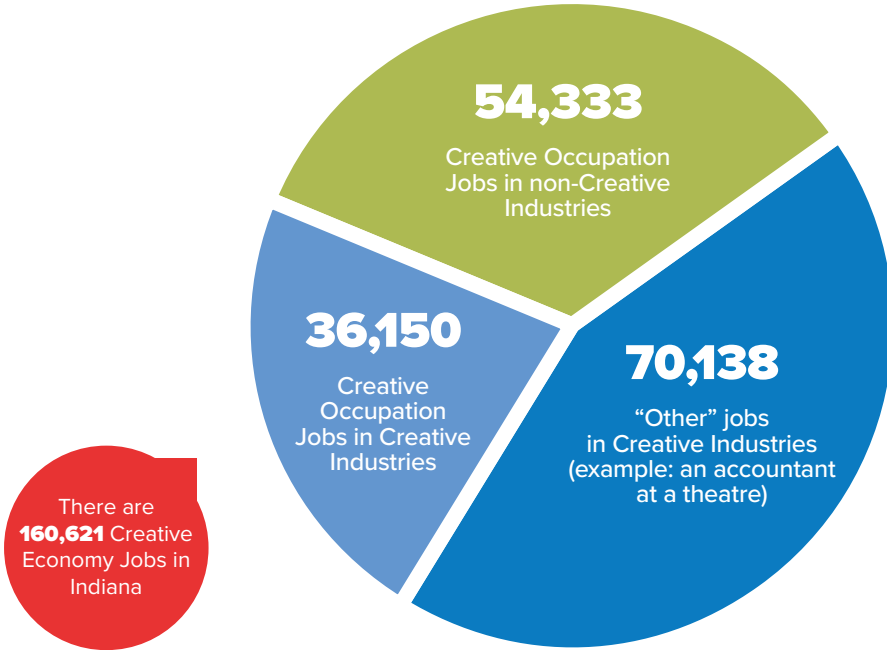
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# **SECTION ONE: INDIANA'S CREATIVE ECONOMY**

# INDIANA'S CREATIVE ECONOMY



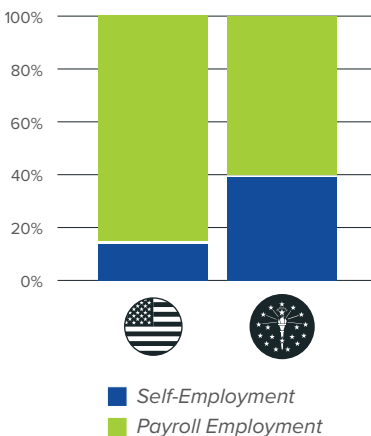
**Indiana's Creative Economy Wages**

Creative Industries **\$34,006**

\*Annual wages are averaged

### CREATIVE INDUSTRY EMPLOYMENT, 2015

Figure 1.1



### INDIANA'S CREATIVE INDUSTRY

- From 2010 to 2015, Creative Industry employment grew at a faster pace across the U.S. than in Indiana.
- Indiana's growth in self-employment in Creative Industries outpaced U.S. Creative Industry self-employment and self-employment in other Indiana industries.
- The top three Creative Industry jobs for both the U.S. and Indiana were the same, however unlike the U.S., independent artists drove Indiana's Creative Industry employment. All of Indiana's top payroll jobs in Creative Industries experienced declines from 2010 to 2015.
- Creative Industries in the U.S. with the most growth included web-based publishing, while Indiana's largest industry growth was among print media, such as directory and mailing lists. The largest declines for both Indiana and the U.S. included print media, namely greeting cards and directories.
- The average U.S. wages for the highest-paying Creative Industry jobs were more than double the highest-paid Creative Industry jobs in Indiana.
- The industries with the largest proportions of creative jobs are in the information sector (83 percent). The information sector includes jobs related to publishing, broadcasting, and telecommunications. Arts, entertainment, and recreation (42 percent) provides facilities or services to meet recreational and cultural needs of individuals, and include professions related to sports, historical sites, and performing arts. The professional, scientific and technology (23 percent) sector specializes in performing technical activities for others, and includes jobs related to advertising, architecture, and photography.

## Indiana's Top Creative Business Establishments

1. Commercial Printing\*
2. Wired Telecommunications Carriers
3. Advertising Agencies
4. Architectural Services
5. Graphic Design Services

### U.S. Top Creative Business Establishments

1. Independent Artists, Writers, and Performers; 2. Wired Telecommunications Carriers; 3. Architectural Services; 4. Commercial Printing\*; 5. Advertising Agencies

\*Excludes screen and book printing

There are **5,132** Creative Business Establishments in Indiana

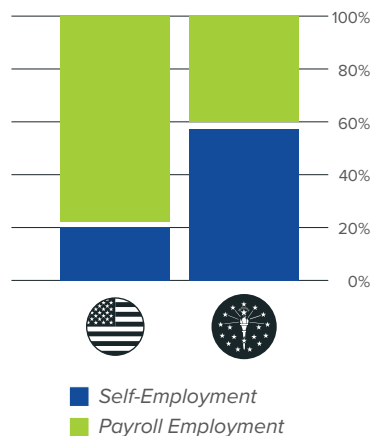
### INDIANA'S CREATIVE OCCUPATIONS

- Like Indiana's Creative Industry, employment in Creative Occupations grew at a faster pace across the U.S. than in Indiana, with the exception of self-employment. Creative Occupation self-employment in Indiana was more than double the rate for the U.S.
- Indiana's growth in self-employment in Creative Industries outpaced U.S. Creative Industry self-employment and self-employment in other Indiana industries.
- Choreographers in payroll positions were the fastest growing Creative Occupation for the U.S., and the fastest declining among self-employment.
- Indiana's fastest-declining Creative Occupation, photographers in payroll positions, is also Indiana's most prevalent Creative Occupation.
- Indiana and the U.S. shared most of the Creative Occupations with the highest and lowest wages, but Indiana's wages were substantially lower than the average wages in the U.S.

Indiana's Creative Economy Wages	
Creative Occupations	\$37,024
*Annual wages are averaged	

### CREATIVE OCCUPATION EMPLOYMENT, 2015

Figure 1.2

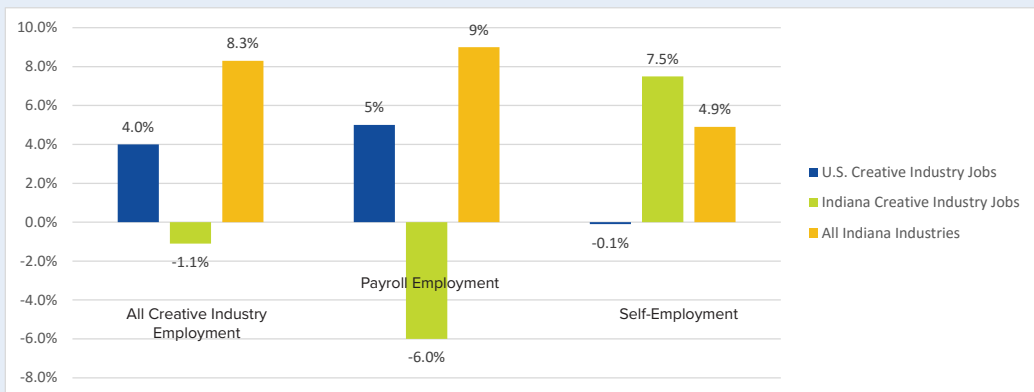







**Table 1.2 Creative employment by industry sector, Indiana**

INDUSTRY SECTOR	NUMBER OF CREATIVE JOBS IN SECTOR	TOTAL SECTOR EMPLOYMENT
Information	35,937	43,559
Arts, Entertainment, and Recreation	28,787	69,001
Professional, Scientific, & Tech	35,867	157,595
Educational Services	6,102	85,514
Manufacturing	21,599	537,981
Other Services	5,940	215,086
Mgmt. of Companies and Enterprises	1,132	34,429
Retail Trade	9,173	392,180
Government	7,411	444,965
Wholesale Trade	2,656	117,133
Adm., Support, Waste Mgmt (Temp Serv.)	2,478	223,096
Finance and Insurance	861	146,785
Utilities	89	14,828
All Other Industries	2,688	1,243,706


**Figure 1.3, Creative Industry employment, 2010 to 2015**




**Table 1.3, Total, payroll, and self-employment in Creative Occupations, Indiana**

 <b>ALL CREATIVE INDUSTRY EMPLOYMENT</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Independent Artists, Writers, and Performers	14,640	9.7%
Wired Telecommunications Carriers	11,010	-13.2%
Commercial Printing (except Screen & Books)	9,939	-13.8%
Newspaper Publishers	5,675	-17.9%
Photography Studios, Portrait	4,632	7.9%
 <b>CREATIVE INDUSTRY PAYROLL EMPLOYMENT</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Wired Telecommunications Carriers	9,433	-10.8%
Commercial Printing (except Screen & Books)	9,067	-15.1%
Newspaper Publishers	4,952	-20.6%
Commercial Screen Printing	3,330	-1.0%
Motion Picture Theaters (except Drive-Ins)	2,295	-18.9%
 <b>SELF-EMPLOYMENT IN CREATIVE INDUSTRIES</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Independent Artists, Writers, and Performers	14,305	9.9%
Photography Studios, Portrait	3,625	37.9%
Fine Arts Schools	2,436	-9.8%
Graphic Design Services	1,998	0.4%
Wired Telecommunications Carriers	1,577	-25%


**Table 1.4, Total, payroll, and self-employment in Creative Occupations, U.S.**

 <b>ALL CREATIVE INDUSTRY EMPLOYMENT</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Wired Telecommunications Carriers	611,694	2%
Commercial Printing (except Screen and Books)	339,090	-12%
Software Publishers	321,257	24%
Independent Artists, Writers, and Performers	286,034	3%
Motion Picture and Video Production	272,947	15%

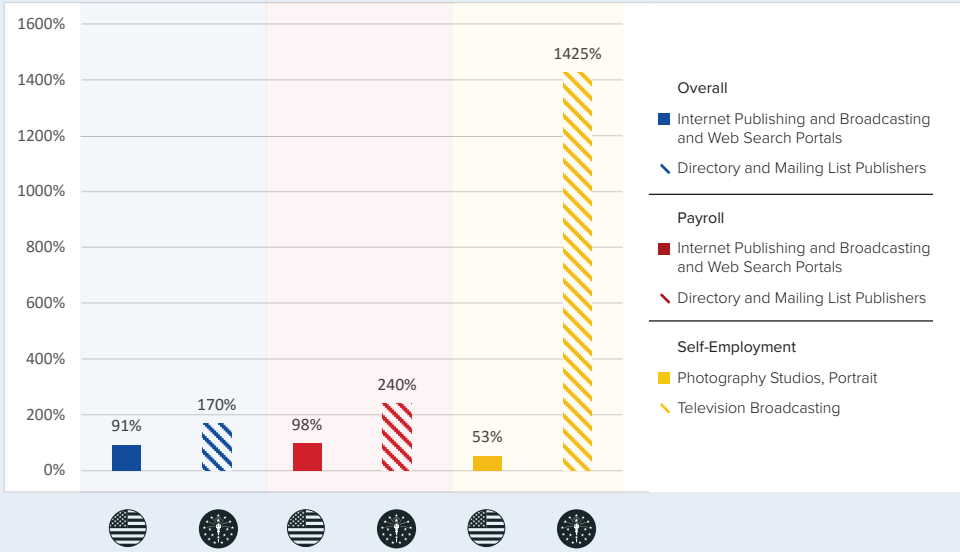
  

 <b>CREATIVE INDUSTRY PAYROLL EMPLOYMENT</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Wired Telecommunications Carriers	611,694	2%
Commercial Printing (except Screen and Books)	325,188	-12%
Software Publishers	321,257	24%
Motion Picture and Video Production	224,452	14%
Advertising Agencies	206,665	17%

