



# Creative Vitality in Philadelphia

2 0 1 0 U P D A T E



Great things are happening in Philadelphia! Over the past five years – and despite recent economic challenges – the health of Philadelphia’s creative sector remains 50% stronger than that of the nation. Philadelphia was also ranked by *Travel + Leisure* magazine as being the #1 city in the nation for culture. Additionally, the 2010 Census revealed that Philadelphia’s population has grown for the first time in over 50 years. We hope to see continued population growth, and believe that a stronger and more vibrant cultural and creative sector will fuel that growth. Inside, you will find data that highlights the vibrancy of Philadelphia’s creative economy and an invitation to attend our 2nd Annual Town Hall Meeting. Please visit [creativephl.org](http://creativephl.org) to RSVP and join the dialogue. We hope to see you there!

—**Gary P. Steuer**, *Chief Cultural Officer*

City of Philadelphia Office of Arts, Culture and the Creative Economy



Philadelphia's Creative Vitality Index (CVI) was relatively stable over the past five years with scores over 1.5 each year, or over

**50% stronger than national benchmarks.**



Philadelphia's CVI Score peaked at **1.7 in 2008** and is at **1.54 for 2010**.

The Creative Vitality Index™ (CVI) is produced by the Western States Arts Federation (WESTAF).



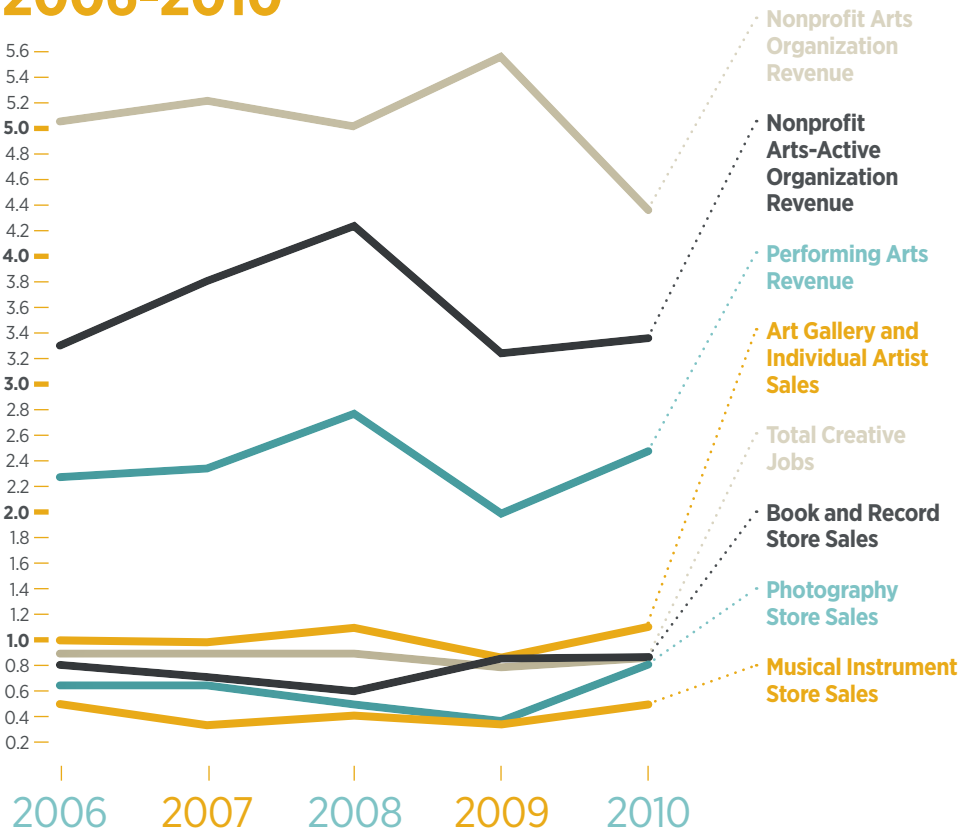
# Philadelphia's Creative Sector

The creative sector includes the people and the products that make up the for-profit and nonprofit arts-related creative industries such as visual and performing arts, graphic design, music, fashion, public relations and architecture.

## What is the Creative Vitality Index?

The CVI provides an annual measure of the relative strength of Philadelphia's creative sector. CVI values are compared to a national baseline score of 1. The total CVI Score is calculated by weighing and then combining the individual indicator scores below.

## Philadelphia's Creative Indicators 2006-2010



Nonprofit Arts and Arts-Active Revenue Organizations are both weighted at 0.10, and Total Creative Jobs is weighted at 0.40. The rest of the indicators are weighted at 0.08. When combined, the Total CVI Score for 2010 is 1.54. More detail about the indicators and the CVI methodology can be found in the original report at [creativephl.org](http://creativephl.org).

**In 2010, there were 17,610 individuals employed in creative occupations\* , remaining steady over five years (17,799 in 2006).**

## **Top Five Creative Occupations in 2010**

Writers/Editor	<b>2366</b>
Public Relations	<b>2241</b>
Musicians, Music Directors and Composers	<b>1889</b>
Photographers	<b>1754</b>
Architects and Landscape Architects	<b>1306</b>

\* Creative employment does not include administrative and other professional jobs in creative businesses.

