



What is CVSuite™?

The Creative Vitality™ Suite is an online creative sector data tool designed for arts agencies and economic development offices. CVSuite's data can be used to document the economic impact of the creative sector at the regional, state, and local levels.

The CVSuite aggregates the most current, cleaned, and vetted data from national sources. Our creative economy data includes the number of jobs, earnings, revenues, wages, the concentration of jobs, and cultural nonprofit revenues. The tool also contains race, ethnicity, and age demographic data for all geographic areas.

Providing the creative community with data to demonstrate economic **impact**.

To support a variety of research, users of the CVSuite can select regions or build custom regions, and conduct a variety of exploratory and comparative analyses. The results are quantifiable and accessible through downloadable reports and spreadsheets. Research centered on CVSuite data has been effective and has supported requests for arts funding, brought value to art and economic development partnerships, and measured the impacts of cultural development initiatives.

Use CVSuite to...



Measure progress in your creative sector with current and historical data.



Analyze all classes of worker, including the self-employed and extended proprietors, who are often difficult to identify.



Gain insights on inclusivity, equity, and the age distribution in the creative workforce.



Compare your region's creative vitality to the nation, state, and peer regions using the Creative Vitality Index.



Customize occupation and industry codes to make your definition of the creative economy congruent with the local definition.

303-629-1166
cvsuite@westaf.org
Product of WESTAF



Creative Vitality™ SUITE

Data in the Arts: A Comparison

- CVSuite
- NEA / BEA
- AEP
- DataArts

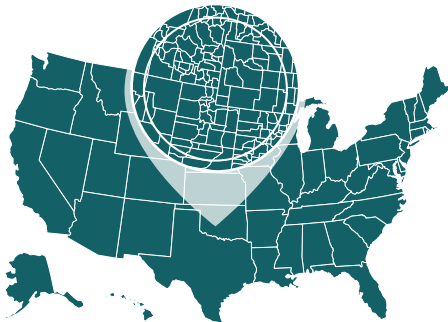
cvsuite.org

Data in the Arts

National Coverage

Creative Vitality Suite (CVSuite)

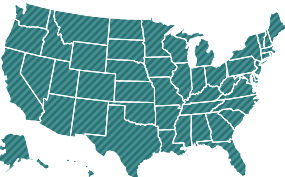
An interactive online tool that contains data on the for-profit and nonprofit creative economy. Includes data for all ZIP Codes, counties, metropolitan statistical areas, and states in the United States.



- National
- State
- MSA
- County
- ZIP Code

NEA / BEA

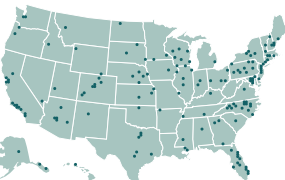
Research on the creative economy impact by the National Endowment for the Arts. Limited to national and state level data.



- National
- State

Arts & Economic Prosperity (AEP)

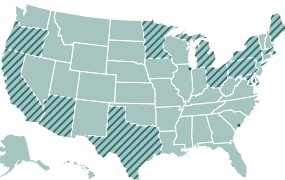
Survey-based study on the nonprofit creative economy by Americans for the Arts.



- National
- State
- Select cities

DataArts

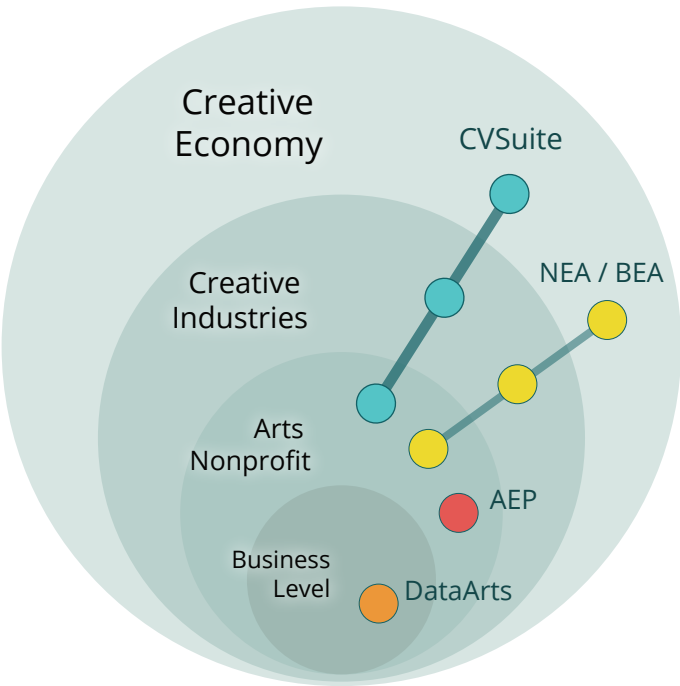
Reported nonprofit organization financial and program data gathered through grant processes.