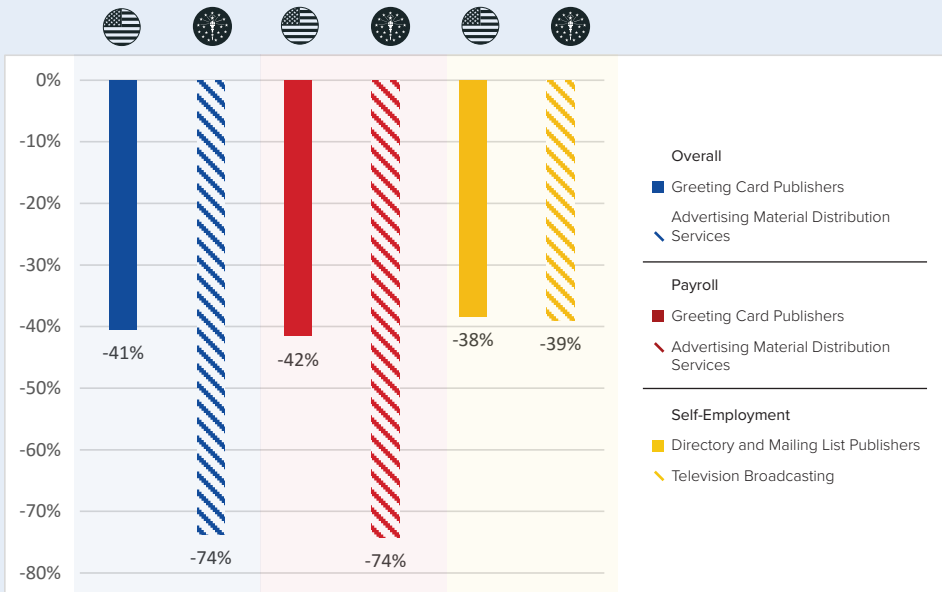
  

 <b>SELF-EMPLOYMENT IN CREATIVE INDUSTRIES</b>	<b>TOTAL EMPLOYED</b>	<b>CHANGE IN JOBS, 2010 TO 2015</b>
Independent Artists, Writers, and Performers	230,824	-1.1%
Graphic Design Services	65,214	0.3%
Interior Design Services	49,025	2.9%
Motion Picture and Video Production	48,495	20.3%
Fine Arts Schools	44,058	5.4%

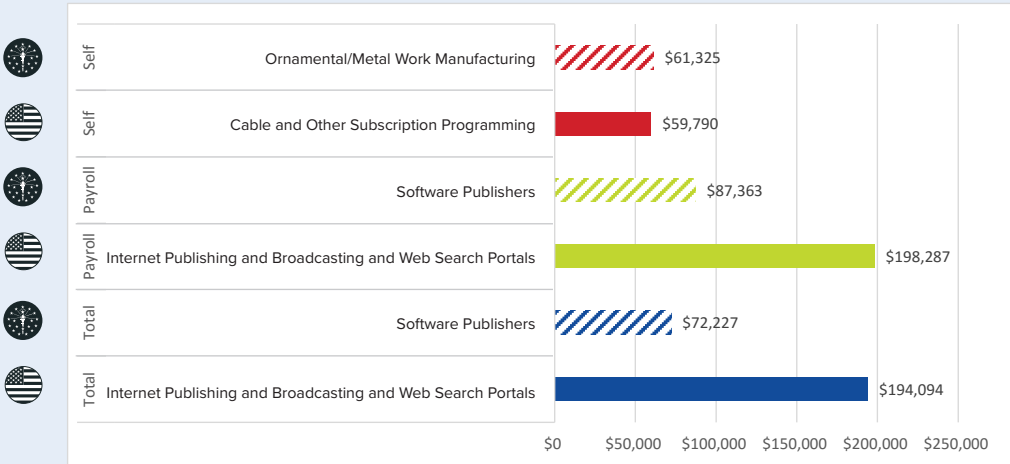
**Figure 1.4**  
**Largest growth in Creative Industry employment, 2010 to 2015**



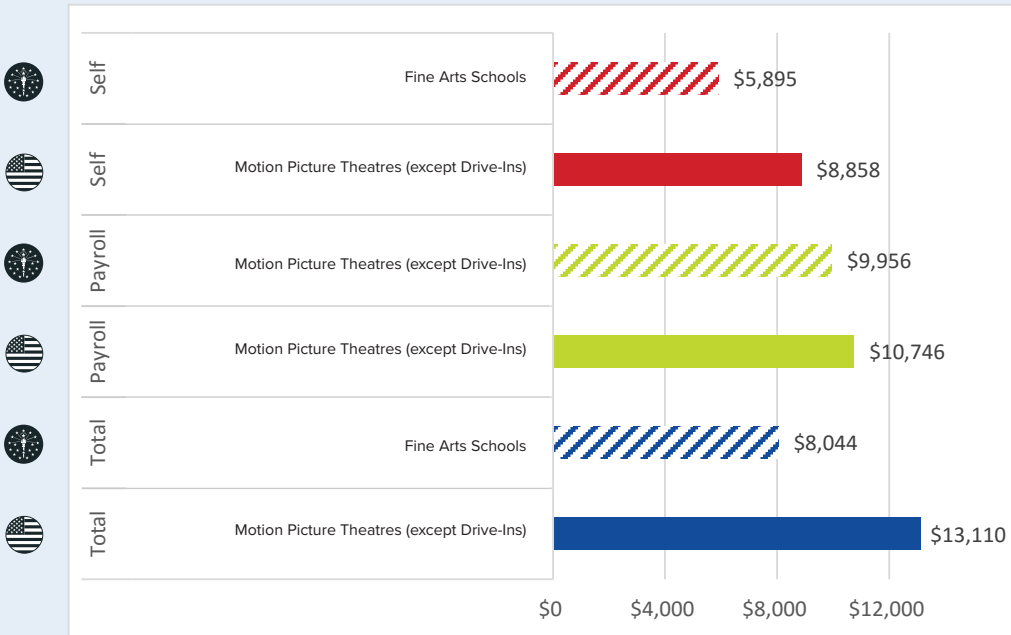
**Figure 1.5**  
**Largest declines in Creative Industry employment, 2010 to 2015**



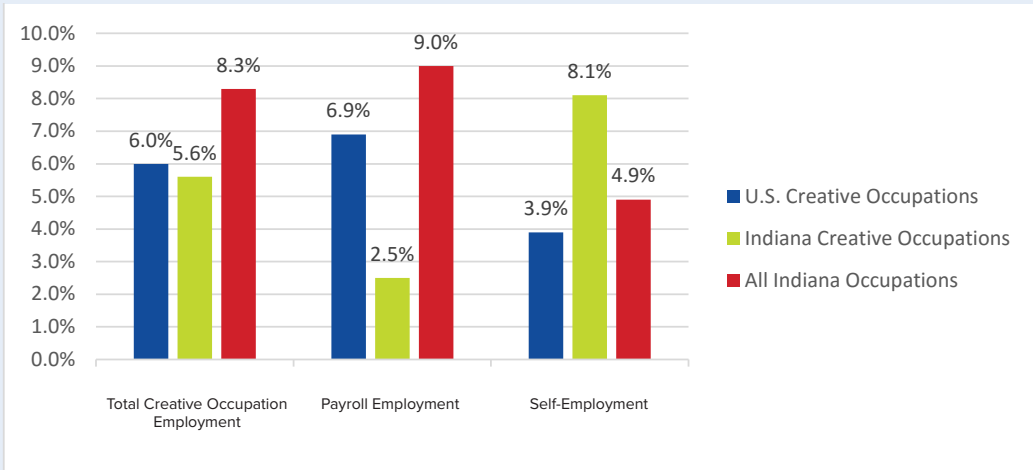
**Figure 1.6, Highest average Creative Industry wages, by employment type**



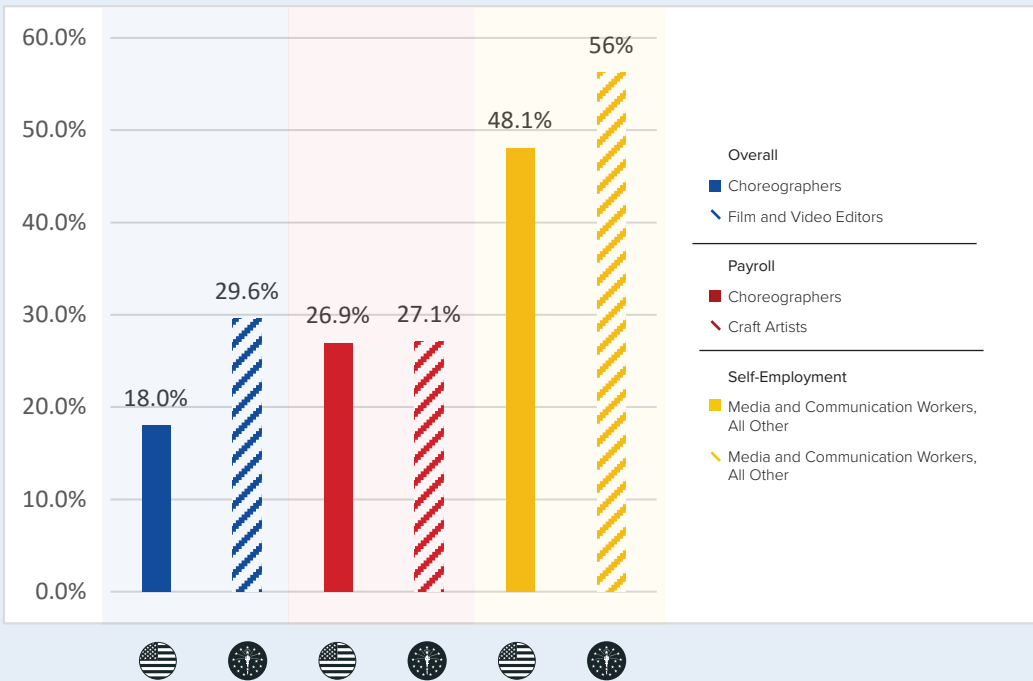
**Figure 1.7, Lowest average Creative Industry wages, by employment type**



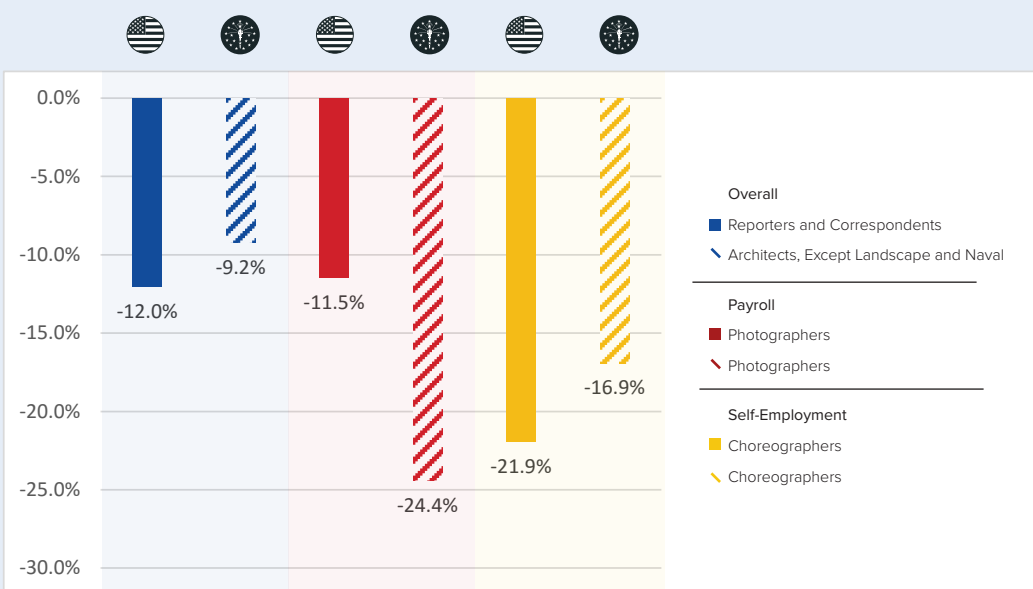
**Figure 1.9, Change in Creative Occupation employment, 2010 to 2015**



