



# Creative Vitality Suite

— A Benefit to Alliance Members —

---

---

# CVSuite™ Overview

Data can help position arts and cultural endeavors as partners in economic development, placemaking and community building. The Creative Vitality Suite (CVSuite™) is a cloud-based data tool that enables users to access an array of data\* pertaining to both the nonprofit and for profit sectors of the creative economy and its workforce. Once accessed, this data can be used to demonstrate economic impact, to better understand the creative workforce, and also to highlight creative activity as it pertains to an area's economic growth. The data can be viewed at the ZIP Code, MSA, county, city, or state levels.

Some of the data that can be accessed through the CVSuite are:

- The aggregate annual earnings of an area's creative industries
- The number of creative occupations and creative industry jobs in a geographic area
- The wages earned by workers engaged in creative sector jobs
- The degree of concentration of creative sector jobs in a region
- Aggregate cultural nonprofit revenues related to programming and contributions
- The level of ethnic and racial diversity in creative sector jobs
- A Creative Vitality Index (CVI™) value for a defined geographic region. The CVI allows for the comparison of the creative vitality of one geographic region to any other in the United States

\* Data in CVSuite includes labor market data, nonprofit data from NCCS and IRS 1990s. Demographic data comes from U.S. Census Bureau's American Community Surveys. Our data provider and partner is Economic Modeling Specialists International.

# CVSuite - The Data\*



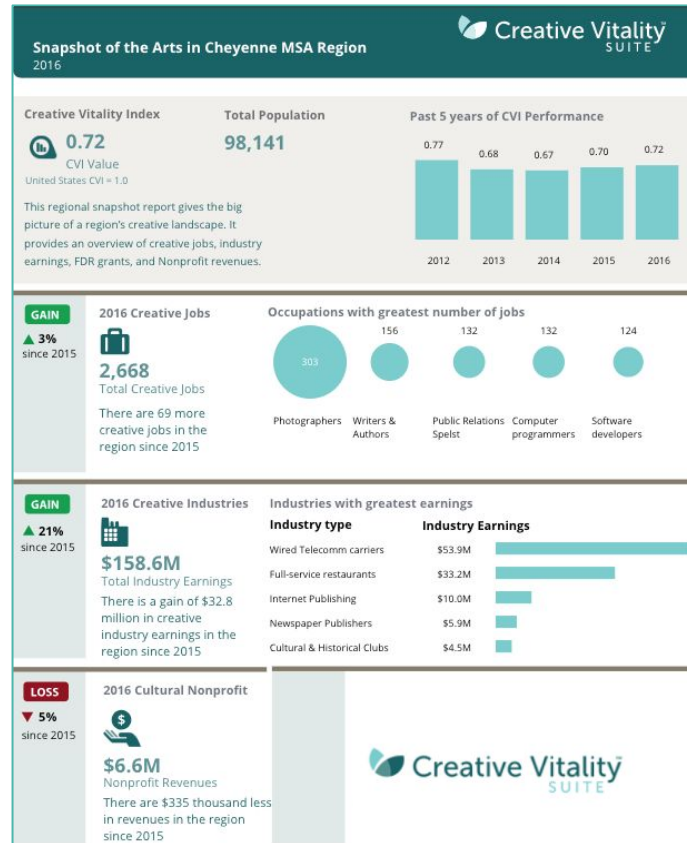
\* Data in CVSuite includes labor market data, nonprofit data from IRS 1990s and NCCS. Demographic data comes from U.S. Census Bureau's American Community Surveys. Our data provider and partner is Economic Modeling Specialists International.

# CVSuite™ Reports

CVSuite reports provide the compelling data points one needs to communicate economic impact to potential public and private funders.

This report of data from Cheyenne MSA shows:

- A 3% gain in creative jobs yoy
- The area has gained 158.6 million in creative industry earnings since the prior year showing telecom as the top industry earner
- Nonprofit cultural revenues have declined since year prior



# CVSuite Data Documents Economic Impact

The CVSuite tool includes data for *both* the for profit and nonprofit activities in the creative sector. Doing so provides users with a broader understanding of the creative activities that are being engaged in across a community.

Data in the tool on subjects such as as occupations, industries, nonprofits and demographics can be sorted in various ways in order to gain insights. Also, the tool reports year-over-year and three year changes.

Data presented in reports such as this are backed up by detailed Excel spreadsheets that provide additional drill down information.

Historical data can be found in the tool going back to 2011.

SOC Code	Occupation	2013 Jobs	2016 Jobs	Change	% Change
-	<b>Total Occupations</b>	<b>2,458</b>	<b>2,668</b>	<b>210</b>	<b>8%</b>
27-4021	Photographers	261	304	43	14.3%
27-3043	Writers and authors	122	157	35	22.5%
27-3091	Interpreters and translators	93	114	21	18.5%
27-2042	Musicians and singers	106	120	13	11.0%
27-2012	Producers and directors	34	47	12	26.1%
27-3041	Editors	67	80	12	15.7%
27-3031	Public relations specialists	122	132	10	7.6%
35-1011	Chefs and head cooks *	24	33	9	27.6%
51-7011	Cabinetmakers and bench carpenters *	30	40	9	23.8%
27-1011	Art directors	34	42	8	19.9%



# Susan Gillespie

— susan.gillespie@westaf.org —

---