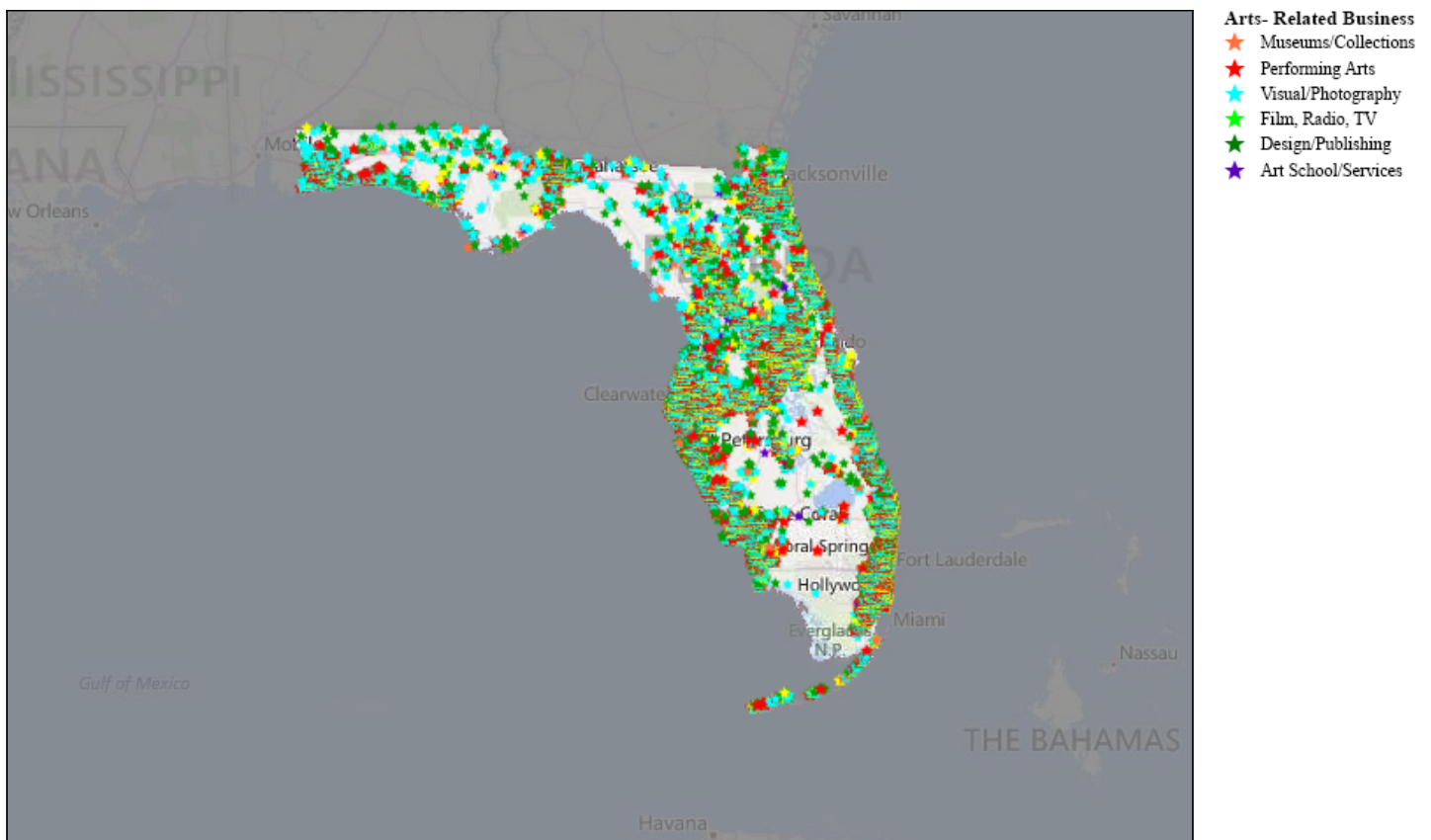


# The Creative Industries in Florida

## 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.

### 54,994 Arts-Related Businesses Employ 185,138 People



**Florida is home to 54,994 arts-related businesses that employ 185,138 people.** The creative industries account for 3.6 percent of the total number of businesses located in Florida and 1.9 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

**Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people.** This represents 3.9 percent of all U.S. businesses and 1.9 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 January 2015.

**The Creative Industries Represent  
3.6 Percent of All Businesses and 1.9 Percent of All Employees in  
Florida  
(Data current as of January 2015)**

<b>CATEGORY</b>	<b>BUSINESSES</b>	<b>EMPLOYEES</b>
<b>Arts Schools and Services</b>	<b>1,211</b>	<b>5,527</b>
Agents	57	557
Arts Councils	45	191
Arts Schools and Instruction	1,109	4,779
<b>Design and Publishing</b>	<b>22,495</b>	<b>70,411</b>
Advertising	2,967	19,123
Architecture	2,701	15,053
Design	16,655	35,416
Publishing	172	819
<b>Film, Radio and TV</b>	<b>7,323</b>	<b>40,244</b>
Motion Pictures	6,354	22,178
Radio	444	1,234
Television	525	16,832
<b>Museums and Collections</b>	<b>827</b>	<b>7,114</b>
Historical Society	80	452
Museums	570	5,048
Planetarium	2	4
Zoos and Botanical	175	1,610
<b>Performing Arts</b>	<b>8,680</b>	<b>26,749</b>
Dance	12	209
Music	3,097	10,142
Opera	9	31
Performers (nec)	3,891	8,094
Services & Facilities	1,554	7,644
Theater	117	629
<b>Visual Arts/Photography</b>	<b>14,458</b>	<b>35,093</b>
Crafts	1,230	5,595
Photography	9,789	18,614
Services	1,482	6,996
Visual Arts	1,957	3,888
<b>GRAND TOTAL</b>	<b>54,994</b>	<b>185,138</b>

**Research Notes:**

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, 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, should be considered conservative.
- 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 7,500 state legislative districts, and all 3,143 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](http://www.AmericansForTheArts.org/CreativeIndustries).