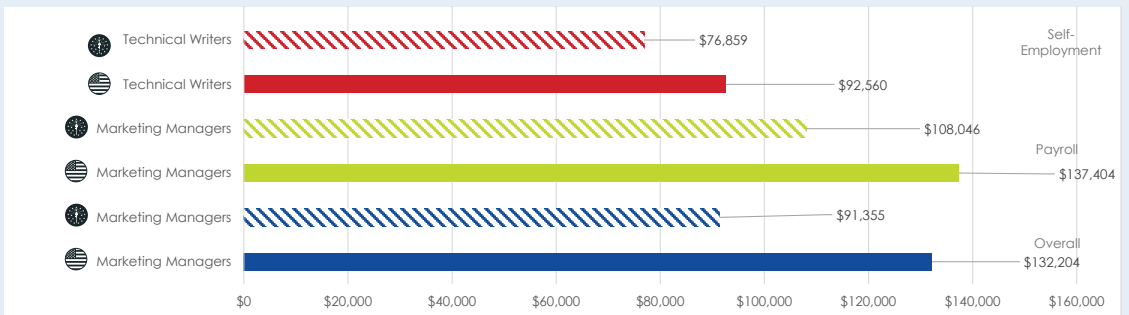
**Figure 1.10, Largest growth in Creative Occupation employment, 2010 to 2015**



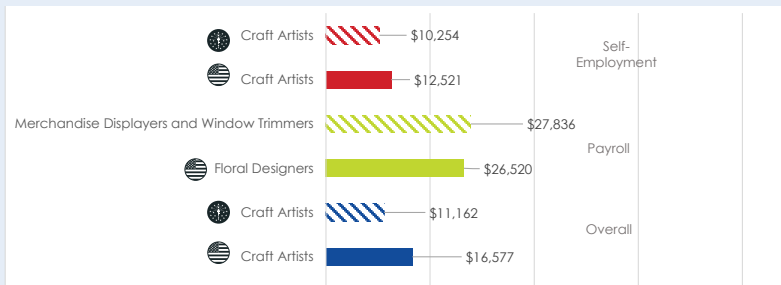
**Figure 1.11, Largest declines in Creative Occupation employment, 2010 to 2015**



**Figure 1.12, Highest average Creative Occupation wages, by employment type**



**Figure 1.13, Lowest average Creative Occupation wages, by employment type**



# **STATEWIDE TRENDS + COMPARISONS**



## TRENDS

**1 OVERALL EMPLOYMENT IN INDIANA'S CREATIVE INDUSTRIES HAVE DECLINED SINCE THE RECESSION, WHILE OVERALL EMPLOYMENT IN CREATIVE OCCUPATIONS INCREASED.**

Indiana's change in overall employment in the Creative Industries was less than the U.S.

Most counties employed less than two percent of its workforce in Creative Industry jobs. Montgomery County (Region 4) has the greatest proportion of employees who are employed in Creative Industries, most of whom are employed in book printing.

See Map 5 [Percent of Jobs in Creative Industries](#)

See Map 5 [Change in Employment among Creative Industries, 2010-2015](#)

From 2010 to 2015, every IAC Arts Region's Creative Industry employment declined in at least one of its counties. Indiana experienced an overall decline in employment in Creative Industries (a loss of slightly more than one percent) compared to an increase of four percent across the U.S. Indiana's decline in employment in Creative Industries may have been driven by a decline in payroll jobs (a loss of 6 percent, compared to an increase of five percent nationally).

Indiana experienced an 8.3 percent increase in employment across all industries and occupations after the recession, compared to declines and smaller gains in Creative Industries and Occupations.

Indiana's Creative Occupations increased overall, but at a lower rate than Creative Occupations nationally.

Overall (5.6 percent) and in payroll jobs (2.5 percent), Indiana lagged behind national trends in Creative Occupation growth (seven and six percent, respectively).

Five counties have a relatively high proportion of individuals employed in Creative Occupations relative to other jobs. Sullivan County has over 13 percent of employees in Creative Occupations (mostly photographers, writers, and musicians), though this number declined from 2010 to 2015. Three of these counties (Hancock, Hamilton, and Boone) are located in Region 7.

Map 5 [Change in Employment among Creative Occupations, 2010-2015](#)

Across Indiana counties, declines in Creative Occupation employment were lower than Indiana's decline in Creative Industry employment. Multiple counties experienced more than 15 percent declines in Creative Industry employment, while only one county (Ohio) lost more than 15 percent of its Creative Occupation employment.

**2 INDIANA'S CREATIVE ECONOMY PRIMARILY CONSISTS OF, AND WAS DRIVEN BY, SELF-EMPLOYED INDIVIDUALS.**

Indiana has a greater proportion of self-employed members of the creative economy than the U.S.

Map 6, [Percent of Self-employed Individuals Working in a Creative Job](#)

Overall, Indiana's arts regions vary in the proportion of creative jobs that are self-employed. Only three percent of all Indiana payroll jobs are creative jobs. Nearly 10 percent of self-employed jobs are creative. By region, Regions 7 (Greater Indianapolis) and 8 (Greater Bloomington) have the highest proportions of creative, self-employed jobs.

Figure 3.1, [Percent of self-employed individuals in Creative Industry jobs](#)

Figure 3.2, [Percent of self-employed individuals in Creative Occupations](#)

Self-employed individuals comprise 40 percent of the Creative Industry jobs in Indiana, compared to 14 percent of Creative Industry jobs nationally. Similarly, 20 percent of Creative Occupations are self-employed nationally, compared to 57 percent in Indiana.

Region 1 (Greater Gary) has the highest proportion of both self-employed Creative Industry employees (more than double the national rate) and Creative Occupation employees (more than triple the national rate).

Indiana experienced growth in self-employed individuals in the Creative Occupations and Industries.

Indiana's growth in self-employed individuals in Creative Occupations (8.1 percent) outpaced self-employment in other occupations across the state (5.6 percent). The same trend holds for self-employment in the Creative Industries (7.5 percent growth compared to 4.9 percent growth across all industries).

Both Indiana and the U.S. experienced an increase in self-employed individuals in the Creative Industries after the recession, with Indiana having a higher increase (7.5 percent) than the U.S. (.1%).

Indiana lags behind the U.S. in wages for the self-employed in the Creative Economy

Self-employed members of Indiana's creative economy earn less (on average, a difference of \$4,000) than self-employed individuals across the U.S.'s Creative Industries and Occupations.

The top self-employed Creative Occupations and Industries in Indiana did not vary much across regions.

Figure 3.3, [Percent of IAC Arts Regions with self-employment in the top Creative Occupations](#)

Figure 3.4, [Percent of Indiana Arts Regions with self-employment in the top Creative Industry](#)

The top three self-employed Creative Occupations across each of the 11 IAC arts regions included photographers, writers, and musicians. Each of the 11 regions included independent artists and photography studios as their largest Creative Industries, while 10 of 11 regions included fine arts schools and graphic design services.

### **3 AVERAGE WAGES IN INDIANA'S CREATIVE INDUSTRIES AND OCCUPATIONS GENERALLY LAGGED BEHIND NATIONAL AVERAGES AND OTHER INDUSTRIES IN INDIANA.**

Map 7, [Average Annual Wages among Creative Industry Employees, 2015](#)  
Map 8, [Average Annual Wages among Creative Occupation Employees, 2015](#)

Wages in Indiana's Creative Industries were substantially lower than national averages.

Map 9, [Percent of Payroll Establishments that are Creative Businesses, 2015](#)

The average wage for Creative Industries in Indiana was about \$30,000 less than the national average. The difference was about \$4,000 for self-employed workers, and about \$30,000 for payroll employees.

One of the reasons Indiana's Creative Economy wages are lower than the U.S. may be due to the lack of payroll establishments in the Creative Economy. Creative employees who have payroll jobs earn more than those who are self-employed. Region 7 has the highest proportion of creative businesses or establishments, as well as the highest wages for creative workers.

Average wages within Indiana varied when compared to other Indiana industries.

See Map 10, [Difference between Average Wages for All Industries and Creative](#)

### Industry Wages

Creative Industry employees earned less on average in both overall employment and self-employment, but earned more than other payroll employees in Indiana. The average salary for Creative Industries was closer to the regional average than others. Specifically, Regions 3 (Fort Wayne) and 12 (New Albany) were within \$700 of all industry pay. Regions 8 and 9 had the greatest disparity between creative and all industries.

There were few counties in which Creative Industry employees earned an annual average salary of more than \$50,000.

Similar Creative Occupations were the lowest and highest paid nationally and in Indiana.

Managerial positions in advertising and marketing tended to be the highest earners, while craft artists, photographers, and movie theater employees were among the lowest paid for both groups. These trends may be slightly problematic, as photographers are the most common Creative Occupation, while managerial positions were mostly located in the Indianapolis metro area.

## **4 TYPES OF CREATIVE EMPLOYMENT VARIED ACROSS REGIONS AND COMPARED TO NATIONAL TRENDS.**

Indiana has stronger trends toward traditional, independent artists, which differs from national trends.

The top Creative Occupations in the U.S. were mostly in strategic communications (financial and marketing managers, graphic design, and public relations specialists), while the top Creative Occupations in Indiana include photographers, writers and authors, and musicians and singers. Independent artists and commercial printers comprised the top Creative Industries across all but two Indiana Arts Regions.

Nationally, industries with the highest growth included internet publishing and advertising-related services, compared to photography and independent artists in Indiana.

Many of Indiana's largest and fastest growing jobs were also among the lowest paid.

Indiana's top five growing Creative Industries averaged about \$33,000 in annual wages compared to about \$83,000 for the top five growing Creative Industries nationally. Similar trends exist for Creative Occupations, with craft artists comprising the lowest paid employees.

On the other hand, marketing managers tended to earn the most nationally and in Indiana, but were most strongly concentrated for overall employment in Regions 7 and 9 (Columbus).

Growth and decline in Creative Economy jobs was much more diverse across regions than other indicators, but followed trends of newer versus older media.

Most overall occupational growth in Indiana included video production and editing, and marketing, similar to the U.S. With the exception of internet publishing, most regional payroll occupational declines in Indiana included advertising and publishing hard copy materials, in addition to musical instruments.

The top Creative Industries included advertising, media, and events promotion for the U.S. For Indiana, the top growing Creative Industry was directory and mailing list publishing—the third most declining Creative Industry in the U.S.

Employment changes since the recession in each Creative Industry did not always align with national trends.

## Section Three: Statewide Trends + Comparisons

See Figure 3.5, [Percent of IAC Arts Regions with total employment in the top Creative Industries, by growth trends](#)

Of the top five Creative Industries from each region, three experienced declines in employment industries nationally and in Indiana. Five industries increased both nationally and in the State of Indiana, suggesting that Indiana has opportunities to continue to expand its Creative Economy. However, two of those growing industries were among the top industries in only two regions. With the exception of interpreters and translators, employment in the top Creative Occupations matched with national trends (all increasing).