- Select states and communities

What Do They Measure?

The creative economy consists of core and supporting industries that produce creative goods and use creative skill sets. Creative sector data providers focus on data from different segments of the creative economy.



The Features

	CVSuite	NEA / BEA	AEP	DataArts
Can compare year over year trends	●	●		○
Measures for-profit and nonprofit activity	●	●	○	○
Allows regional comparison	●	○	○	
Includes self-employed and sole proprietor	●	●		
Includes data on artists	●	●		
Reports jobs by location quotient	●	●		
Customize NAICS, SOC, and employment type	●			
Demographic data	●			
CVI Index	●			
Nonprofit data by organization	Coming soon		●	●

The Sources

	CVSuite	NEA / BEA	AEP	DataArts
Bureau of Economic Analysis BEA	●	●	●	
Bureau of Labor Statistics BLS	●	●		
Census Bureau	●	●	●	
Internal Revenue Service IRS	●			
Non-Government Sources	●	●		
Surveys			●	
Business Financials				●
Industry NAICS Codes	●	●		
Occupation SOC Codes	●	●		
Nonprofit NTEE Codes	●		●	

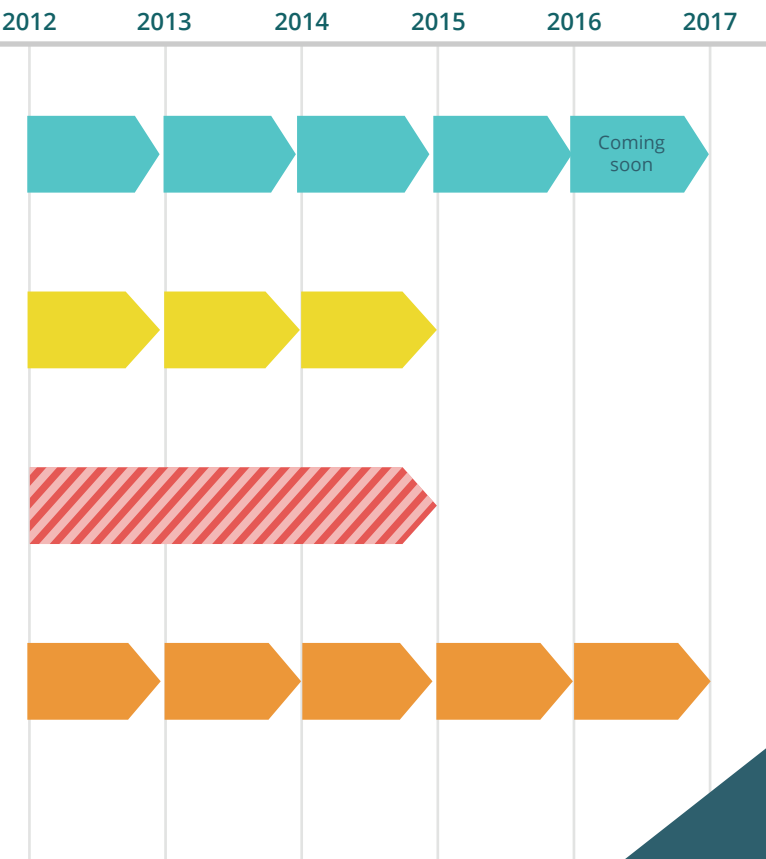
Complete ● Partial ○

For more information about data providers, contact cvsuite@westaf.org.

How Current Is the Data?

Creative Vitality Suite (CVSuite)

Updated annually. Can measure trends longitudinally at the state, MSA, county, and ZIP Code level.



NEA / BEA

Updated annually. Can measure trends longitudinally only at the state and national levels.

Arts & Economic Prosperity (AEP)

Updated every five years. Comparison between studies is limited because data sources may change.

DataArts

Updated annually. Trends available at the organization level. Comparisons limited to entities that opt in.