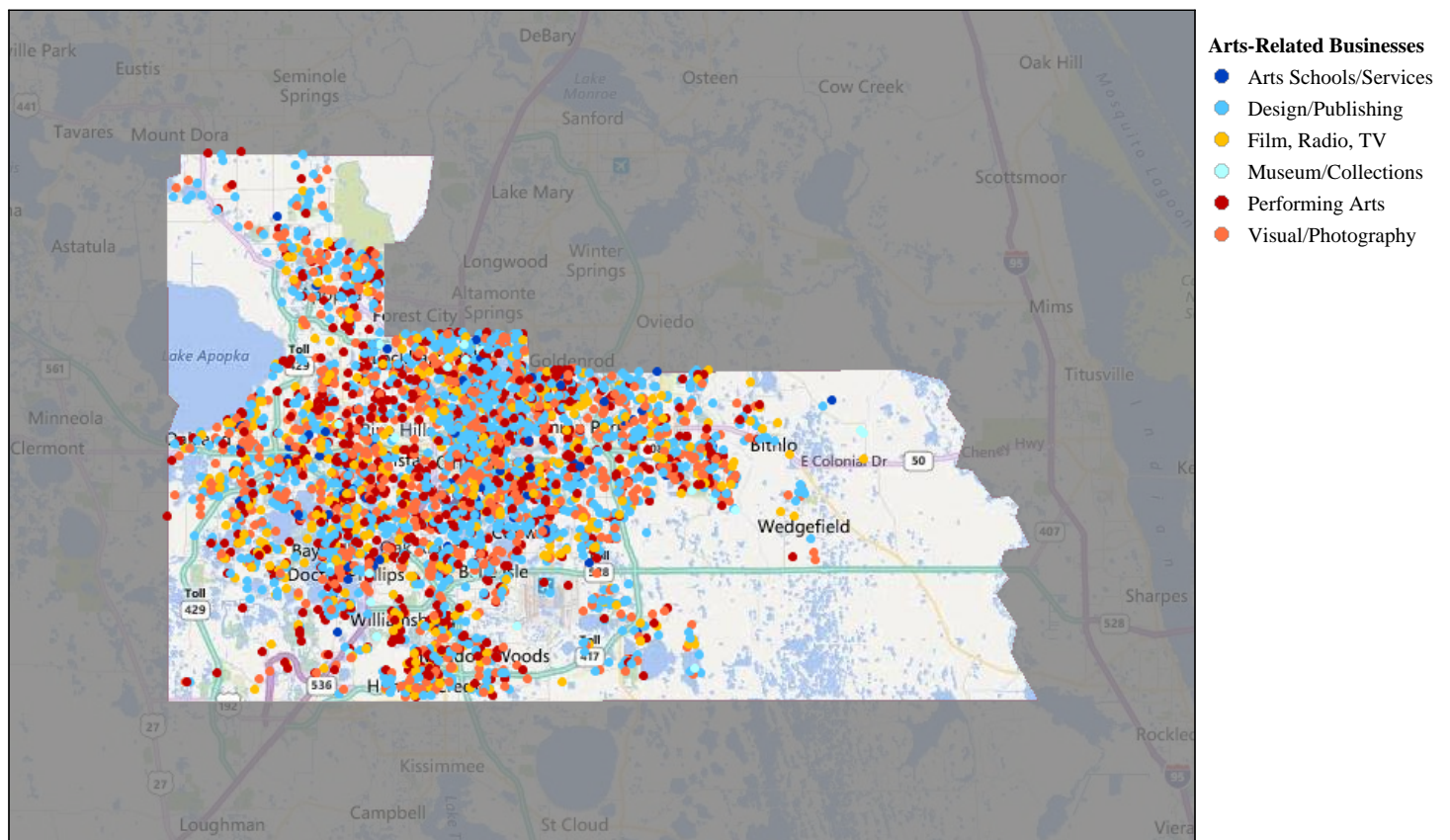


The Creative Industries in Orange County, FL

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 **Orange 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.

4,284 Arts-Related Businesses Employ 31,507 People



Orange County, FL is home to 4,284 arts-related businesses that employ 31,507 people. The creative industries account for 4.7 percent of the total number of businesses located in Orange County, FL and 3.9 percent of the people they employ, more than the national average of 4.0 percent of businesses and 2.0 percent of people employed. 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
4.7 Percent of All Businesses and 3.9 Percent of All Employees in
Orange County, FL
(Data current as of April 2017)**

| CATEGORY | BUSINESSES | EMPLOYEES |
|----------------------------------|-------------------|------------------|
| Arts Schools and Services | 88 | 793 |
| Agents | 3 | 403 |
| Arts Councils | 1 | 2 |
| Arts Schools and Instruction | 84 | 388 |
| Design and Publishing | 1,587 | 6,224 |
| Advertising | 231 | 1,454 |
| Architecture | 191 | 1,970 |
| Design | 1,159 | 2,791 |
| Publishing | 6 | 9 |
| Film, Radio and TV | 647 | 4,094 |
| Motion Pictures | 586 | 2,980 |
| Radio | 29 | 161 |
| Television | 32 | 953 |
| Museums and Collections | 55 | 417 |
| Historical Society | 2 | 4 |
| Museums | 47 | 396 |
| Zoos and Botanical | 6 | 17 |
| Performing Arts | 852 | 5,568 |
| Music | 244 | 932 |
| Performers (nec) | 454 | 3,711 |
| Services & Facilities | 132 | 832 |
| Theater | 22 | 93 |
| Visual Arts/Photography | 1,052 | 3,171 |
| Crafts | 73 | 498 |
| Photography | 803 | 1,790 |
| Services | 88 | 508 |
| Visual Arts | 88 | 375 |
| Theme Parks¹ | 3 | 11,240 |
| GRAND TOTAL | 4,284 | 31,507 |

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.

¹ **After-market addition:** Due to the unique concentration of artists and performers in this region, with the addition of area theme parks, the high number of creative industries and artists positions Orlando as a center for innovation and creativity.

- Source: Americans for the Arts, with three major area theme parks, and United Arts of Central Florida, November 2017