### **5 CENTRAL INDIANA HAD THE STRONGEST TRENDS AND OPPORTUNITIES FOR THE STATE'S CREATIVE ECONOMY**

The Indianapolis metro area over-represents the state's Creative Economy.

Map 11, [Creative Employment per 100,000 People, 2015](#)

Creative employment is overrepresented in Region 7, which contains the Indianapolis metro area. For example, the region has 26 percent of Indiana's population, but 40 percent of its Creative Industries and Occupations. Specifically, Region 7 has more creative employment per capita than the other regions, among other factors:

Region 7 has the highest average pay for each category of Creative Occupations, and the highest average pay for total and payroll Creative Industry jobs.

Region 7 has the highest proportion of Creative Occupation employees who are self-employed.

Region 7 is the only IAC arts region that has its highest employment in a growing U.S. Creative Industry and Occupation: software publishing, which is also the highest paid Creative Industry.

Region 7 has the highest proportion of payroll establishments that are creative.

Central Indiana has experienced growth in its Creative Economy, including counties bordering Region 7.

Region 7's Creative Industry jobs increased, even when the rest of Indiana experienced a decline in overall Creative Industry employment. Region 7's self-employment also grew at almost the same rate as all Indiana industries. Region 7's growth in Creative Occupations after the recession strongly outpaced the state, and exceeded the state in all self-employed, occupational growth.

Bordering Region 7 are regions containing Bloomington, Columbus, and Nashville, each of which were some of the few counties outside of Region 7 to experience comparable growth in creative employment and larger proportions of Creative Occupations. Regions 7 and 8 have the highest proportion of self-employed creative jobs compared to other regions.

Some non-urban counties within IAC Arts Regions have lower performing Creative Economies than other counties in that region as a whole.

Many non-urban counties have fewer creative employment opportunities, shown by lower proportions of employment in Creative Industry and Occupations. Many of these counties also have high levels of poverty, high population declines, and a large loss in employers since 2000.

## CONCLUSIONS AND RECOMMENDATIONS

### **INDIANA LAGS BEHIND U.S. TRENDS IN GROWING ITS CREATIVE ECONOMY.**

**Recommendation:** Consider the extent to which Indiana should follow national trends in creative employment and why.

Though Indiana lags behind the U.S. in growth and per capita employment in Creative Industries and Occupations, the state also has a culture that identifies strongly with other occupations, such as manufacturing. Indiana's challenge may include providing opportunities for a creative class alongside other traditional economic mainstays of the state. Indiana also shares similar strengths among some Creative Industries and Occupations with the U.S., which should be considered.

### **INDIANA HAS A STRONG SELF-EMPLOYED CREATIVE CLASS, WHICH MAY EXIST DUE TO FEWER OPPORTUNITIES TO WORK IN A PAYROLL POSITION.**

**Recommendation:** Balance Indiana's trend toward a self-employed creative class with payroll opportunities for employees in the Creative Economy.

Indiana's self-employment trends are stronger than the U.S., even with lower average wages than creative employees on payroll. Still, the difference between national and state self-employment wages aren't as drastic as the differences in salary for payroll jobs. With a lower cost of living, Indiana could be a promising location for self-employed artists and other creative entrepreneurs.

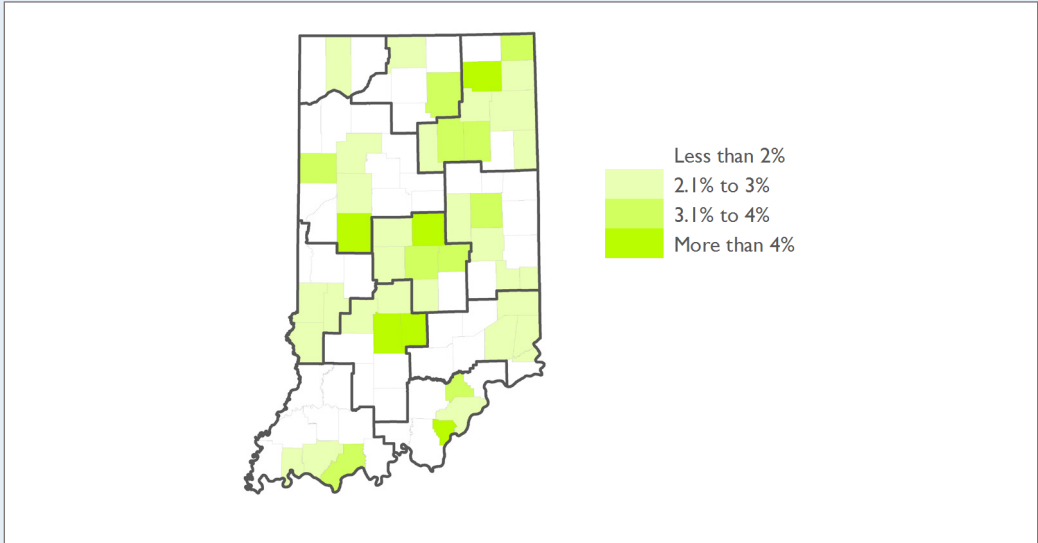
At the same time, higher rates of self-employment in Indiana may exist due to fewer opportunities for payroll jobs in the state's Creative Economy. Balancing payroll employment opportunities with supporting an entrepreneurial creative class may support future intentions toward expanding the state's creative economy.

### **CENTRAL INDIANA, INCLUDING THE INDIANAPOLIS METRO AND SURROUNDING TOWNS OF COLUMBUS, NASHVILLE, AND BLOOMINGTON, IS A HUB FOR THE STATE'S CREATIVE ACTIVITY.**

**Recommendation:** Identify reasons for fewer employed creative opportunities outside of Central Indiana and clarify context for growth and/or sustainability of the Creative Economy in other regions of Indiana.

What cultural factors account for the variation in the Creative Economy in different regions? Multiple factors, such as low employment, lower-paid Creative Economy jobs, higher poverty rates, and declining populations that may help shape a regional Creative Economy that is less engaged than cities in the central parts of the state.

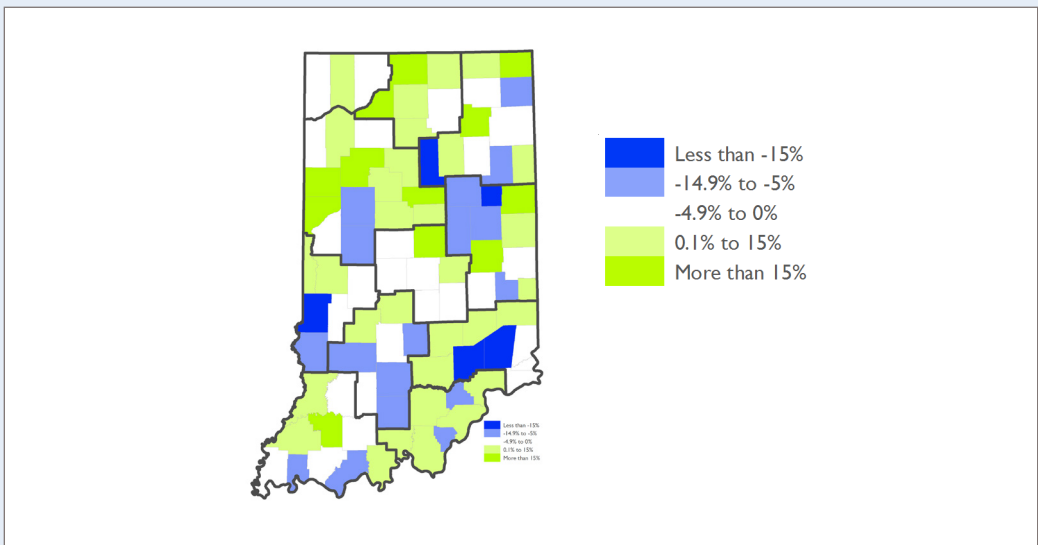
**Map 2. Percent of Jobs in Creative Industries, 2015**



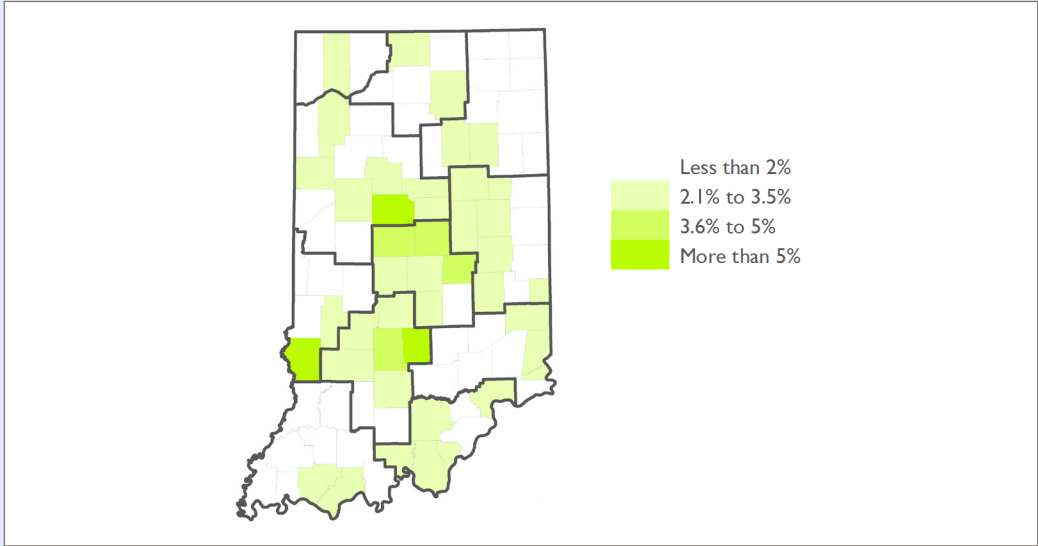
**Table 3.1 Proportion of county-level employment in Creative Industry jobs**

County	% Creative Industry as a Percent of Total Industry Employment
Montgomery (Region 4, Greater Lafayette)	6.8%
Noble (Region 3, Greater Fort Wayne)	5.5%
Brown (Region 8, Greater Bloomington)	5.2%
Hamilton (Region 7, Greater Indianapolis)	5.0%
Floyd (Region 12, Greater New Albany)	4.2%

**Map 3. Change in employment among Creative Industries, 2010 to 2015**



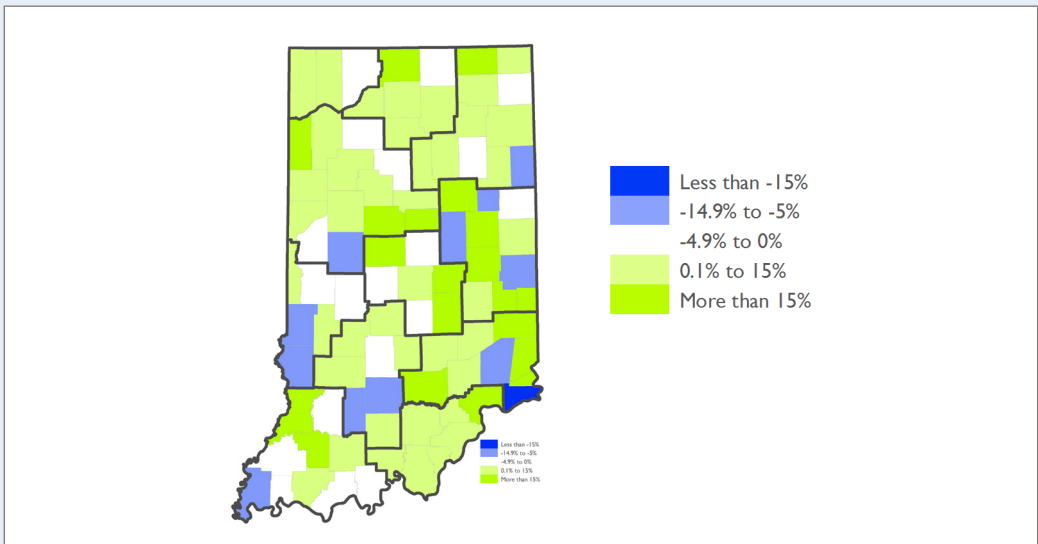
**Map 4. Percent of Jobs in Creative Occupations, 2015**



