

# metro atlanta cultural assessment

APPENDIX A: CULTURAL INDUSTRIES  
REVENUE AND COMPENSATION  
TECHNICAL CODES



**MAACC**  
METRO ATLANTA ARTS & CULTURE COALITION

**ARC**  
ATLANTA REGIONAL COMMISSION

---

# appendix A

## revenue & compensation technical codes

A complete list of North American Industrial Classification System and National Taxonomy of Exempt Entities category codes that make up this data in the revenue and compensation figures is included in this appendix.

### source

In 2011, researcher Allen Bell at SouthArts completed a 9 state study of the creative economies in the South, *Creative Industries in the South*.

SouthArts is a multi-state service agency whose focus is to enhance the public value of the arts in the Southeast region and respond the environment and cultural trends with a regional perspective. This report on the aggregate income and revenue of both for-profit and non-profit businesses in the following areas: **visual arts and crafts, performing arts, film and television, broadcasting, architecture, design, advertising, public relations, writing, publishing, museums, historic sites and software publishers.**

In order to capture data from public sources, the SouthArts study is based on data from the 2007 Economic Census, the 2007 Non-Employer Statistics and the National Center for Charitable Statistics.

A set of North American Industrial Classification System codes was used to determine the data used from the Economic Census and the 2007 Non-Employer Statistics. Data from the National Center for Charitable Statistics was gathered by using a subset of the National Taxonomy of Exempt Entities codes.

The complete methodology to determine the codes used is outlined in the *Creative Industries in the South* on pages 199-201.

The complete report can be downloaded from the SouthArts website:

[http://www.southarts.org/site/c.guYLaMRJxE/b.6470585/k.BBE8/Creative\\_Economies.htm](http://www.southarts.org/site/c.guYLaMRJxE/b.6470585/k.BBE8/Creative_Economies.htm)

North American Industrial Classification System (NAICS) Codes	
NAICS Codes	Design Sectors
332323	Ornamental and Architectural Metal Work Manufacturing
337212	Custom Architectural Woodwork and Millwork Manufacturing
453110	Florists
541310	Architectural Services
541320	Landscape Architectural Services
541340	Drafting Services
541410	Interior Design Services
541420	Industrial Design Services
541430	Graphic Design Services
541490	Other Specialized Design Services
NAICS Codes	Film & Media Sectors
334310	Audio and Video Equipment Manufacturing
334612	Prerecorded Compact Disc (except Software), Tape, and Record Reproducing
42399042	Prerecorded video tapes merchant wholesalers
443112	Radio, Television, and Other Electronics Stores
511210	Software Publishers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512132	Drive-In Motion Picture Theaters
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
515111	Radio Networks
515112	Radio Stations
515120	Television Broadcasting
515210	Cable and Other Subscription Programming
517510	Cable and Other Program Distribution
5191301	Internet Publishing and Broadcasting (replaces 516110)
532230	Video Tape and Disc Rental
541810	Advertising Agencies
541820	Public Relations Agencies
541830	Media Buying Agencies
541840	Media Representatives
541850	Display Advertising
541860	Direct Mail Advertising
541890	Other Services Related to Advertising



