

HOW POWERFUL
ARE OUR REGION'S
58,000
CREATIVES?

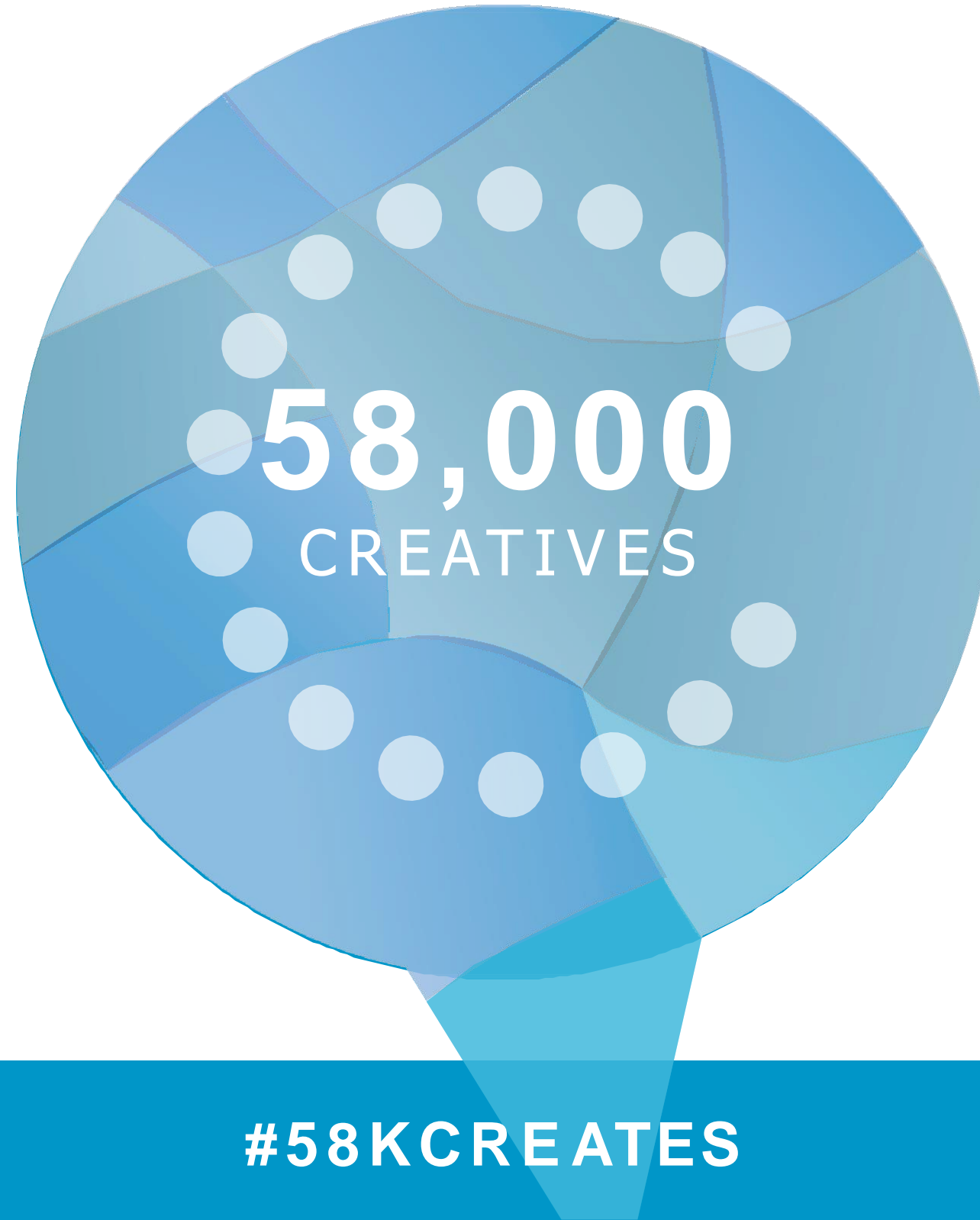


Charlotte's 16-County Region Boast
58,000 individuals employed in jobs
classified as 'creative' by the U.S.
Department of Labor in 72 different
businesses and industries – *source*
Creative Vitality Suite