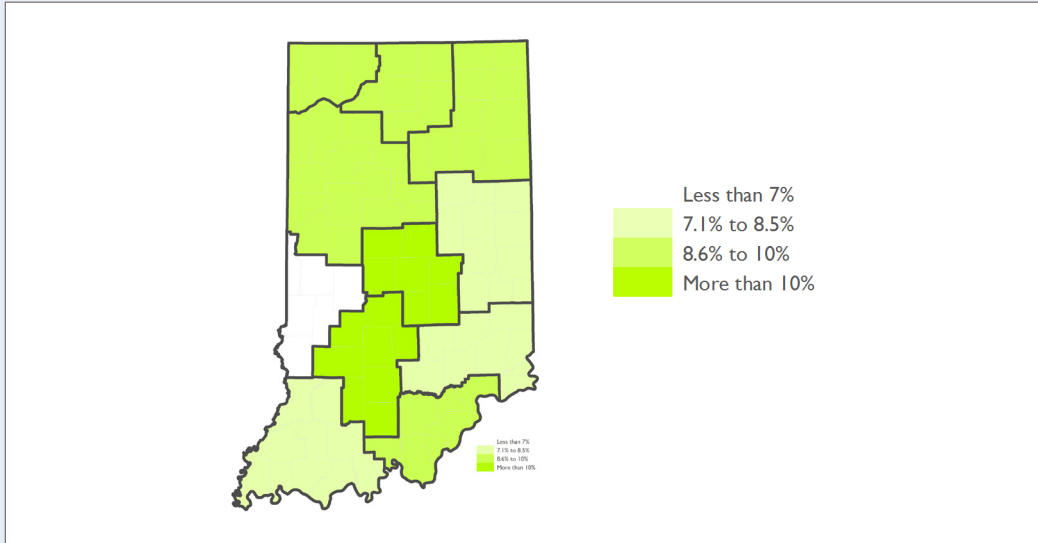
**Table 3.2 Proportion of county-level employment in Creative Occupations**

County	% Creative Occupations as a Percent Total Employment
Sullivan (Region 6, Greater Terre Haute)	13.4%
Clinton (Region 4, Greater Lafayette)	5.7%
Brown (Region 8, Greater Bloomington)	5.5%
Hamilton (Region 7, Greater Indianapolis)	4.4%
Hancock (Region 7, Greater Indianapolis)	4.0%

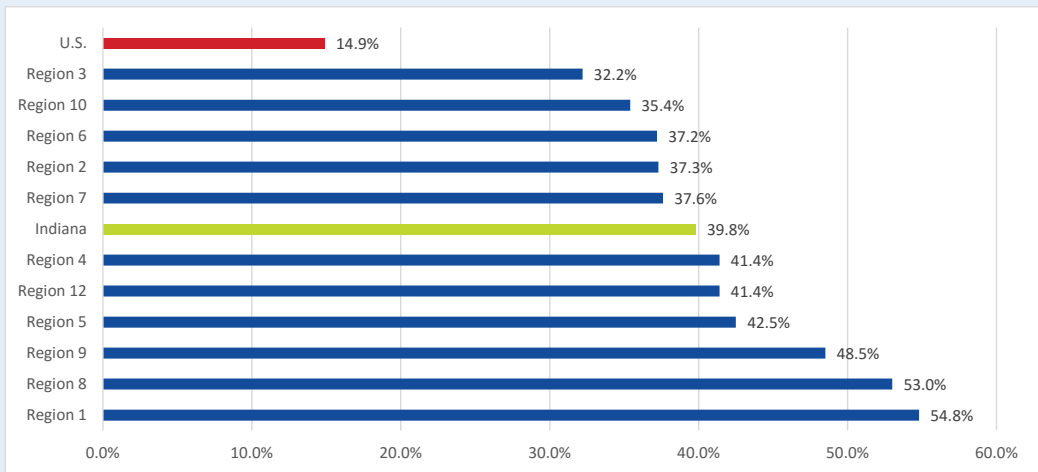
**Map 5. Change in employment among Creative Occupations, 2010 to 2015**



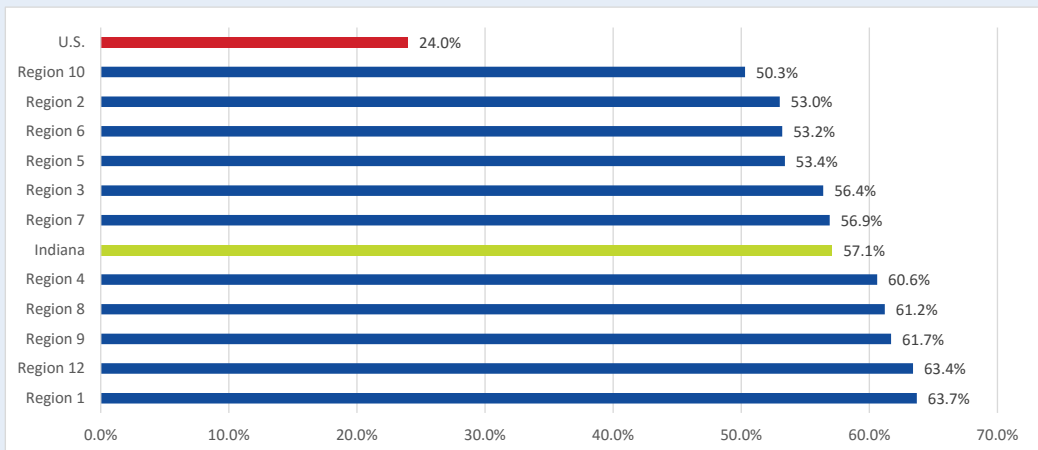
**Map 6. Percent of self-employed Individuals Working in a Creative Job**



**Figure 3.1 Percent of self-employed individuals in Creative Industry jobs**



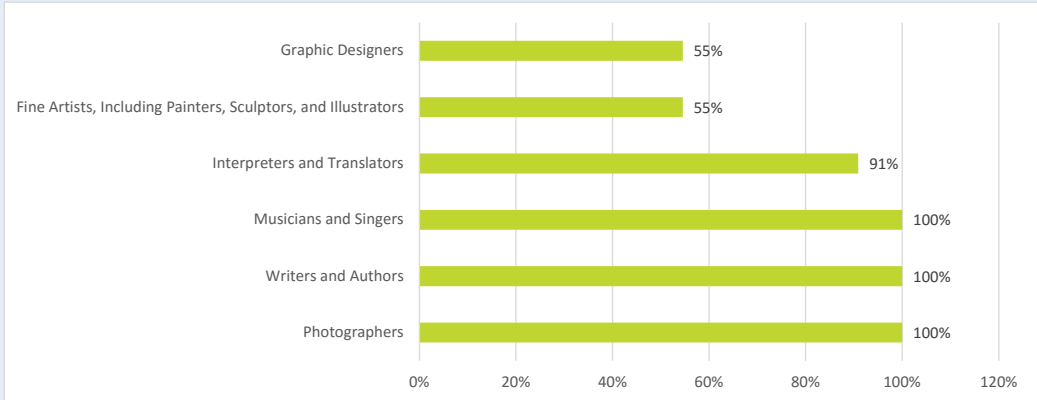
**Figure 3.2 Percent of self-employed individuals in Creative Occupations**



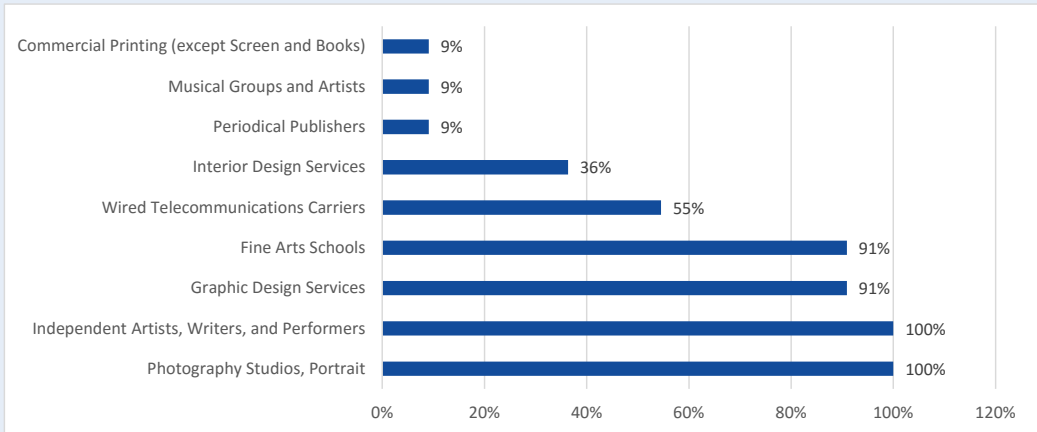


Section Three: Statewide Trends + Comparisons

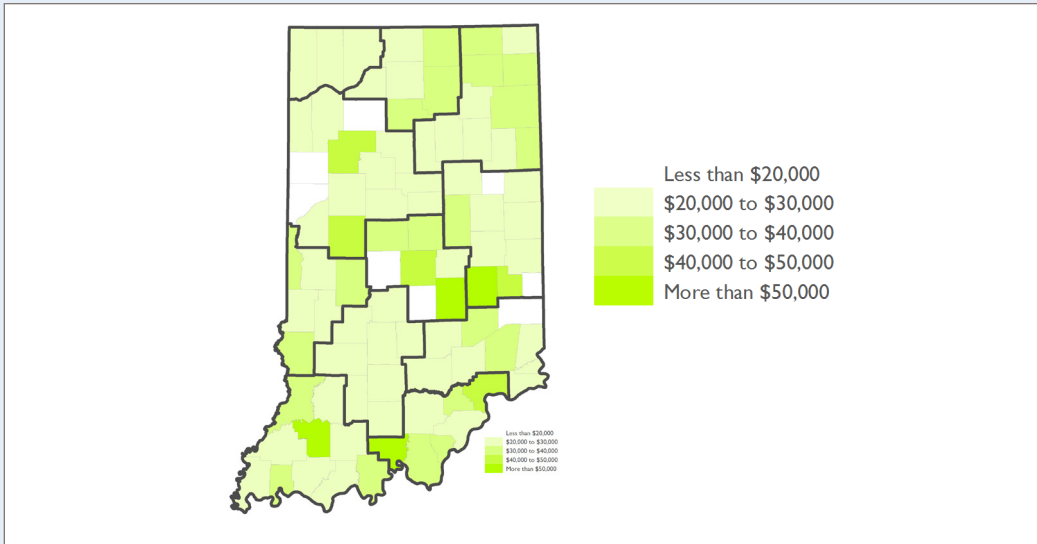
**Figure 3.3 Percent of Indiana Arts Regions with self-employment in the top Creative Occupations**



