

Cornerstone: At a Glance

Overview

- Cornerstone has 4,070 jobs in the creative industries. This includes 1,943 individuals who are “employed” – that is they work for a creative enterprise, “covered” through the unemployment insurance system, and are officially counted in U.S. employment numbers. In addition, there are 491 individuals considered self-employed in one of the creative segments. These represent individuals who consider self-employment their primary job. Finally, in the creative economy there are a large number of “extended proprietors” (1,636 individuals or about 40% of all creative jobs), earning some secondary income related to their creative work.

Cornerstone	Number of Creative Jobs by Type of Employment: 2018				Distribution of Creative Jobs by Type of Employment: 2018		
	Employed	Self-Employed	Extended Proprietors	Total jobs	% Employed	% Self-Employed	% Extended Proprietors
Design	511	179	357	1,047	49%	17%	34%
Visual Arts and Crafts	178	80	381	639	28%	12%	60%
Literary Arts and Publishing	109	62	236	407	27%	15%	58%
Film and Media	270	40	143	453	60%	9%	32%
Performing Arts	163	91	339	594	27%	15%	57%
Culture and Heritage	223	1	23	247	90%	0%	9%
Specialty Foods and Culinary Arts	489	38	156	683	72%	6%	23%
Total Creative industries	1,943	491	1,636	4,070	48%	12%	40%

Source: EMSI : US Data Release 2019.3

- In addition to these jobs in creative enterprises, another 1,293 individuals are in creative occupations, but work outside of the creative segments. This includes musicians employed at the local church or graphic designers working at a financial services company.
- Taken together there are 5,363 jobs in the creative economy in Cornerstone, accounting for about 10.8% of all jobs. This zone has the highest proportion of creative related jobs in Vermont.

Cornerstone Snapshot: 2018	
Total Jobs in Creative Industries	4,070
Total Creative Workers Outside of Creative Industries	1,293
Total ZONE Creative Jobs	5,363
Total ZONE Creative Jobs as Percent of all zone jobs	10.8%

Source: EMSI : US Data Release 2019.3

- Between 2010 and 2018, jobs in the creative economy in the Cornerstone creative zone grew by about 14%. This rate of growth was the highest of any of the creative zones.

Creative Segments

Cornerstone	Percentage of Creative Sector Jobs by Segment: 2018	Growth of Creative Segments: 2018
Creative Segment	% of Creative Economy	% growth 2010 - 2018
Design	26%	9%
Visual Arts and Crafts	16%	-5%
Literary Arts and Publishing	10%	-2%
Film and Media	11%	9%
Performing Arts	15%	26%
Culture and Heritage	6%	7%
Specialty Foods and Culinary Arts	17%	67%
Total Creative industries	100%	14%

Source: EMSI : US Data Release 2019.3

Visual arts and crafts

- Visual arts and crafts is a diverse segment comprised of individuals, for-profit businesses and nonprofit entities involved in a variety of media – including painters, photographers, potters, jewelers, etc. In addition to the producers of visual arts and crafts, this segment also includes the retail businesses that sell these products, such as art galleries.
- This segment, with 689 jobs in Cornerstone, comprises 16% of total creative enterprise jobs.
- A relatively large proportion of jobs in visual arts and crafts, 60%, are secondary jobs, or extended proprietorships. These jobs provide supplemental income to visual artists and artisans.
- This segment lost jobs between 2010 and 2018, declining by 5%.

Culture and Heritage

- The culture and heritage segment includes the state’s historic assets, museums, and libraries.
- It is the smallest segment in terms of jobs, accounting for only about 247 jobs, 6% of creative jobs in Cornerstone. Almost all of the jobs in this segment are covered employment.
- Culture and heritage is also a segment that has seen slow growth, only 7% between 2010 and 2018.
- This segment is one that is the most undercounted using conventional national data since many heritage sites and museums are part of local government, state government, or educational institutions.

Design

- The design segment includes companies that manufacture design intensive products such as wood furniture; enterprises that create artistic and customized landscapes, structure, and interiors; and companies and individuals involved in communications design, such as advertising, printing, graphic design and web design.

- There are about 1,047 jobs related to activities associated with the design segment. This segment has a somewhat higher percentage (17%) of self-employed individuals.
- This is a relatively large component of the creative economy in Cornerstone, accounting for about 26% of creative industries employment.
- Design related jobs have grown by 9% between 2010 and 2018.

Literary Arts and Publishing

- The literary arts and publishing segment includes authors who are the originators of the written word for books, periodicals, and magazines; publishers, bookmakers and printers. It also includes bookstores, who sell the written work.
- Literary arts and publishing is a relatively small component of the creative economy in Cornerstone, with about 407 jobs, 10% of total creative industry jobs.
- Between 2010 and 2018, jobs in the segment declined by 2%.

Performing Arts

- The performing arts segment includes individual artists and performing arts groups, commercial and nonprofit theaters and theater companies, as well as the supporting infrastructure, such as agents.
- There are about 594 jobs in performing arts in Cornerstone, about 15% of total jobs. The concentration of performing arts jobs is the highest of any of the creative zones.
- This is a segment where extended proprietors dominate, with 57% of the jobs being secondary jobs.
- The performing arts segment in Cornerstone grew by 26% between 2010 and 2018.

Specialty Foods and Culinary Arts

- The specialty food and culinary arts segment includes specialty food production, bakeries and confectionaries, beverages, and support services. While it also would include locally owned, chef-operated restaurants, the economic data does not allow for differentiating between a national chain and a farm to table restaurant. Thus, the employment numbers under represent the sector.
- There are about 683 specialty food related jobs in Cornerstone. With 17% of total creative industry jobs, this segment comprises one of the more important segments in the zone's creative economy.
- Almost all of these jobs, 72%, are "covered" employment, with relatively small numbers of self-employed and extended proprietorships.
- This is the fastest growing segment within the Cornerstone creative economy, seeing a 67% growth in jobs between 2010 and 2018, second in its rate of growth to the North East Kingdom, which saw close to a 150% rate of growth in specialty foods and culinary arts.

Film and Media

- The film and media segment includes broadcasting (TV and Radio) and film production, distribution and exhibition.
- There are only 453 film and media jobs in Cornerstone, about 11% of all creative jobs.
- This segment has seen jobs grow by 9% between 2010 and 2018. This rate of job growth in the film and media segment was second only to Chittenden County.