CVI Primary Data Sets

- Industry Sales
  - Record & Book Stores
  - Musical Instrument Stores
  - Performing Arts Participation
  - Artist & Gallery
  - Photography Stores

- Occupational
  - Industries
  - Occupations

- Non-profit Revenue
  - Arts-active Organizations
  - Arts Organizations

credible reliable annual inexpensive
Creative Vitality Index

- 60% Arts Participation Data
- 40% Occupational Data

20% NON-PROFIT REVENUES
40% INDUSTRY SALES
New jobs, thriving businesses and bustling communities – where the arts go, these follow.

CREATIVE VITALITY
In Washington State
2010 Update

Backstage at Seattle's Intiman Theatre
CVI Value and Indicators
Thurston County 2011

Non-Profit Organization Revenues

Industry Sales

OCCUPATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo Supply Stores</td>
<td>1.385</td>
</tr>
<tr>
<td>Musical Instrument Stores</td>
<td>0.893</td>
</tr>
<tr>
<td>Book &amp; Record Stores</td>
<td>0.792</td>
</tr>
<tr>
<td>Artist &amp; Gallery</td>
<td>0.471</td>
</tr>
<tr>
<td>Performing Arts Participation</td>
<td>0.478</td>
</tr>
<tr>
<td>Total Jobs</td>
<td>1.025</td>
</tr>
</tbody>
</table>

CVI Value: 0.836

US CVI: 1.0
## Thurston County Occupations

### Top 5 Gains

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2010</th>
<th>2011</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set and Exhibit Designers</td>
<td>9</td>
<td>40</td>
<td>78</td>
</tr>
<tr>
<td>Fashion Designers</td>
<td>13</td>
<td>39</td>
<td>67</td>
</tr>
<tr>
<td>Media and Communication Workers, All Other</td>
<td>46</td>
<td>109</td>
<td>58</td>
</tr>
<tr>
<td>Landscape Architects</td>
<td>21</td>
<td>45</td>
<td>53</td>
</tr>
<tr>
<td>Fine Artists including Painters, Sculptors, and Illustrators</td>
<td>50</td>
<td>90</td>
<td>44</td>
</tr>
</tbody>
</table>

### Top 5 losses

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2010</th>
<th>2011</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Media Artists and Animators</td>
<td>124</td>
<td>92</td>
<td>-35</td>
</tr>
<tr>
<td>Graphic Designers</td>
<td>257</td>
<td>179</td>
<td>-44</td>
</tr>
<tr>
<td>Art Directors</td>
<td>135</td>
<td>91</td>
<td>-48</td>
</tr>
<tr>
<td>Radio and Television Announcers</td>
<td>52</td>
<td>29</td>
<td>-79</td>
</tr>
<tr>
<td>Musicians and Singers</td>
<td>372</td>
<td>192</td>
<td>-94</td>
</tr>
</tbody>
</table>
Thurston County Occupations
Year over Year percent change 2010-2011
Thurston County
Occupations & Industry Sales

Creative Occupations
2007-2011

Industry Sales
2007-2011

HIGHEST NUMBER OF JOBS
Photographers
780

LOWEST INDUSTRY SALES
Photography Store Sales
$1.3 MILLION
Pilot Projects 2011

- San Juan County Arts Council
- Bellingham Allied Arts of Whatcom County
- Kirkland Arts Center
- Georgetown (Seattle)
- Artist Trust Renton Municipal Arts Commission
- Thurston Economic Development Council
- Arts of Clark County

2012

- Palouse
- Richland Arts Foundation
PILOT PROJECTS

Access to CVI “data on demand”
Training + Customized technical assistance
$1,000 for related costs
Annual convening
LABOR & INCOME

Thurston outpacing National Average in Creative Industry Employment  2006-2009

The "creative industry" added more than 650 jobs over the past three years – meaning that, as of 2009, Thurston County had more creative occupations per capita than the nation as a whole.

THURSTON ECONOMIC VITALITY INDEX - 2011
Using the CVI in Your Community

North Carolina CVI 2011

CVI Individual Indicators

- NP Revenue Arts Active Organizations: 1.89
- Art Gallery Sales: 1.60
- Performing Arts Participation: 1.45
- Book and Record Sales: 0.85
- Photography Store Sales: 0.112
- Musical Instrument Store Sales: 0.43
- Occupation: 1.20
- Industry: 1.30
- Jobs: 1.40

US CVI 1.0

North Carolina CVI 1.86