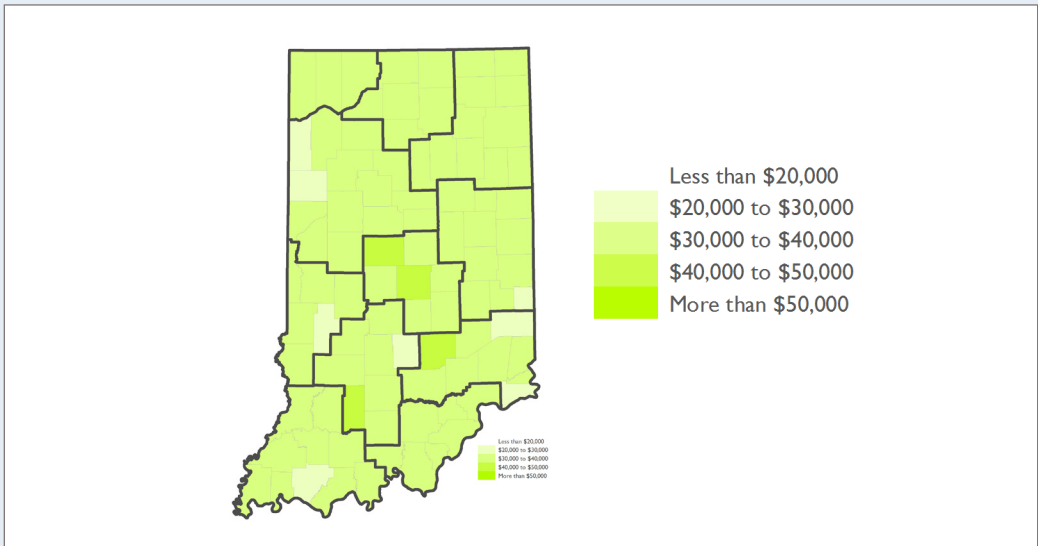
**Figure 3.4 Percent of Indiana Arts Regions with self-employment in the top Creative Industry**



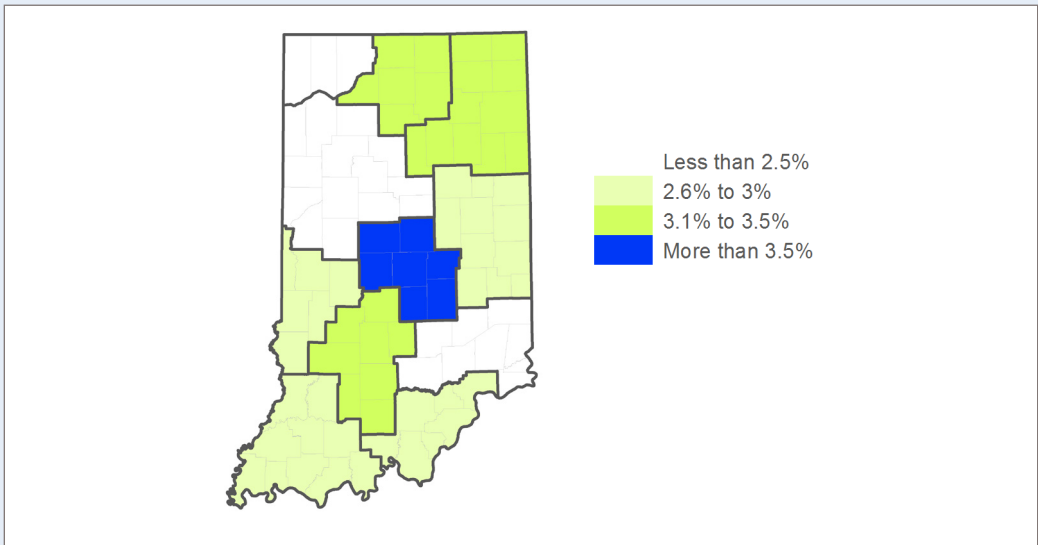
**Map 7. Average Annual Wages among Creative Industry Employees, 2015**



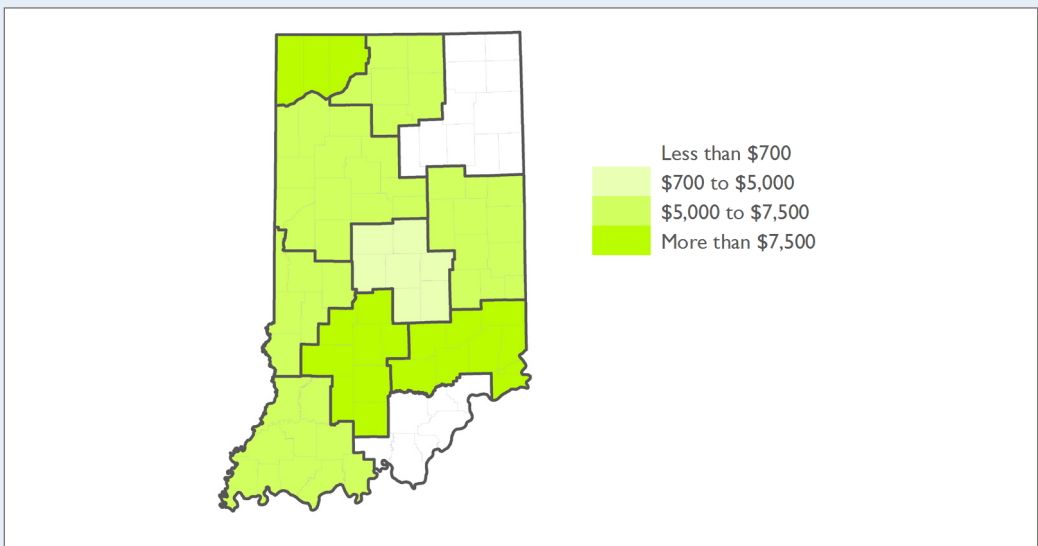
**Map 8. Average Annual Wages among Creative Occupation Employees, 2015**



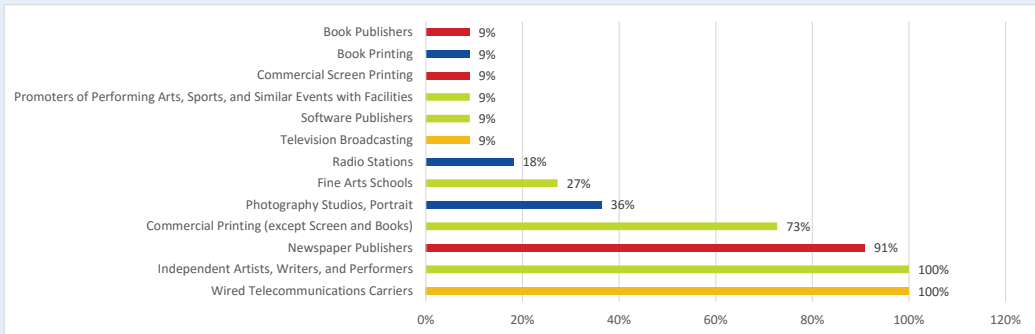
**Map 9. Percent of Payroll Establishments that are Creative Businesses, 2015**



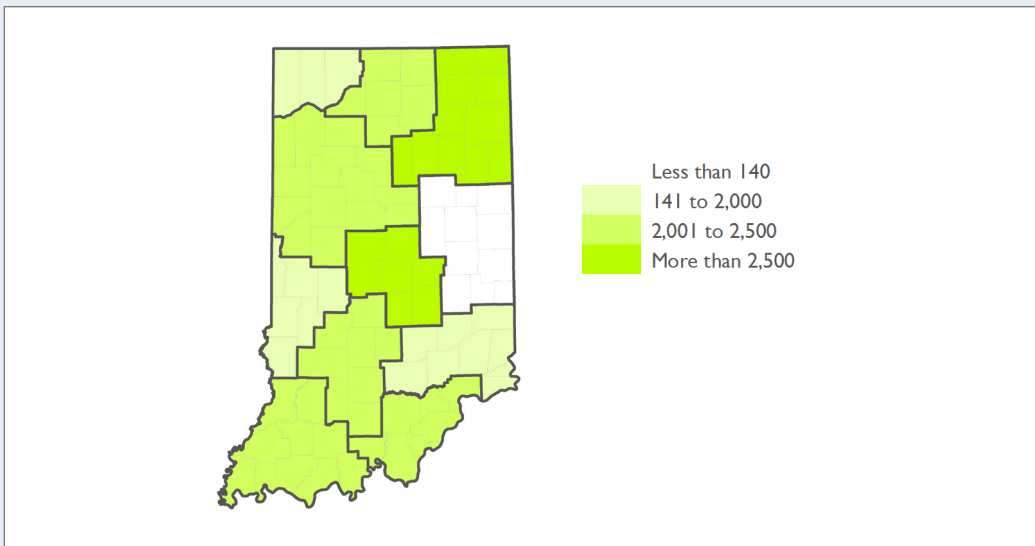
**Map 10. Difference between Average Wages for All Industries and Creative Industry Wages**



**Figure 3.5 Percent of Indiana Arts Regions with total employment in the top Creative Industries, by growth trends**



**Map 11. Creative Employment per 100,000 People, 2015**



# **APPENDIX A: INDUSTRIES AND OCCUPATION CODES**

## CREATIVE INDUSTRY CODES

<b>NAICS CODE</b>	<b>INDUSTRY DESCRIPTION</b>
323111	Commercial Printing (except Screen and Books)
323113	Commercial Screen Printing
323117	Books Printing
323120	Support Activities for Printing
332323	Ornamental and Architectural Metal Work Manufacturing
337212	Custom Architectural Woodwork and Millwork Manufacturing
339910	Jewelry and Silverware Manufacturing
339992	Musical Instrument Manufacturing
424920	Book, Periodical, and Newspaper Merchant Wholesalers
451140	Musical Instrument and Supplies Stores
451211	Book Stores
453920	Art Dealers
511110	Newspaper Publishers
511120	Periodical Publishers
511130	Book Publishers
511140	Directory and Mailing List Publishers
511191	Greeting Card Publishers
511199	All Other Publishers
511210	Software Publishers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512132	Drive-In Motion Picture Theaters
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
512210	Record Production
512220	Integrated Record Production/Distribution
512230	Music Publishers
512240	Sound Recording Studios
512290	Other Sound Recording Industries
515111	Radio Networks
515112	Radio Stations
515120	Television Broadcasting
515210	Cable and Other Subscription Programming

517110	Wired Telecommunications Carriers
519110	News Syndicates
519120	Libraries and Archives
519130	Internet Publishing and Broadcasting and Web Search Portals
541310	Architectural Services
541320	Landscape Architectural Services
541410	Interior Design Services
541420	Industrial Design Services
541430	Graphic Design Services
541490	Other Specialized Design Services
541810	Advertising Agencies
541820	Public Relations Agencies
541830	Media Buying Agencies
541840	Media Representatives
541850	Outdoor Advertising
541860	Direct Mail Advertising
541870	Advertising Material Distribution Services
541890	Other Services Related to Advertising
541921	Photography Studios, Portrait
541922	Commercial Photography
611610	Fine Arts Schools
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists
711190	Other Performing Arts Companies
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
711510	Independent Artists, Writers, and Performers
712110	Museums
712120	Historical Sites
712130	Zoos and Botanical Gardens
712190	Nature Parks and Other Similar Institutions

## CREATIVE OCCUPATION CODES

<b>SOC CODE</b>	<b>OCCUPATION TITLE</b>
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
17-1011	Architects, Except Landscape and Naval
17-1012	Landscape Architects
25-4011	Archivists
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-4021	Librarians
25-4031	Library Technicians
25-9011	Audio-Visual and Multimedia Collections Specialists
27-1011	Art Directors
27-1012	Craft Artists
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1014	Multimedia Artists and Animators
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1022	Fashion Designers
27-1023	Floral Designers
27-1024	Graphic Designers
27-1025	Interior Designers
27-1026	Merchandise Displayers and Window Trimmers
27-1027	Set and Exhibit Designers
27-1029	Designers, All Other
27-2011	Actors
27-2012	Producers and Directors
27-2031	Dancers
27-2032	Choreographers

27-2041	Music Directors and Composers
27-2042	Musicians and Singers
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3011	Radio and Television Announcers
27-3021	Broadcast News Analysts
27-3022	Reporters and Correspondents
27-3031	Public Relations Specialists
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-3091	Interpreters and Translators
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4013	Radio Operators
27-4014	Sound Engineering Technicians
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other



**APPENDIX B:  
CREATIVE OCCUPATION  
AND INDUSTRY DESCRIPTIONS**

# OCCUPATION DESCRIPTIONS

## **ADVERTISING AND PROMOTIONS MANAGERS (11-2011)**

Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

## **MARKETING MANAGERS (11-2021)**

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

## **AGENTS AND BUSINESS MANAGERS OF ARTISTS, PERFORMERS, AND ATHLETES (13-1011)**

Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.

