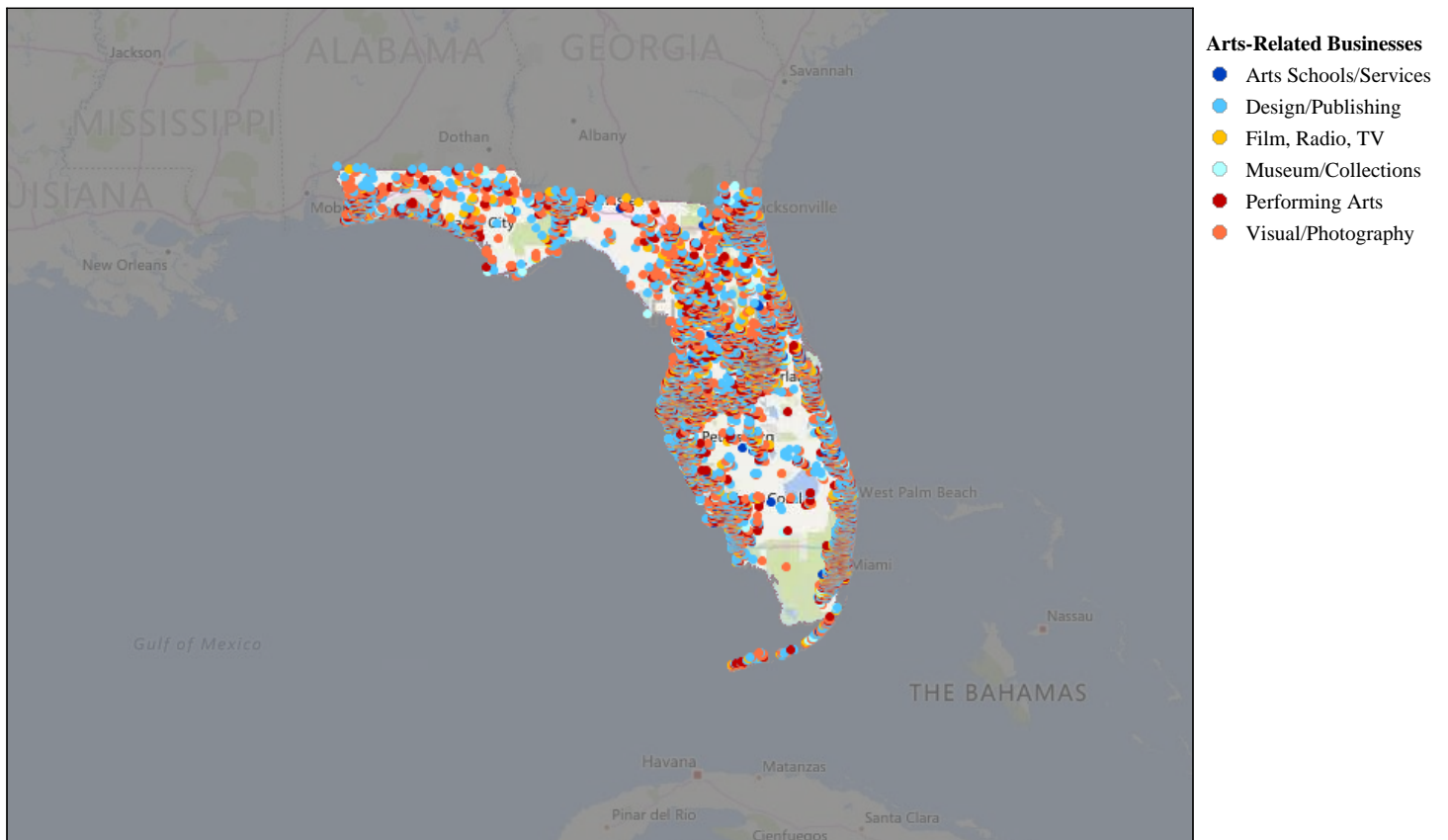


The Creative Industries in Florida

Governor Rick Scott

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 **Florida**. 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.

58,162 Arts-Related Businesses Employ 227,843 People



Florida is home to 58,162 arts-related businesses that employ 227,843 people. The creative industries account for 3.9 percent of the total number of businesses located in Florida 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.

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The Creative Industries Represent 3.9 Percent of All Businesses and 2.1 Percent of All Employees in Florida

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	1,185	5,068
Agents	54	593
Arts Councils	49	184
Arts Schools and Instruction	1,082	4,291
Design and Publishing	23,608	81,694
Advertising	3,101	20,796
Architecture	2,747	15,867
Design	17,599	44,019
Publishing	161	1,012
Film, Radio and TV	7,122	45,787
Motion Pictures	6,229	27,422
Radio	403	1,948
Television	490	16,417
Museums and Collections	1,020	10,957
Historical Society	81	479
Museums	758	9,037
Planetarium	4	8
Zoos and Botanical	177	1,433
Performing Arts	9,919	33,553
Dance	14	214
Music	3,648	11,669
Opera	12	82
Performers (nec)	4,383	11,973
Services & Facilities	1,694	8,649
Theater	168	966
Visual Arts/Photography	15,308	50,784
Crafts	1,253	5,921
Photography	10,689	20,914
Services	1,475	12,569
Visual Arts	1,891	11,380
GRAND TOTAL	58,162	227,843

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.