<b>NAICS Codes</b>	<b>Heritage &amp; Museums Sectors</b>
712110	Museums
712120	Historical Sites
712130	Zoos and Botanical Gardens
<b>NAICS Codes</b>	<b>Literary &amp; Publishing Sectors</b>
323110	Commercial Lithographic Printing
323111	Commercial Gravure Printing
323112	Commercial Flexographic Printing
323113	Commercial Screen Printing
323115	Digital Printing
323117	Books Printing
323119	Other Commercial Printing
323121	Tradebinding and Related Work
323122	Prepress Services
424920	Book, Periodical, and Newspaper Merchant Wholesalers
451211	Book Stores
451212	News Dealers and Newsstands
511110	Newspaper Publishers
511120	Periodical Publishers
511130	Book Publishers
511191	Greeting Card Publishers
511199	All Other Publishers
519110	News Syndicates
519120	Libraries and Archives
711510	Independent Writers (%)
<b>NAICS Codes</b>	<b>Performing Arts Sectors</b>
339992	Musical Instrument Manufacturing
4239901	Musical Instruments and Supplies Merchant Wholesalers
42399041	CDs, audio tapes, and records merchant wholesalers
451140	Musical Instrument and Supplies Stores
451220	Prerecorded Tape, Compact Disc, and Record Stores
512210	Record Production
512220	Integrated Record Production/Distribution
512230	Music Publishers
512240	Sound Recording Studios
512290	Other Sound Recording Industries
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists
711190	Other Performing Arts Companies
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
711510	Independent Performers (%)
7139901	Dance Halls

NAICS Codes	Visual Arts & Crafts Sectors
325992	Photographic Film, Paper, Plate, and Chemical Manufacturing
327112	Vitreous China, Fine Earthenware, and Other Pottery Product Manufacturing
327212	Other Pressed and Blown Glass and Glassware Manufacturing
339911	Jewelry (except Costume) Manufacturing
339912	Silverware and Hollowware Manufacturing
339913	Jewelers' Material and Lapidary Work Manufacturing
339914	Costume Jewelry and Novelty Manufacturing
339942	Lead Pencil and Art Good Manufacturing
423410	Photographic Equipment and Supplies Merchant Wholesalers
423940	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
4249901	Art goods merchant wholesalers
443130	Camera and Photographic Supplies Stores
448310	Jewelry Stores
451130	Sewing, Needlework, and Piece Goods Stores
453920	Art Dealers
541921	Photography Studios, Portrait
541922	Commercial Photography
611610	Fine Arts Schools
711510	Independent Artists (%)
812921	Photofinishing Laboratories (except One-Hour)

National Center for Charitable Statistics	
Organization Types - Arts, Culture, and the Humanities	Code
Alliances & Advocacy	A01
Management & Technical Assistance	A02
Professional Societies & Associations	A03
Research Institutes & Public Policy Analysis	A05
Single Organization Support	A11
Fund Raising & Fund Distribution	A12
Support N.E.C.	A19
Arts & Culture	A20
Cultural & Ethnic Awareness	A23
Folk Arts	A24
Arts Education	A25
Arts & Humanities Councils & Agencies	A26
Community Celebrations	A27
Media & Communications	A30
Film & Video	A31
Television	A32
Printing & Publishing	A33
Radio	A34
Visual Arts	A40
Museums	A50
Art Museums	A51
Children's Museums	A52
Folk Arts Museums	A53
History Museums	A54
Natural History & Natural Science Museums	A56
Science & Technology Museums	A57
Performing Arts	A60
Performing Arts Centers	A61
Dance	A62
Ballet	A63
Theater	A65
Music	A68
Symphony Orchestras	A69
Opera	A6A
Singing & Choral Groups	A6B
Bands & Ensembles	A6C
Performing Arts Schools	A6E
Humanities	A70
Historical Organizations	A80
Historical Societies & Historic Preservation	A82
Commemorative Events	A84
Arts Services	A90
Arts, Culture & Humanities N.E.C.	A99





Images Above (top row from left): Spivey Hall, Clayton County; Cherokee Arts Center, Cherokee County; The New Depot Players, Rockdale County; (bottom row from left) The Henry Players, Henry County; Artworks on the Square, Fayette County; Cultural Arts Council of Douglasville/Douglas County, Douglas County

Front Cover Images (top row from left): Georgia Symphony Orchestra, Cobb County; Theatrical Outfit, Fulton County; Moving in the Spirit, Fulton County; (bottom row from left) Zoo Atlanta, Fulton County; Gwinnett Ballet Theatre, Gwinnett County; Michael C. Carlos Museum, DeKalb County