## **ARCHITECTS, EXCEPT LANDSCAPE AND NAVAL (17-1011)**

Plan and design structures, such as private residences, office buildings, theaters, factories, and other structural property. Excludes "Landscape Architects" (17-1012) and "Marine Engineers and Naval Architects" (17-2121).

## **LANDSCAPE ARCHITECTS (17-1012)**

Plan and design land areas for projects such as parks and other recreational facilities, airports, highways, hospitals, schools, land subdivisions, and commercial, industrial, and residential sites.

## **ARCHIVISTS (25-4011)**

Appraise, edit, and direct safekeeping of permanent records and historically valuable documents. Participate in research activities based on archival materials.

## **CURATORS (25-4012)**

Administer collections, such as artwork, collectibles, historic items, or scientific specimens of museums or other institutions. May conduct instructional, research, or public service activities of institution.

## **MUSEUM TECHNICIANS AND CONSERVATORS (25-4013)**

Restore, maintain, or prepare objects in museum collections for storage, research, or exhibit. May work with specimens such as fossils, skeletal parts, or botanicals; or artifacts, textiles, or art. May identify and record objects or install and arrange them in exhibits. Includes book or document conservators.

## **LIBRARIANS (25-4021)**

Administer libraries and perform related library services. Work in a variety of settings, including public libraries, educational institutions, museums, corporations, government agencies, law firms, non-profit organizations, and healthcare providers. Tasks may include selecting, acquiring, cataloging, classifying, circulating, and maintaining library materials; and furnishing reference, bibliographical, and readers' advisory services. May perform in-depth, strategic research, and synthesize, analyze, edit, and filter information. May set up or work with databases and information systems to catalogue and access information.

## **LIBRARY TECHNICIANS (25-4031)**

Assist librarians by helping readers in the use of library catalogs, databases, and indexes to locate books and other materials; and by answering questions that require only brief consultation of standard reference. Compile records; sort and shelve books or other media; remove or repair damaged books or other media; register patrons; and check materials in and out of the circulation process. Replace materials in shelving area (stacks) or files. Includes bookmobile drivers who assist with providing services in mobile libraries.

## **AUDIO-VISUAL AND MULTIMEDIA COLLECTIONS SPECIALISTS (25-9011)**

Prepare, plan, and operate multimedia teaching aids for use in education. May record, catalogue, and file materials.

## **ART DIRECTORS (27-1011)**

Formulate design concepts and presentation approaches for visual communications media, such as print, broadcasting, and advertising. Direct workers engaged in art work or layout design.

## **CRAFT ARTISTS (27-1012)**

Create or reproduce hand-made objects for sale and exhibition using a variety of techniques, such as welding, weaving, pottery, and needlecraft.

## **FINE ARTISTS, INCLUDING PAINTERS, SCULPTORS, AND ILLUSTRATORS (27-1013)**

Create original artwork using any of a wide variety of media and techniques.

**MULTIMEDIA ARTISTS AND ANIMATORS (27-1014)**

Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.

**ARTISTS AND RELATED WORKERS, ALL OTHER (27-1019)**

All artists and related workers not listed separately. Illustrative examples: Calligrapher, Tattoo Artist.

**COMMERCIAL AND INDUSTRIAL DESIGNERS (27-1021)**

Develop and design manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.

**FASHION DESIGNERS (27-1022)**

Design clothing and accessories. Create original designs or adapt fashion trends.

**FLORAL DESIGNERS (27-1023)**

Design, cut, and arrange live, dried, or artificial flowers and foliage.

**GRAPHIC DESIGNERS (27-1024)**

Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

**INTERIOR DESIGNERS (27-1025)**

Plan, design, and furnish interiors of residential, commercial, or industrial buildings. Formulate design which is practical, aesthetic, and conducive to intended purposes, such as raising productivity, selling merchandise, or improving life style. May specialize in a particular field, style, or phase of interior design. Excludes "Merchandise Displayers and Window Trimmers" (27-1026).

**MERCHANDISE DISPLAYERS AND WINDOW TRIMMERS (27-1026)**

Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions

**SET AND EXHIBIT DESIGNERS (27-1027)**

Design special exhibits and movie, television, and theater sets. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.

**DESIGNERS, ALL OTHER (27-1029)**

All designers not listed separately, Illustrative example: Memorial Marker Designer

**ACTORS (27-2011)**

Play parts in stage, television, radio, video, motion picture productions, or other settings for entertainment, information, or instruction. Interpret serious or comic role by speech, gesture, and body movement to entertain or inform audience. May dance and sing.

**PRODUCERS AND DIRECTORS (27-2012)**

Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.

**DANCERS (27-2031)**

Perform dances. May perform on stage, for on-air broadcasting, or for video recording

**CHOREOGRAPHERS (27-2032)**

Create new dance routines. Rehearse performance of routines. May direct and stage presentations.

**MUSIC DIRECTORS AND COMPOSERS (27-2041)**

Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, bands, choirs, and glee clubs. Includes arrangers, composers, choral directors, and orchestrators.

**MUSICIANS AND SINGERS (27-2042)**

Play one or more musical instruments or sing. May perform on stage, for on-air broadcasting, or for sound or video recording.

**ENTERTAINERS AND PERFORMERS, SPORTS AND RELATED WORKERS, ALL OTHER (27-2099)**

All entertainers and performers, sports and related workers not listed separately. Illustrative examples: Clown, Magician, Comedian

**RADIO AND TELEVISION ANNOUNCERS (27-3011)**

Speak or read from scripted materials, such as news reports or commercial messages, on radio or television. May announce artist or title of performance, identify station, or interview guests. Excludes "Broadcast News Analysts" (27-3021).

**BROADCAST NEWS ANALYSTS (27-3021)**

Analyze, interpret, and broadcast news received from various sources.

**REPORTERS AND CORRESPONDENTS (27-3022)**

Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television. Excludes "Broadcast News Analysts" (27-3021).

**PUBLIC RELATIONS SPECIALISTS (27-3031)**

Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

**EDITORS (27-3041)**

Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.

**TECHNICAL WRITERS (27-3042)**

Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.

**WRITERS AND AUTHORS (27-3043)**

Originate and prepare written material, such as scripts, stories, advertisements, and other material. Excludes "Public Relations Specialists" (27-3031) and "Technical Writers" (27-3042).

**INTERPRETERS AND TRANSLATORS (27-3091)**

Interpret oral or sign language, or translate written text from one language into another.

**MEDIA AND COMMUNICATION WORKERS, ALL OTHER (27-3099)**

All media and communication workers not listed separately. Illustrative example: Stage Technician.

**AUDIO AND VIDEO EQUIPMENT TECHNICIANS (27-4011)**

Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems. Excludes "Sound Engineering Technicians" (27-4014).

**BROADCAST TECHNICIANS (27-4012)**

Set up, operate, and maintain the electronic equipment used to transmit radio and television programs. Control audio equipment to regulate volume level and quality of sound during radio and television broadcasts. Operate transmitter to broadcast radio or television programs.

**RADIO OPERATORS (27-4013)**

Receive and transmit communications using radiotelephone equipment in accordance with government regulations. May repair equipment. Excludes "Radio, Cellular, and Tower Equipment Installers and Repairs" (49-2021).

**SOUND ENGINEERING TECHNICIANS (27-4014)**

Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.

**PHOTOGRAPHERS (27-4021)**

Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists.

**CAMERA OPERATORS, TELEVISION, VIDEO AND MOTION PICTURE (27-4031)**

Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.

**FILM AND VIDEO EDITORS (27-4032)**

Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes "Sound Engineering Technicians"(27-4014).

## **MEDIA AND COMMUNICATION EQUIPMENT WORKERS, ALL OTHER (27-4099)**

All media and communication equipment workers not listed separately. Illustrative examples: Spotlight Operator, Satellite Communications Operator, Dimmer Board Operator.

**Source: U.S. Bureau of Labor Statistics: [http://www.bls.gov/oes/current/oes\\_stru.htm](http://www.bls.gov/oes/current/oes_stru.htm)**

# INDUSTRY DESCRIPTIONS

## **COMMERCIAL PRINTING (EXCEPT SCREEN AND BOOKS) (323111)**

This U.S. industry comprises establishments primarily engaged in commercial printing (except screen printing, books printing) without publishing (except grey goods printing). Printing processes used in this industry include lithographic, gravure, flexographic, letterpress, engraving, and various digital printing technologies. This industry includes establishments engaged in commercial printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job order basis. Establishments primarily engaged in traditional printing activities combined with document photocopying services (i.e., quick printers) or primarily engaged in printing graphical materials using digital printing equipment are included in this industry.

## **COMMERCIAL SCREEN PRINTING (323113)**

This U.S. industry comprises establishments primarily engaged in screen printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in screen printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job order basis. Establishments primarily engaged in printing on apparel and textile products, such as T-shirts, caps, jackets, towels, and napkins, are included in this industry

## **BOOKS PRINTING (323117)**

This U.S. industry comprises establishments primarily engaged in printing or printing and binding books and pamphlets without publishing.

## **SUPPORT ACTIVITIES FOR PRINTING (323120)**

This industry comprises establishments primarily engaged in performing prepress and postpress services in support of printing activities. Prepress services may include such things as platemaking, typesetting, tradebinding and sample mounting. Postpress services include such things as book or paper bronzing, die-cutting, edging, embossing, folding, gilding, gluing, and indexing.

## **ORNAMENTAL AND ARCHITECTURAL METAL WORK MANUFACTURING (332323)**

This U.S. industry comprises establishments primarily engaged in manufacturing ornamental and architectural metal work, such as staircases, metal open steel flooring, fire escapes, railings, and scaffolding.

## **CUSTOM ARCHITECTURAL WOODWORK AND MILLWORK MANUFACTURING (337212)**

This U.S. industry comprises establishments primarily engaged in manufacturing custom designed interiors consisting of architectural woodwork and fixtures utilizing wood, wood products, and plastics laminates. All of the industry output is made to individual order on a job shop basis and requires skilled craftsmen as a labor input. A job might include custom manufacturing of display fixtures, gondolas, wall shelving units, entrance and window architectural detail, sales and reception counters, wall paneling, and matching furniture.

