



United Arts Council of Raleigh and Wake County
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Wake County's Creative Sector Outpaced by Population Growth

FOR IMMEDIATE RELEASE

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[Raleigh, NC]--On January 10, the United Arts Council released the Creative Vitality Index (CVI) score from 2014 data for Wake County at its seventh annual State of Arts and Culture in Wake County meeting at the NC Museum of Art. The CVI was conceived as a tool that states, counties, cities and towns can use to assess and enhance their creative edge. The latest Creative Vitality Index for Wake County was 1.00 (where the national baseline score is 1.00).

Among metropolitan areas, Wake County's score rated just below Durham-Chapel Hill (1.19) and San Diego-Carlsbad (1.06). Indianapolis-Carmel-Anderson ranks just below Wake with a CVI score of .94.

"We are pleased to see that Wake County's creative industry had total industry earnings of \$1.8 billion in this latest round of data, up \$106 million over three years ago. Our overall score, however, continues to slide--slowly--as our population increases and the rate of increase in our overall creative sector does not keep pace with the rapid population increase," says Eleanor Oakley, President and CEO of United Arts.

Among other findings, the report shows that among the 59 creative occupations in the index, Wake's highest numbers continue to be for postsecondary teachers (+437 jobs); photographers (+207); graphic designers (+202); musicians/singers (+180); and this year, public relations specialists is being replaced by Writers and Authors (+193).

According to John Johnston, Community Development Manager of the Greater Raleigh Chamber of Commerce, "Raleigh and Wake County benefit greatly – both from an economic development and quality of life standpoint – from our creative class. We often hear from potential businesses and those seeking employment that a strong arts and culture community is vital in a successful market."

WHAT IS THE CREATIVE VITALITY INDEX? The CVI is an annual measure of the health of the creative economy in a city, county, state or other geographic area. Think of it as the volume of creativity in a given area. The creative economy as defined in the CVI includes for-profit and nonprofit arts-related enterprises. Using readily available data on employment and community participation, the CVI reflects the vigor of this sector of the economy and culture. The Creative Vitality Suite is a product of the Western States Arts Federation.

[Review report details on our web site: http://www.unitedarts.org/resources/research-reports](http://www.unitedarts.org/resources/research-reports)

The United Arts Council of Raleigh and Wake County, based in Raleigh, NC, was incorporated in 1990. Our mission is to build better communities through the support and advocacy of the arts. For the 2015/16 school year United Arts Council helped bring in teaching artists to 142 schools in Wake County through its Artists in Schools program. The United Arts Council also offers grants to organizations, communities and individual artists and provides services to the community such as advocacy, resource development, professional/leadership development and special projects. The grants, programs and services of United Arts reach over 1.2 million people annually in Wake County.

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