

DATA BRIEF

dance IN CLEVELAND

INDUSTRY BREAKDOWN

Cleveland's dance industry, including both creative and non-creative jobs, increased to 302 jobs in 2015, which was the most recent year of available data at the time of analysis.

The dance **industry** is made up of dance companies and promoters as well as fine arts schools.

Fine arts schools (dance studios) are a significant driver in the industry, **responsible for over 80% of dance payroll and employment.**

This shows that Cuyahoga County is a strong contributor to the dance workforce pipeline with a high quantity of options for excellent training during childhood and adolescence.

GROWTH

Cleveland's dance industry has grown at a faster rate than all other local industries since 2014.

	total	% increase
Employment	302	10.2%
Payroll	\$4.0 M	22.4%
Average Wage	\$13,199	11.0%
Establishments	42	10.5%

Cleveland's dance industry also grew faster than Ohio's and the rest of the U.S.

	job total	% increase
Cleveland	302	10.2%
Ohio	1,077	7.1%
U.S.	35,355	2.7%

REGIONAL SPECIALIZATION

The location quotient (LQ) shows an **industry's percentage of total employment** locally to nationally. Anything greater than 1.00 shows that an industry is larger here (employs a larger percentage of the total population) than the national average. Add increasing trends in wages and you have a real competitive edge.



Cleveland dance industry's **location quotient was 1.68**, indicating a regional specialization in dance.

DANCE OCCUPATIONS

Overall, the number of **choreographers and dancers** in Cleveland has hovered around **150** in recent years.

Consistent employment in the Cleveland MSA is reassuring. Other MSAs like Cincinnati, Columbus and Indianapolis have experienced declines in these occupations.

Dance harnesses the cultural assets in Cuyahoga County.

The presence of cultural and ethnic ensembles in Northeast Ohio is profound. Cuyahoga County is home to **60 companies that specialize in dance styles with roots in specific geographies.**

They represented **24 different types of ethnic and cultural dance.** This landscape of cultural dance ensembles and companies is active and omnipresent. Its vitality reflects the present and past cultures that define Cleveland's neighborhoods and suburbs. Their performances open doors to learning and acceptance of the many cultural communities in Northeast Ohio.



Shri Kalaa Mandir (Center for Indian Performing Arts)

ECONOMIC IMPACT

Cleveland's Dance Sector is economically energetic. At least **396 jobs** are attributed to the economic impact of dance in Cleveland in addition to:

- \$28.4 Million** total output
- \$7.0 Million** labor income
- \$11.2 Million** value added
- \$2.1 Million** local, state, and federal taxes

The information provided is based on 2015 data, which was the most recent data available at the time of the analysis. Data sources include the Quarterly Census of Employment and Wages (QCEW) database and an online survey of individuals who participate in Cleveland's dance sector. Data on the performers from either data sources most assuredly undercounts the true scope of the county's performers in number and income. With these limitations, it should be noted that the economic impact estimates presented here are quite conservative.

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