## **JEWELRY AND SILVERWARE MANUFACTURING (339910)**

This industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing, engraving, chasing, or etching jewelry; (2) manufacturing, engraving, chasing, or etching metal personal goods (i.e., small articles carried on or about the person, such as compacts or cigarette cases); (3) manufacturing, engraving, chasing, or etching precious metal solid, precious metal clad, or pewter flatware and other hollowware; (4) stamping coins; (5) manufacturing unassembled jewelry parts and stock shop products, such as sheet, wire, and tubing; (6) cutting, slabbing, tumbling, carving, engraving, polishing, or faceting precious or semiprecious stones and gems; (7) recutting, repolishing, and setting gem stones; and (8) drilling, sawing, and peeling cultured and costume pearls. This industry includes establishments primarily engaged in manufacturing precious solid, precious clad, and precious plated jewelry and personal goods.

## **MUSICAL INSTRUMENT MANUFACTURING (339992)**

This U.S. industry comprises establishments primarily engaged in manufacturing musical instruments (except toys).

## **BOOK, PERIODICAL, AND NEWSPAPER MERCHANT WHOLESALERS (424920)**

This industry comprises establishments primarily engaged in the merchant wholesale distribution of books, periodicals, and newspapers.

**MUSICAL INSTRUMENT AND SUPPLIES STORES (451140)**

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

**BOOK STORES (451211)**

This U.S. industry comprises establishments primarily engaged in retailing new books.

**ART DEALERS (453920)**

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

**NEWSPAPER PUBLISHERS (511110)**

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

**PERIODICAL PUBLISHERS (511120)**

This industry comprises establishments known either as magazine publishers or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

**BOOK PUBLISHERS (511130)**

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

**DIRECTORY AND MAILING LIST PUBLISHERS (511140)**

This industry comprises establishments primarily engaged in publishing directories, mailing lists, and collections or compilations of fact. The products are typically protected in their selection, arrangement and/or presentation. Examples are lists of mailing addresses, telephone directories, directories of businesses, collections or compilations of proprietary drugs or legal case results, compilations of public records, etc. These establishments may publish directories and mailing lists in print or electronic form.

**GREETING CARD PUBLISHERS (511191)**

This U.S. industry comprises establishments primarily engaged in publishing greeting cards.

**ALL OTHER PUBLISHERS (511199)**

This U.S. industry comprises establishments generally known as publishers (except newspaper, magazine, book, directory, database, music, and greeting card publishers). These establishments may publish works in print or electronic form.

**SOFTWARE PUBLISHERS (511210)**

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

**MOTION PICTURE AND VIDEO PRODUCTION (512110)**

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

**MOTION PICTURE AND VIDEO DISTRIBUTION (512120)**

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

**MOTION PICTURE THEATERS (EXCEPT DRIVE-INS) (512131)**

This U.S. industry comprises establishments primarily engaged in operating motion picture theaters (except drive-ins) and/or exhibiting motion pictures or videos at film festivals, and so forth.

**DRIVE-IN MOTION PICTURE THEATERS (512132)**

This U.S. industry comprises establishments primarily engaged in operating drive-in motion picture theaters.

**TELEPRODUCTION AND OTHER POSTPRODUCTION SERVICES (512191)**

This U.S. industry comprises establishments primarily engaged in providing specialized motion picture or video postproduction services, such as editing, film/tape transfers, subtitling, credits, closed captioning, and animation and special effects.

**OTHER MOTION PICTURE AND VIDEO INDUSTRIES (512199)**

This U.S. industry comprises establishments primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services).

**RECORD PRODUCTION (512210)**

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

**INTEGRATED RECORD PRODUCTION/DISTRIBUTION (512220)**

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

**MUSIC PUBLISHERS (512230)**

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.

**SOUND RECORDING STUDIOS (512240)**

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.

**OTHER SOUND RECORDING INDUSTRIES (512290)**

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

**RADIO NETWORKS (515111)**

This U.S. industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

**RADIO STATIONS (515112)**

This U.S. industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

**TELEVISION BROADCASTING (515120)**

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studio, from an affiliated network, or from external sources.

**CABLE AND OTHER SUBSCRIPTION PROGRAMMING (515210)**

This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

**WIRED TELECOMMUNICATIONS CARRIERS (517110)**

This industry comprises establishments primarily engaged in operating and/or providing access to transmission facilities and infrastructure that they own and/or lease for the transmission of voice, data, text, sound, and video using wired telecommunications networks. Transmission facilities may be based on a single technology

or a combination of technologies. Establishments in this industry use the wired telecommunications network facilities that they operate to provide a variety of services, such as wired telephony, including VoIP services; wired (cable) audio and video programming distribution; and wired broadband Internet services. By exception, establishments providing satellite television distribution services using facilities and infrastructure that they operate are included in this industry.

#### **NEWS SYNDICATES (519110)**

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

#### **LIBRARIES AND ARCHIVES (519120)**

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

#### **INTERNET PUBLISHING AND BROADCASTING AND WEB SEARCH PORTALS (519130)**

This industry comprises establishments primarily engaged in 1) publishing and/or broadcasting content on the Internet exclusively or 2) operating Web sites that use a search engine to generate and maintain extensive databases of Internet addresses and content in an easily searchable format (and known as Web search portals). The publishing and broadcasting establishments in this industry do not provide traditional (non-Internet) versions of the content that they publish or broadcast. They provide textual, audio, and/or video content of general or specific interest on the Internet exclusively. Establishments known as Web search portals often provide additional Internet services, such as e-mail, connections to other web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

#### **ARCHITECTURAL SERVICES (541310)**

This industry comprises establishments primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials.

#### **LANDSCAPE ARCHITECTURAL SERVICES (541320)**

This industry comprises establishments primarily engaged in planning and designing the development of land areas for projects, such as parks and other recreational areas; airports; highways; hospitals; schools; land subdivisions; and commercial, industrial, and residential areas, by applying knowledge of land characteristics, location of buildings and structures, use of land areas, and design of landscape projects.

#### **INTERIOR DESIGN SERVICES (541410)**

This industry comprises establishments primarily engaged in planning, designing, and administering projects in interior spaces to meet the physical and aesthetic needs of people using them, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture. Interior designers and interior design consultants work in areas, such as hospitality design, health care design, institutional design, commercial and corporate design, and residential design. This industry also includes interior decorating consultants engaged exclusively in providing aesthetic services associated with interior spaces.

#### **INDUSTRIAL DESIGN SERVICES (541420)**

This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the use, value, and appearance of their products. These services can include the determination of the materials, construction, mechanisms, shape, color, and surface finishes of the product, taking into consideration human characteristics and needs, safety, market appeal, and efficiency in production, distribution, use, and maintenance. Establishments providing automobile or furniture industrial design services or industrial design consulting services are included in this industry.

#### **GRAPHIC DESIGN SERVICES (541430)**

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

#### **OTHER SPECIALIZED DESIGN SERVICES (541490)**

This industry comprises establishments primarily engaged in providing professional design services (except architectural, landscape architecture, engineering, interior, industrial, graphic, and computer system design).



**ADVERTISING AGENCIES (541810)**

This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

**PUBLIC RELATIONS AGENCIES (541820)**

This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

**MEDIA BUYING AGENCIES (541830)**

This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

**MEDIA REPRESENTATIVES (541840)**

This industry comprises establishments of independent representatives primarily engaged in selling media time or space for media owners.

**OUTDOOR ADVERTISING (541850)**

This industry comprises establishments primarily engaged in creating and designing public display advertising campaign materials, such as printed, painted, or electronic displays; and/or placing such displays on indoor or outdoor billboards and panels, or on or within transit vehicles or facilities, shopping malls, retail (in-store) displays, and other display structures or sites.

**DIRECT MAIL ADVERTISING (541860)**

This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

**ADVERTISING MATERIAL DISTRIBUTION SERVICES (541870)**

This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

**OTHER SERVICES RELATED TO ADVERTISING (541890)**

This industry comprises establishments primarily engaged in providing advertising services (except advertising agency services, public relations agency services, media buying agency services, media representative services, display advertising services, direct mail advertising services, advertising material distribution services, and marketing consulting services).

**PHOTOGRAPHY STUDIOS, PORTRAIT (541921)**

This U.S. industry comprises establishments known as portrait studios primarily engaged in providing still, video, or digital portrait photography services.

**COMMERCIAL PHOTOGRAPHY (541922)**

This U.S. industry comprises establishments primarily engaged in providing commercial photography services, generally for advertising agencies, publishers, and other business and industrial users.

**FINE ARTS SCHOOLS (611610)**

This industry comprises establishments primarily engaged in offering instruction in the arts, including dance, art, drama, and music.

**THEATER COMPANIES AND DINNER THEATERS (711110)**

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

**DANCE COMPANIES (711120)**

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

**MUSICAL GROUPS AND ARTISTS (711130)**

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions), and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

**OTHER PERFORMING ARTS COMPANIES (711190)**

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

**PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES (711310)**

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

**PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES (711320)**

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

**AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES (711410)**

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing clients' financial affairs; and generally promoting the careers of their clients.

**INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS (711510)**

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

**MUSEUMS (712110)**

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

**HISTORICAL SITES (712120)**

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

**ZOOS AND BOTANICAL GARDENS (712130)**

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

**NATURE PARKS AND OTHER SIMILAR INSTITUTIONS (712190)**

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

**Source: North American Industry Classification System (NAICS): [www.naics.com](http://www.naics.com)**

**Local and Statewide Partners**

Access Indy  
 Arts Council of Indianapolis  
 Arts Illiana  
 Art Mix  
 Arts Place  
 Arts United of Greater Fort Wayne  
 Arts Village Brown County  
 Ball State University's Indiana Communities Institute  
 Butler University  
 Bloomington Arts Commission  
 Bloomington Entertainment and Arts District  
 Brown County Community Foundation  
 Carmel Arts & Design District  
 Carmel Center for the Performing Arts  
 Center for Visual and Performing Arts, Munster  
 Central Indiana Community Foundation  
 Columbus Area Arts Council  
 Columbus Arts and Entertainment District  
 Community Research Institute at Indiana – Purdue University Fort Wayne  
 HANDS in Autism Interdisciplinary Training and Resource Center  
 Hanover College  
 Harrison Center for the Arts  
 Indiana Bicentennial Commission  
 Indiana Civil Rights Commission  
 Indiana Department of Administration  
 Indiana Department of Education  
 Indiana Department of Natural Resources  
 Indiana Economic Development Corporation  
 Indiana Governor's Council for People with Disabilities  
 Indiana Historical Bureau  
 Indiana Housing and Community Development Authority  
 Indiana Institute on Disability and Community  
 Indiana Office of Community and Rural Affairs  
 Indiana Office of the Governor  
 Indiana Office of the Lieutenant Governor  
 Indiana Office of the Treasurer  
 Indiana Office of Tourism Development  
 Indiana State Library  
 Indiana State Museum  
 Indiana State Museum & Historic Sites  
 Indiana – Purdue University Fort Wayne  
 Indiana University School of Public and Environmental Affairs  
 Indiana University Public Policy Institute  
 Indiana University South Bend  
 Ivy Tech Community College  
 Madison Arts and Cultural District  
 Purdue University  
 Randolph County Community Foundation  
 Saint Joseph County Community Foundation  
 Serve Indiana  
 South Shore Arts  
 Tippecanoe Arts Federation  
 Tippecanoe Arts and Cultural District  
 Traditional Arts Indiana  
 Vanderburgh Community Foundation

**Regional and National Partners**

Americans for the Arts  
 Arts Midwest  
 Cuyahoga Arts and Culture  
 Michigan Council for Arts and Cultural Affairs  
 National Assembly of State Arts Agencies  
 National Center for Creative Aging  
 National Endowment for the Arts

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