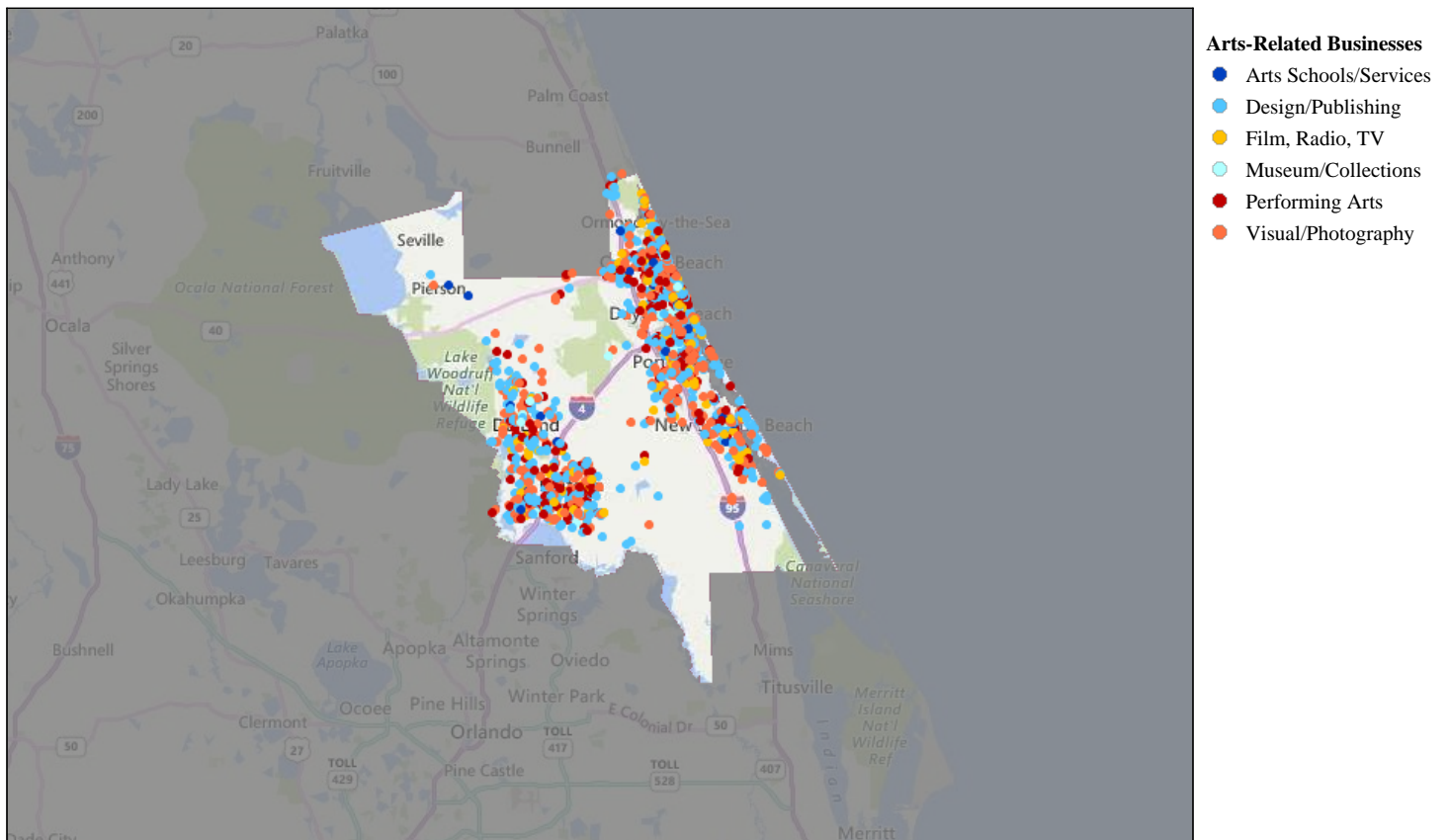


The Creative Industries in Volusia County, FL

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 **Volusia 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.

1,250 Arts-Related Businesses Employ 3,343 People



Volusia County, FL is home to 1,250 arts-related businesses that employ 3,343 people. The creative industries account for 3.6 percent of the total number of businesses located in Volusia County, FL and 1.4 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 1.4 Percent of All Employees in
Volusia County, FL**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	28	76
Arts Councils	1	2
Arts Schools and Instruction	27	74
Design and Publishing	480	1,154
Advertising	61	246
Architecture	31	88
Design	384	808
Publishing	4	12
Film, Radio and TV	128	737
Motion Pictures	103	534
Radio	19	125
Television	6	78
Museums and Collections	35	136
Historical Society	4	13
Museums	29	119
Zoos and Botanical	2	4
Performing Arts	216	526
Music	87	195
Performers (nec)	83	199
Services & Facilities	41	117
Theater	5	15
Visual Arts/Photography	363	714
Crafts	42	92
Photography	247	364
Services	30	188
Visual Arts	44	70
GRAND TOTAL	1,250	3,343

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.