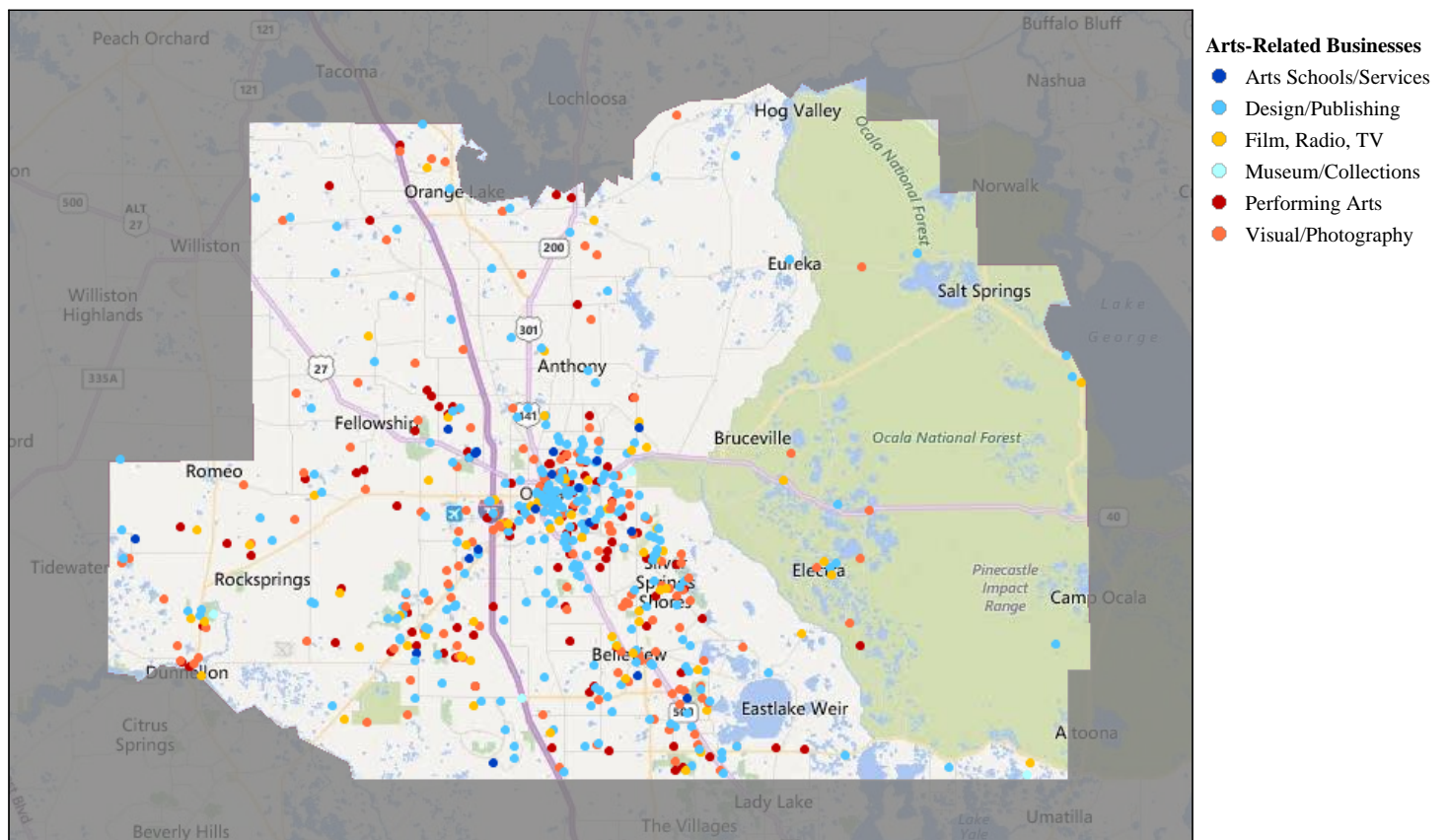


The Creative Industries in Marion County, FL

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 **Marion 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.

620 Arts-Related Businesses Employ 3,071 People



Marion County, FL is home to 620 arts-related businesses that employ 3,071 people. The creative industries account for 2.9 percent of the total number of businesses located in Marion County, FL and 2.1 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.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

**The Creative Industries Represent
2.9 Percent of All Businesses and 2.1 Percent of All Employees in
Marion County, FL**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	18	30
Agents	2	6
Arts Schools and Instruction	16	24
Design and Publishing	249	661
Advertising	41	198
Architecture	31	83
Design	177	380
Film, Radio and TV	70	264
Motion Pictures	60	200
Radio	5	13
Television	5	51
Museums and Collections	10	81
Historical Society	3	6
Museums	6	73
Zoos and Botanical	1	2
Performing Arts	108	194
Music	45	88
Performers (nec)	43	59
Services & Facilities	16	29
Theater	4	18
Visual Arts/Photography	165	1,841
Crafts	16	21
Photography	121	187
Services	12	45
Visual Arts	16	1,588
GRAND TOTAL	620	3,071

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.