This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

### Creative Vitality Index
- CVI Value: 0.85
- United States CVI = 1.0

### Total Population
- 724,591

### Past 5 years of CVI Performance
- 2015: 0.86
- 2016: 0.87
- 2017: 1.00
- 2018: 0.88
- 2019: 0.85

### Creative Jobs
- **2019 Creative Jobs**: 11,672
- GAIN: 2% since 2018
- **Postsecondary Teachers**: 2,120
- **Directors of Religious Ed**: 883
- **Musicians & Singers**: 683
- **Public Relations Spelst**: 597
- **Graphic Designers**: 503

### Creative Industries
- **2019 Creative Industries**: $633.3M
- GAIN: 4% since 2018
- **Software Publishers**: $225.9M
- **Book Publishers**: $35.1M
- **Cultural & Historical Clubs**: $26.5M
- **Advertising Agencies**: $24.1M
- **Architectural Services**: $21.6M

### Nonprofit Revenues
- **2019 Cultural Nonprofit**: $36.1M
- LOSS: 20% since 2018
- **Nonprofit Revenues**: $36.1M

### Data Sources:
- Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
- The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

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Data Sources (Version 2020.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.


NAICS Codes (70) 238150, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511191, 511199, 511210, 512120, 512131, 512191, 512199, 512230, 512240, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541850, 541860, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 811420, 812921, 812922, 813410

Class of worker: Economic Modeling Specialists International:
Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.