#58KCREATES

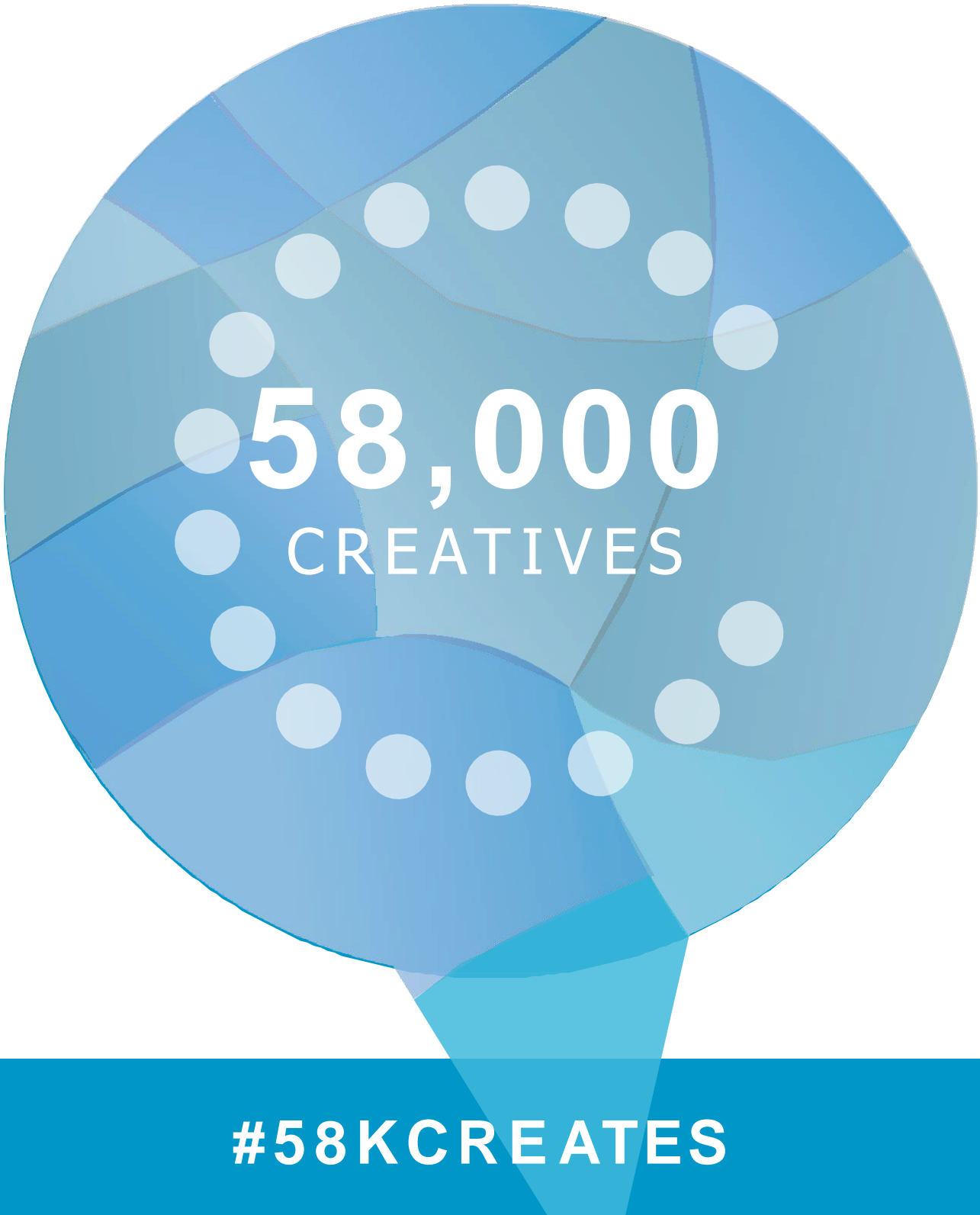
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58,000
CREATIVES?



