

## Creative Vitality Index

**1.37**  
CVI Value

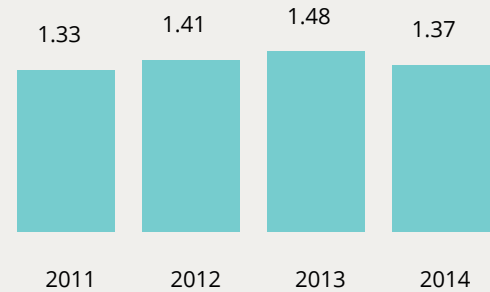
United States CVI = 1.0

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

## Total Population

**69,311**

## Past 5 years of CVI Performance



### GAIN

▲ **2%**  
since 2013

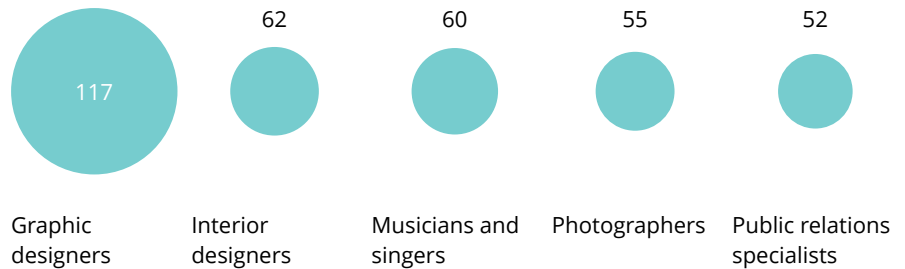
## 2014 Creative Jobs



**970**  
Total Creative Jobs

There are 17 more creative jobs in the region since 2013

## Occupations with greatest number of jobs



## 2014 Creative Industries



**\$189.3M**  
Total Industry Sales

## Industries with greatest sales

Industry type	Industry Sales
Periodical Publishers	\$16.6M
Cable & Other Subscription	\$13.9M
Advertising Agencies	\$12.9M
Graphic Design Services	\$12.9M
Theater Companies	\$12.5M

### LOSS

▼ **27%**  
since 2013

## 2014 Cultural Nonprofit



**\$7.3M**  
Nonprofit Revenues

There are \$2.7 million less in revenues in the region since 2013

### GAIN

▲ **34%**  
for grant amount awarded (\$) since 2013

## 2014 State Arts Agency Grants



**\$59.3K**  
Amount Awarded

There are \$20 thousand more in grants since 2013. There are 3 more grants since 2013.



**9**  
Number of Grants



**\$0.86**  
Award Amount per capita

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics  
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Downtown Creative District (80521, 80524) contains: 80524, 80521

# Snapshot of the Arts in City of Fort Collins

2014 80525, 80524, 80521, 80528, 80526, 80547

## Creative Vitality Index



**1.28**

CVI Value

United States CVI = 1.0

## Total Population

**185,233**

## Past 5 years of CVI Performance



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.

### GAIN

▲ **1%**  
since 2013

## 2014 Creative Jobs

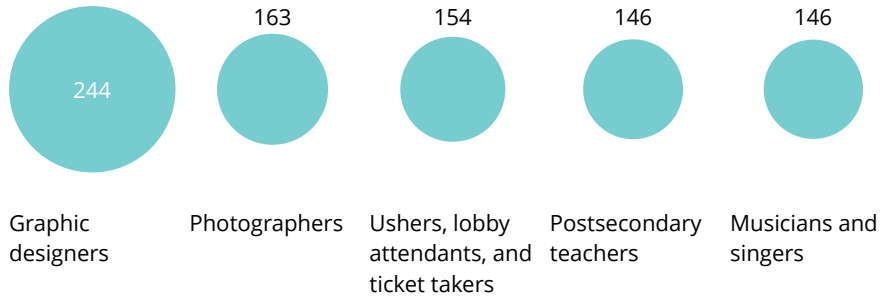


**2,542**

Total Creative Jobs

There are 35 more creative jobs in the region since 2013

## Occupations with greatest number of jobs



### GAIN

▲ **4%**  
since 2013

## 2014 Creative Industries



**\$136.2M**

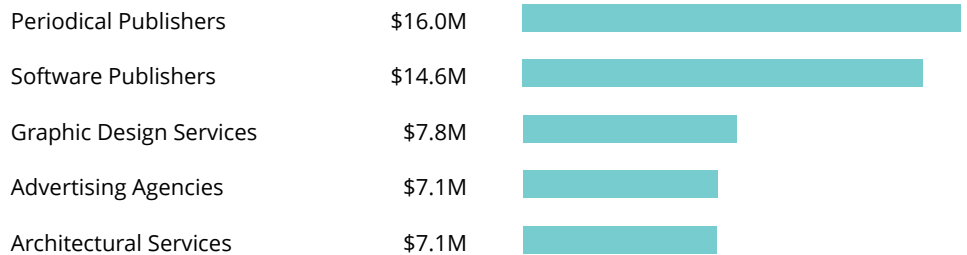
Total Industry Earnings

There is a gain of \$4.8 million in creative industry earnings in the region since 2013

## Industries with greatest earnings

### Industry type

### Industry Earnings



### LOSS

▼ **26%**  
since 2013

## 2014 Cultural Nonprofit



**\$8.0M**

Nonprofit Revenues

There are \$2.8 million less in revenues in the region since 2013

### GAIN

▲ **30%**  
for grant amount awarded (\$) since 2013

## 2014 State Arts Agency Grants



**\$67.3K**

Amount Awarded



**11**

Number of Grants



**\$0.36**

Award Amount per capita

There are \$20 thousand more in grants since 2013. There are 3 more grants since 2013.

