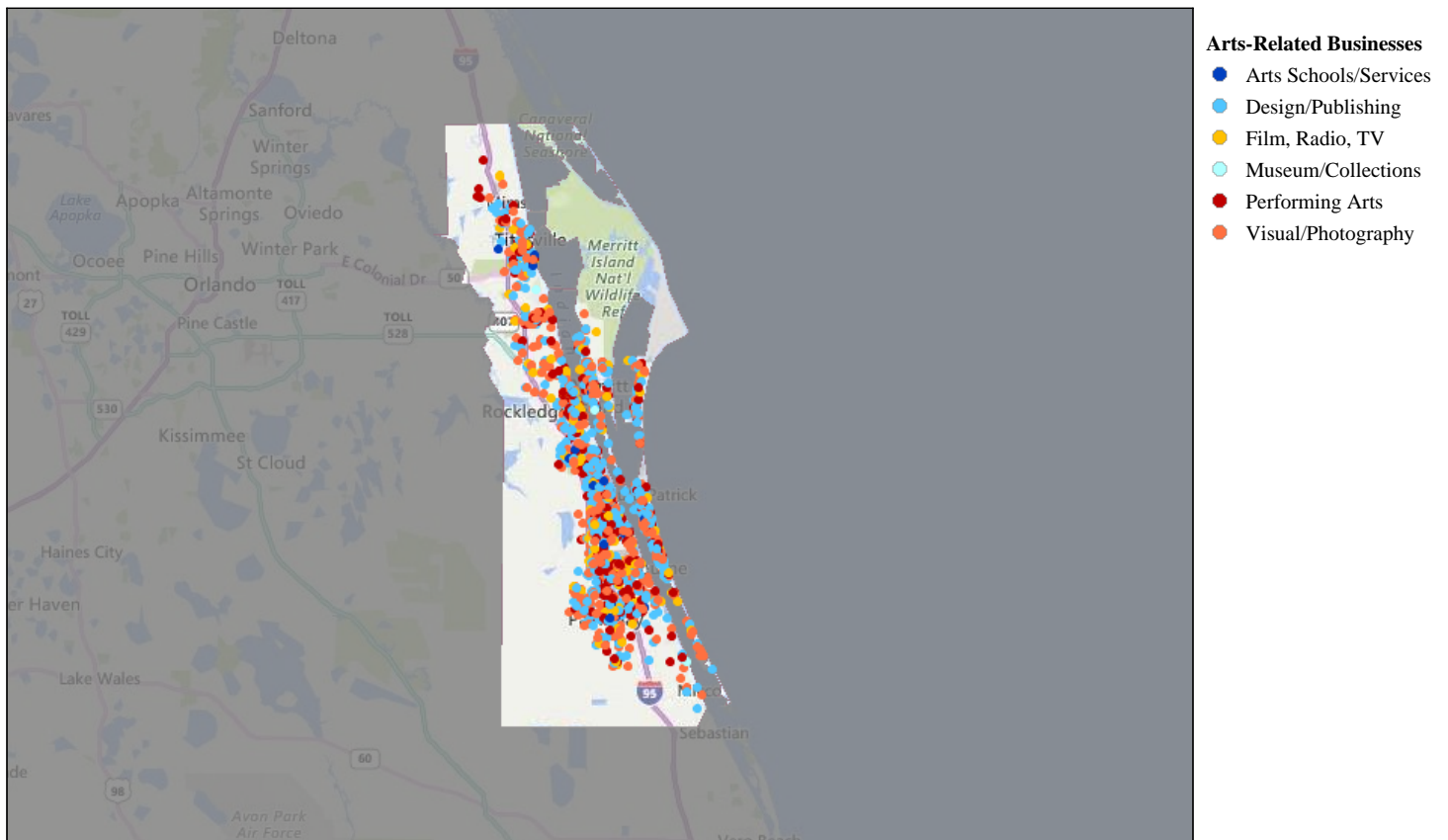


The Creative Industries in Brevard County, FL

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Brevard County, FL**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

1,321 Arts-Related Businesses Employ 8,749 People



Brevard County, FL is home to 1,321 arts-related businesses that employ 8,749 people. The creative industries account for 3.6 percent of the total number of businesses located in Brevard County, FL and 2.8 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

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**The Creative Industries Represent
3.6 Percent of All Businesses and 2.8 Percent of All Employees in
Brevard County, FL**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	29	101
Agents	2	5
Arts Councils	1	6
Arts Schools and Instruction	26	90
Design and Publishing	440	1,205
Advertising	59	176
Architecture	34	363
Design	341	632
Publishing	6	34
Film, Radio and TV	147	734
Motion Pictures	127	635
Radio	12	38
Television	8	61
Museums and Collections	20	93
Historical Society	1	3
Museums	16	80
Planetarium	1	2
Zoos and Botanical	2	8
Performing Arts	238	652
Music	100	298
Performers (nec)	95	171
Services & Facilities	39	165
Theater	4	18
Visual Arts/Photography	447	5,964
Crafts	41	198
Photography	311	467
Services	45	5,200
Visual Arts	50	99
GRAND TOTAL	1,321	8,749

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.