



**Crowded bookstores,
a lively music scene,
well-designed buildings,
thriving art galleries**

—these are elements we find
in American communities
driving the new economy.

This kind of energetic, open atmosphere attracts good companies and skilled workers wanting a high quality of life--which in turn leads to a self-sustaining cycle of economic and cultural vitality.

Not every community can be a national hub of economic and cultural innovation. But every community can develop and enhance its economic and cultural health by fostering policies that support creative vitality.

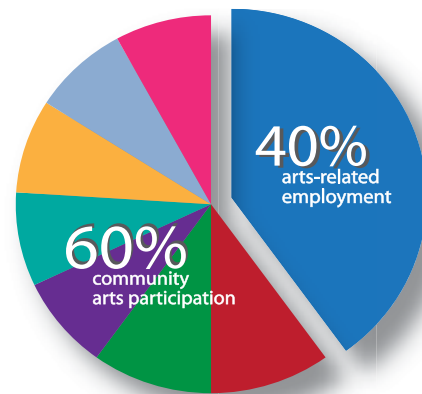
The Creative Vitality Index is a tool that states, regions, counties, and cities can use to assess and enhance their creative edge.

What is the Creative Vitality Index?

The Creative Vitality Index (CVI) is an easily understandable annual measure of the health of the nation's creative economy in cities, counties, regions, and states. The creative economy, as defined in the Creative Vitality Index, includes both nonprofit and for profit arts-related enterprises. Using readily available, inexpensively-obtained data on employment and community participation, the CVI creates a snapshot of the vigor of this sector of the economy and culture.

The Index has two major components. One component measures concentrations of **arts-related employment (40%)**; the other measures the following seven indicators of **community participation in the arts (60%)**:

1. Income of nonprofit arts organizations
2. Income of other nonprofit organizations that include arts activity
3. Per capita music store and bookstore sales
4. Per capita musical instrument/equipment store sales
5. Per capita photography store sales
6. Per capita performing arts revenues
7. Per capita art gallery and individual artist revenues



How did California and its regions do in 2006 and 2007?

The baseline score for the Creative Vitality Index is 1.00, representing the national average resulting from the same data streams for all geographic locations. A state or region's score suggests a value relative to this national baseline. As a whole, California is doing well at 1.44, ranking **third overall nationally** after New York and Massachusetts.

California's particular strengths

- ◆ The greatest arts-active indicator is art gallery and individual artist revenue at 3.0 and over \$12 billion.
- ◆ Arts-related nonprofits earned over \$3.5 billion in revenue streams.
- ◆ There are 4500 nonprofit arts and arts-active organizations included in California's database for 2007.
- ◆ The occupational index shows over 680,000 full- and part-time creative occupations, increasing 3.2% from 2006 to 2007.
- ◆ For job categories, the highest percent of growth statewide is for multi-media artists and animators, fine artists, sound engineer technicians and agents.
- ◆ From 2006-2007, the state's overall score increased, though slightly, from 1.43 to 1.44.

Here are 2007 highlights for each region in California

- ◆ **Los Angeles** County’s art dealer and individual artist revenues index comes in at 8.2 and performing arts revenue index at 5 times the national per capita average.
- ◆ The **Bay Area** region has the highest CVI value among arts organizations for per capita revenues (2.04).
- ◆ The **North Coast** region has the highest index value at 2.97 for arts-active organizations (those nonprofits without an arts-centric mission, but which include arts activities).
- ◆ There are strong creative employment concentrations in nearly every primary occupation category for the **Central Coast** region.
- ◆ The **Inland Empire** region’s greatest strengths are in fine artists (6.0) and dancers (5.6).
- ◆ The **Greater Sacramento** region shows great strength in technical writers (6.1), fine artists (5.9), and multi-media artists/animators (5.7).
- ◆ The **Central Sierra** region shows a strong index value (1.3) for painters, sculptors and illustrators as well as strength in landscape and floral design work; secondary occupations are strong for agents, and media and communications workers.
- ◆ The **South Coast** region demonstrates strong employment of choreographers with an Index value of 2.33.

- ◆ The **Central Valley** region demonstrates a 2.9% increase in every indexed occupation except floral design.
- ◆ The **Inland North** region is slightly above average for landscape architecture and on a national par for secondary occupations in media and communications workers.



A Tool for Sustenance and Growth

The Creative Vitality Index can inform public policy decision-making and support the work of advocates for the development of the creative economy. Among **many projected uses**, the CVI can:

- ◆ Educate communities concerning the components and dynamics of the creative economy.
- ◆ Promote the concept that the creative economy includes both nonprofit and for profit arts-related activity.
- ◆ Monitor trends and inform public arts policy, such as preserving arts venues.
- ◆ Track specific significant changes in the creative economy ecosystem over time so appropriate responses can be developed.
- ◆ Provide a framework upon which a coalition to support and expand the creative economy can be built.
- ◆ Serve as a diagnostic tool to provide a baseline and then measure annual changes in the creative economy.

Part of a Bigger Conversation

Around the country, civic leaders, economists, philanthropists, business leaders and arts community leaders are engaged in lively dialogue about what constitutes the creative economy and to what degree it impacts a region's overall economic and cultural health. The compelling value of the Creative Vitality Index is its **reflection of change from year to year** in a given community or comparisons to similar and/or dissimilar geographic areas. As data is collected and digested in coming years, the CVI will serve as a tool to track the evolution of California's creative sector and to help maintain its strength, liveliness and livelihood.

The Creative Vitality Index reflects the broad, systems-oriented thinking behind this dialogue. It reinforces that nonprofit arts organizations, public arts agencies and for profit arts businesses are part of an interdependent whole, the vitality of which is **essential to the health of the greater economy and community**.

For more information, please visit
www.cac.ca.gov

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