What do those
58,000
creative jobs
compare to in
the Charlotte
Region?

#58KCREATES

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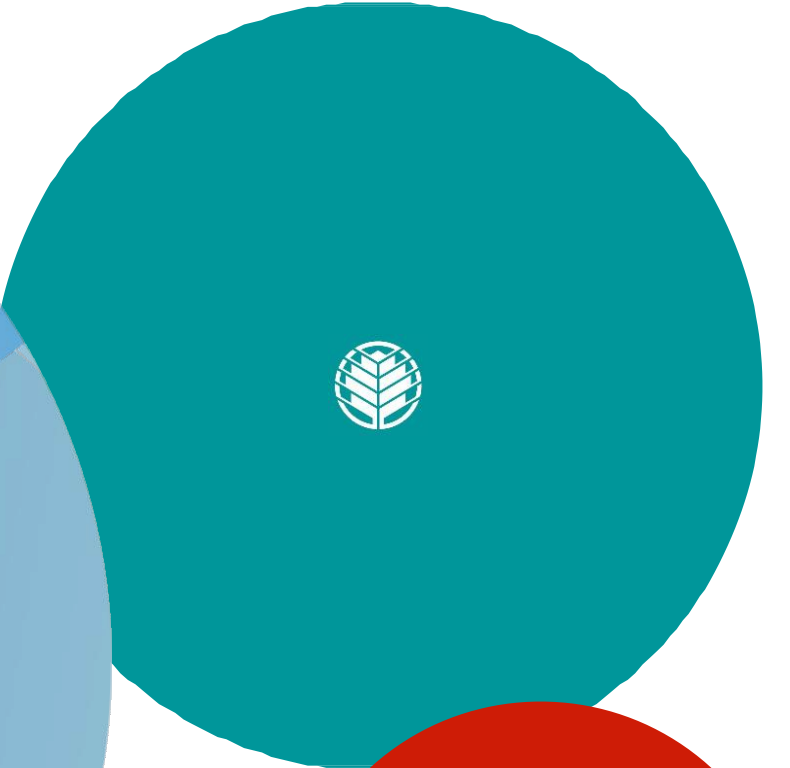
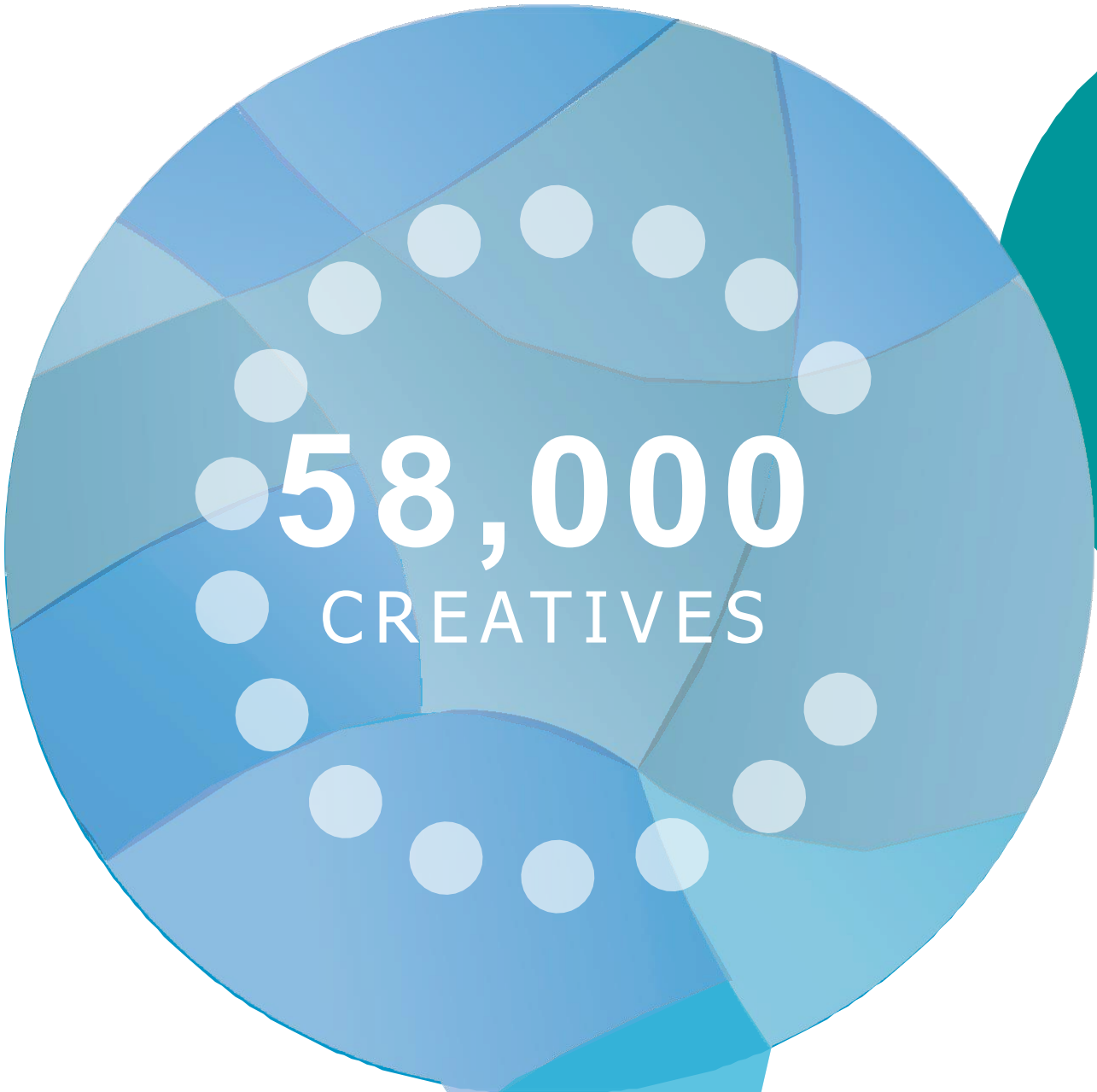


