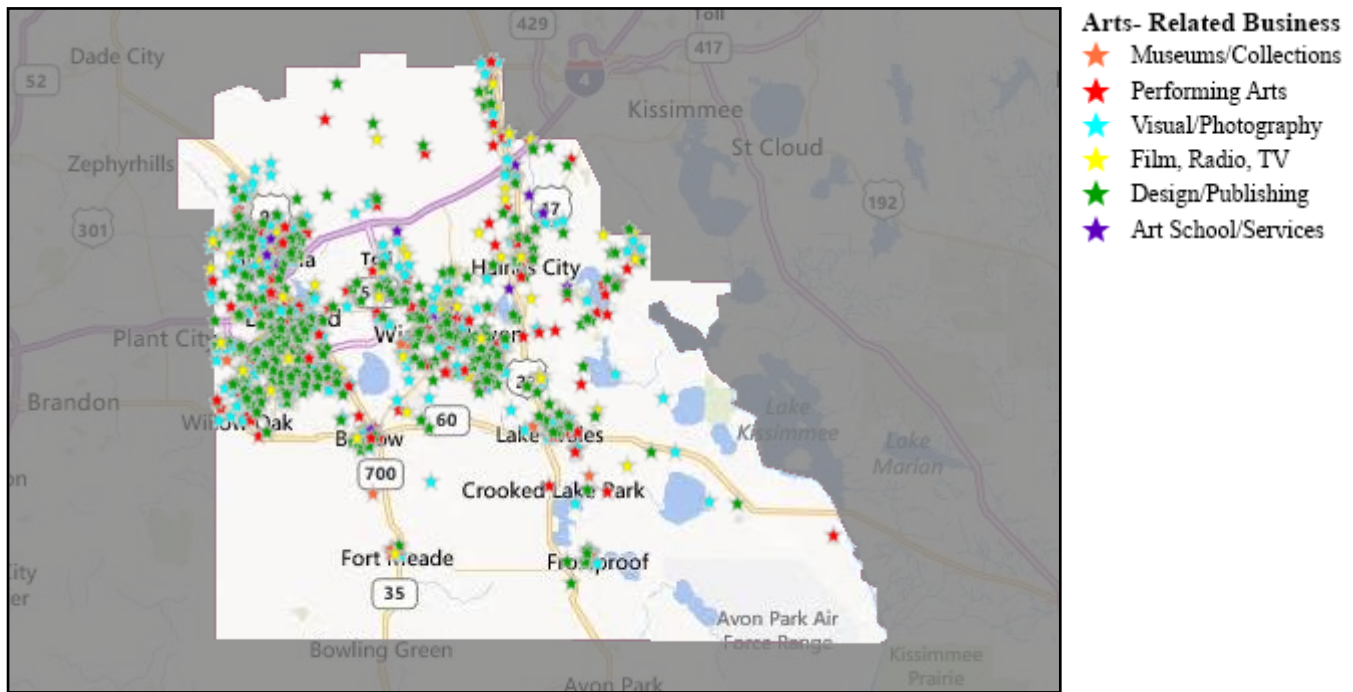


The Creative Industries in Polk County, FL

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Polk 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.

1,080 Arts-Related Businesses Employ 2,704 People



Polk County, FL is home to 1,080 arts-related businesses that employ 2,704 people. The creative industries account for 3.2 percent of the total number of businesses located in Polk County, FL and 1.2 percent of the people they employ. The map above plots the creative industries in Polk County, FL, with each star representing a unique arts-related business.

Nationally, there are 750,453 businesses involved in the creation or distribution of the arts that employ 3.1 million people (January 2014). This represents 4.2 percent of all U.S. businesses and 2.2 percent of all U.S. employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. Between 2012 and 2014, Dun & Bradstreet conducted a large-scale, post-recession database cleaning. Despite a reduction in the overall numbers of all U.S. businesses (arts and otherwise), the arts share of businesses and employment remained stable as a percentage of the national totals - demonstrating that the Creative Industries are as resilient and durable as other sectors of the economy.



The Creative Industries Represent 3.2 Percent of All Businesses and 1.2 Percent of All Employees in Polk County, FL

2014

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	29	155
Arts Councils	1	2
Arts Schools and Instruction	28	153
Design and Publishing	371	852
Advertising	34	182
Architecture	31	116
Design	303	548
Publishing	3	6
Film, Radio and TV	143	401
Motion Pictures	124	366
Radio	13	21
Television	6	14
Museums and Collections	17	186
Historical Society	2	4
Museums	12	89
Zoos and Botanical	3	93
Performing Arts	188	440
Music	56	153
Performers (nec)	95	174
Services & Facilities	36	111
Theater	1	2
Visual Arts/Photography	332	670
Crafts	32	63
Photography	242	441
Services	34	130
Visual Arts	24	36
GRAND TOTAL	1,080	2,704

Research Notes:

The Creative Industries data are based solely on active U.S. businesses that have registered with Dun & Bradstreet (D&B). Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data. The data in this report, therefore, should be considered conservative.

Like many major data providers, including the federal government, D&B periodically reviews its database for accuracy by removing inactive businesses and adding new active ones. After a large-scale, post-recession database cleaning, D&B reduced the total number of active U.S. business records in its database to approximately 18.0 million in January 2014, down from 21.3 million in January 2012 (-15.8 percent). As such, year-to-year changes through 2014 may not represent a trend increase or decline, but rather stem from a more accurate tally of the active business population. These 2014 data are the most current and accurate data available and represent a new baseline for the Creative Industries data.