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2014 80525, 80524, 80521, 80528, 80526, 80547

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Non-QCEW Employees, QCEW Employees, Self-employed

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City of Fort Collins contains: 80525, 80524, 80521, 80528, 80526, 80547

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2014 80525, 80524, 80521, 80528, 80526, 80547

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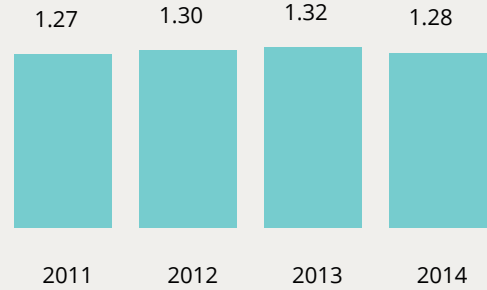
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## Total Population

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▲ **1%**  
since 2013

## 2014 Creative Jobs

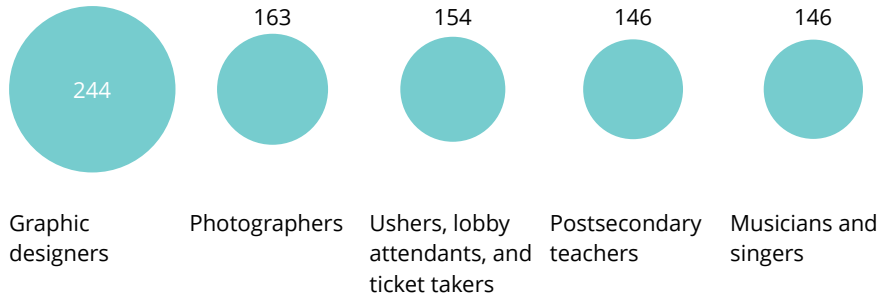


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Total Creative Jobs

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## Occupations with greatest number of jobs



## 2014 Creative Industries



**\$499.0M**

Total Industry Sales

## Industries with greatest sales

Industry type	Industry Sales
Software Publishers	\$64.7M
Periodical Publishers	\$50.0M
Artists, Writers, & Performers	\$33.6M
Cable & Other Subscription	\$28.7M
Internet Publishing	\$26.7M

### LOSS

▼ **26%**  
since 2013

## 2014 Cultural Nonprofit



**\$8.0M**

Nonprofit Revenues

There are \$2.8 million less in revenues in the region since 2013

### GAIN

▲ **30%**  
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**\$67.3K**

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Award Amount per capita

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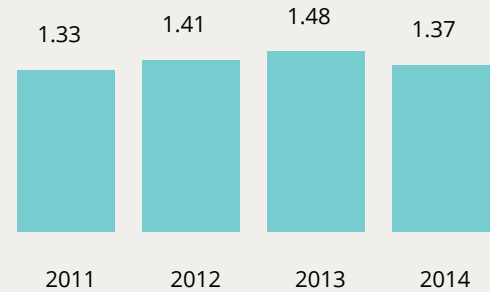
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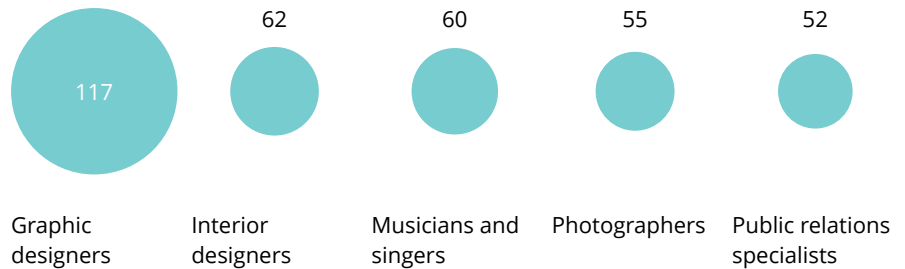
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Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation.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

Industry include: (10 NAICS) 443130, 451211, 451220, 451140, 453920, 711510, 711110, 711120, 711130, 711190

OCCUPATIONS include: (36 SOC) 27-2011, 11-2011, 13-1011, 17-1011, 27-1011, 27-4011, 27-4012, 27-403, 27-2032, 27-1021, 27-2031, 21-2021, 27-3041, 27-1022, 27-4032, 27-1013, 27-1023, 27-1024, 27-1025, 17-1012, 25-4021, 27-4099, 27-3099, 27-1014, 27-2041, 49-9063, 27-2042, 27-4021, 27-2012, 11-2031, 27-3031, 27-3011, 27-1027, 27-4014, 27-3042, 27-3043

Cultural nonprofit revenues: (NTEE) A51, A20, A26, A25, A90, A01, A63, A6C, A62, A31, A24, A68, A6A, A60, A61, A6B, A69, A65, A40, A99, A12, A02, A03, A11, A19, A52, A84, A27, A23, N52, A51, A80, A32, A57, N05, A05, A34, A33, A6E, A56, A50, A30, A70, A54, A82 -See update dates above for more recent update

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Downtown Creative District (80521, 80524) contains: 80524, 80521