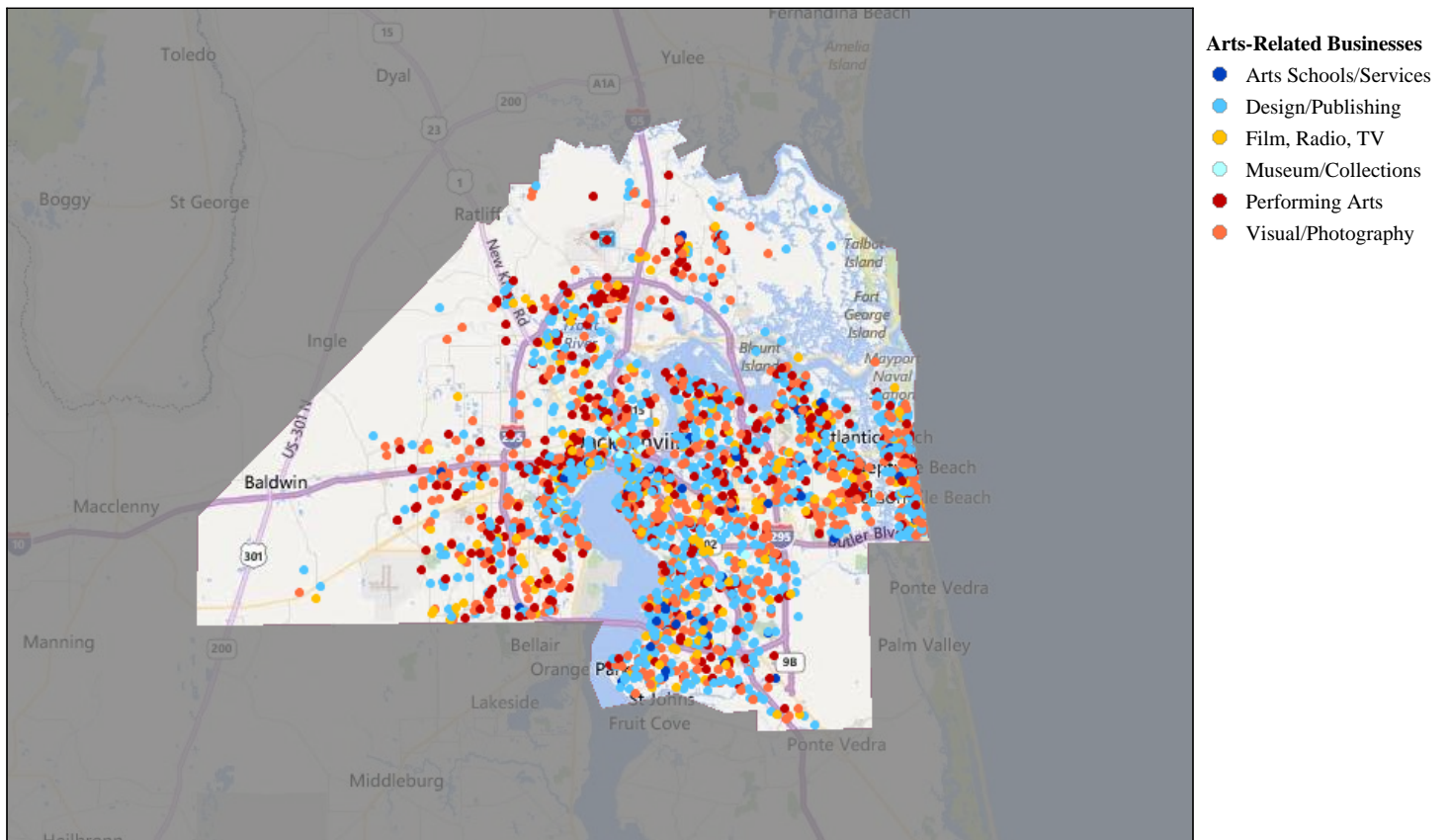


The Creative Industries in Duval County, FL

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 **Duval 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.

2,481 Arts-Related Businesses Employ 10,766 People



Duval County, FL is home to 2,481 arts-related businesses that employ 10,766 people. The creative industries account for 3.8 percent of the total number of businesses located in Duval County, FL and 1.7 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
3.8 Percent of All Businesses and 1.7 Percent of All Employees in
Duval County, FL**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	63	203
Arts Councils	2	12
Arts Schools and Instruction	61	191
Design and Publishing	966	3,781
Advertising	130	1,483
Architecture	112	582
Design	721	1,705
Publishing	3	11
Film, Radio and TV	297	1,785
Motion Pictures	259	1,084
Radio	20	91
Television	18	610
Museums and Collections	34	161
Historical Society	3	7
Museums	25	132
Zoos and Botanical	6	22
Performing Arts	440	2,096
Dance	2	3
Music	158	744
Performers (nec)	200	1,003
Services & Facilities	74	323
Theater	6	23
Visual Arts/Photography	681	2,740
Crafts	51	166
Photography	512	1,016
Services	43	283
Visual Arts	75	1,275
GRAND TOTAL	2,481	10,766

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.