13,000
ACCOUNTANTS
4X
AS MANY

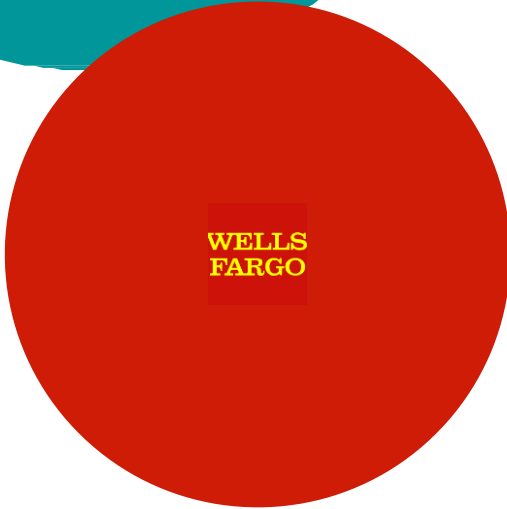
5,600
ATTORNEYS
10X
AS MANY

#58KCREATES

HOW POWERFUL
ARE OUR REGION'S
58,000
CREATIVES?



35,000
CAROLINAS
HEALTHCARE
SYSTEM



23,000
WELLS FARGO

HOW POWERFUL
ARE OUR REGION'S
58,000
CREATIVES?



Charlotte's 58,000 Creatives,
laid head-to-foot would equal just over
40 laps of Charlotte Motor Speedway.
The attorneys in town won't even
get us around 4 times. Typical.



#58KCREATES



40

LAPS OF CREATIVE
AWESOMENESS

Charlotte's 58,000 Creatives,
laid head-to-foot would equal just over
40 laps of Charlotte Motor Speedway.

< 4

LAPS OF LAWYERS

The attorneys in town
won't even get us around
4 times. Dang lawyers.