

culturecount

NEW ENGLAND'S CULTURAL DATABASE

CultureCount Cue

October 2009

IN THIS ISSUE

[What is the Creative Economy?](#)

[Can I search CultureCount by NAICS codes?](#)

GET COUNTED

Add a cultural organization, creative business, or individual artist entry to [CultureCount!](#)

- 1) [Sign In](#)
- 2) Click on "My Account Details"
- 3) Click "Add Entry" on the following page

[Click here more details](#)

CONTACT

Need Help? Have Questions?

[Contact Us!](#)

DEVELOPED BY



What is the New England creative economy?

Understand the definition with CultureCount...

The New England creative economy is made up of cultural organizations, creative businesses, and creative professionals that produce and distribute cultural goods and services. CultureCount organizes them all by industry type so that you can find them easily!

Each directory entry in CultureCount is assigned a North American Industry Class System (NAICS) code. These NAICS codes are the current business classification system used in the United States and are the most standardized tags available for counting any sector - including the creative economy.

In NEFA's 2007 research report, [The Creative Economy: A New Definition](#), a conservative sample of NAICS codes were selected to measure the core employment of creative enterprises in New England. This same set of NAICS codes is the foundation for the individuals and organizations found in CultureCount.

Can I search CultureCount by NAICS code?

Yes! You have two options. In the search tool, select...

- [A distinct NAICS code](#), such as 541920 for Photographic Services or 711110 for Theater/Theater Services, or...
 - [A creative economy category](#). These are NAICS codes that are grouped into a general heading such as "Museums" or "Music/Recording Industries."
-