

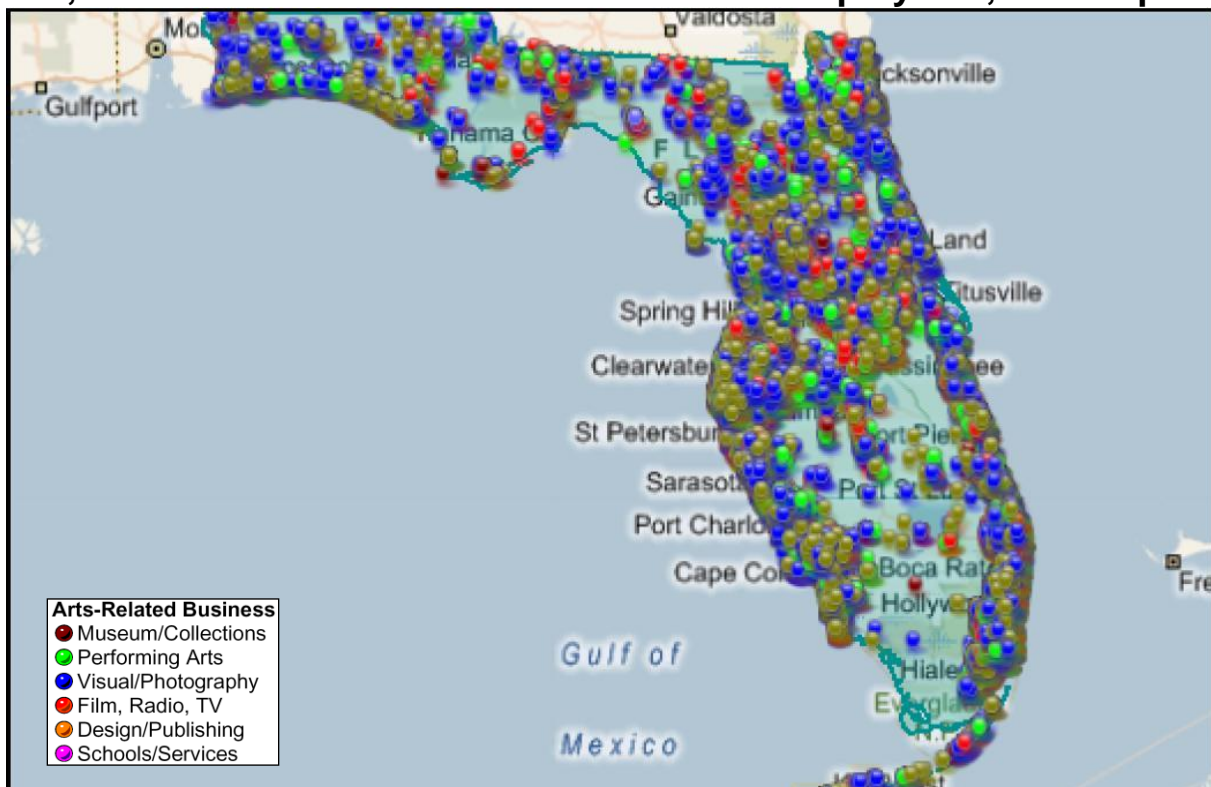
The Creative Industries in Florida

This *Creative Industries* report offers 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 non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 756,007 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.14 percent of all businesses and 2.17 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2011, Florida is home to 52,869 arts-related businesses that employ 184,708 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in Florida, with each dot representing an arts-centric business.

52,869 Arts-Related Businesses in Florida Employ 184,708 People



Arts-Related Businesses and Employment in Florida

(Data current as of January 2011)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	735	7,371
Museums	531	5,415
Zoos and Botanical	144	1,559
Historical Society	59	387
Planetarium	1	10
Performing Arts	8,684	27,875
Music	3,569	11,719
Theater	121	689
Dance	12	227
Opera	8	45
Services & Facilities	1,383	7,164
Performers (nec)	3,591	8,031
Visual Arts/Photography	15,286	39,104
Crafts	1,416	6,634
Visual Arts	1,810	3,527
Photography	10,065	20,374
Services	1,995	8,569
Film, Radio and TV	6,629	41,801
Motion Pictures	5,511	22,348
Television	594	17,664
Radio	524	1,789
Design and Publishing	20,304	63,425
Architecture	2,770	15,328
Design	14,078	27,390
Publishing	230	886
Advertising	3,226	19,821
Arts Schools and Services	1,231	5,132
Arts Councils	48	218
Arts Schools and Instruction	1,094	4,184
Agents	89	730
GRAND TOTAL	52,869	184,708

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/sc/CreativeIndustries.