

NASHVILLE'S CREATIVE ECONOMY CONTINUES GROWING; RANKS FOURTH NATIONALLY

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NASHVILLE, Tenn., – Nashville's creative community continues its positive impact on the city's reputation and economy – generating more than 36,000 jobs and \$88.8 million in revenues and direct economic impact in 2010, according to the national Creative Vitality Index (CVI) released today.

Nashville's 2010 CVI was 2.05, up from 2.04 in 2009, trailing only Washington, D.C., New York City, and Los Angeles in the economic index. A CVI score of more than 1.0 is considered to reflect a strong arts sector and economy.

"We possess a dynamic creative ecosystem in Nashville; one that continues to attract new investment in our community and lures talented individuals to work and live here. Creative life is thriving in Nashville," said Jennifer Cole, executive director of the [Metropolitan Nashville Arts Commission](#).

The CVI is a statistical tool to benchmark a state or city's creative economy through a series of income and sales indicators, including income of not-for-profit arts and humanities organizations, per capita book, music and photography store sales, per capita performing arts revenues and art gallery and individual artist sales.

The creative economy continued to expand beyond the traditional arts and music sectors as jobs were added in creative areas such as fashion design, film and video editing and set and exhibit design, Cole said.

Nashville's creative economy stood out against cities of similar size, outpacing Austin, Texas (1.23), Portland, Ore. (1.16), Indianapolis, Ind., (0.99), and Charlotte, N.C. (0.96), among others.

While other cities may be experiencing a decline in their creative economy, Nashville's continues to grow, Cole said, with 36,850 people directly employed in creative occupations in the Nashville MSA, and more than \$135 million in revenue for Nashville record, music book and photography stores, joining art sales of more than \$738 million in 2010.

"We are certainly proud of our internationally known brand as a creative community and the global creative community knows who we are, but we must continue to invest in our arts and cultural organizations here in order to grow our creative economy. The investment will create even more jobs and deliver a greater economic impact to our region in the future," Cole said.

About the Metropolitan Nashville Arts Commission

The [Metropolitan Nashville Arts Commission](#) is a commission of the Metropolitan Nashville Government, established to provide leadership that stimulates and advances the arts to enrich the human experience for the community. Additional information about the Metropolitan Nashville Arts Commission is available online at www.artsnashville.org.

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