Increased by  
**36.5%**  
since 2006

**Philadelphia leads the state and region in creative activity**

**39%**

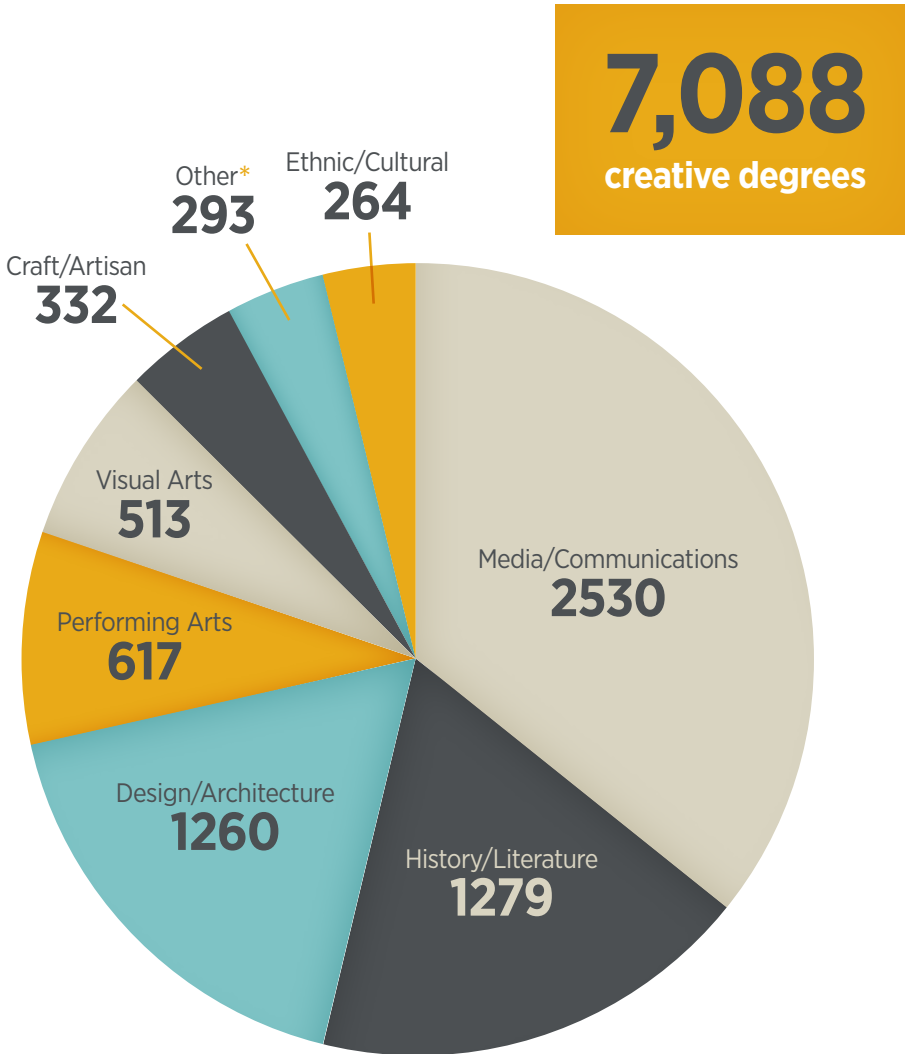
stronger than **Philadelphia Metropolitan Area** 2010

**74%**

stronger than **Pennsylvania** 2010

# Philadelphia is the hub of creative education for the region.

In 2010, Philadelphia institutions awarded 7,088 creative degrees representing 57.7% of such degrees presented within the 11-County region.



**Source:** United States Department of Education, National Center of Education Statistics, 2010 Integrated Postsecondary Education Data System provided by Select Greater Philadelphia.

\* "Other" includes the following majors: Arts Management, Museology/Museum Studies, Technical and Business Writing, Art Teacher Education, Art/Art Studies-General, Non-Profit/Public/Organizational Management, Visual and Performing Arts-General, Horticultural Science, and Music Therapy/Therapist.

# Town Hall

## February 9, 2012

5:30-8:30

@**WHYY**

*Independence Mall West*

*150 N. Sixth Street*

*Philadelphia, PA 19106*

The OACCE invites you to attend our 2nd Annual Town Hall.

**LEARN:** Hear about new OACCE initiatives and how we are working to address sector-wide issues.

**INSPIRE:** Review 2011 accomplishments for the entire creative community.

**DISCUSS:** Advance ideas and concerns about Philly's creative economy.

**NETWORK:** Connect with a wide array of creative professionals.

**RSVP** by January 30 at [creativephl.org](http://creativephl.org)





Photo by Bicycle Coalition of Greater Philadelphia

# Join the Conversation

Help us set the Town Hall agenda by visiting **[creativephl.org](http://creativephl.org)**. Tell us what you want to discuss and what creative accomplishments inspired you this year.

Creative Vitality in Philadelphia 2010 Update and the Town Hall are made possible with support from the William Penn Foundation.



The mission of the City of Philadelphia's Office of Arts, Culture and the Creative Economy is to support and promote arts, culture and creative industries; and to develop partnerships and coordinate efforts that weave arts, culture and creativity into the economic and social fabric of Philadelphia.



Arts, Culture AND THE  
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