

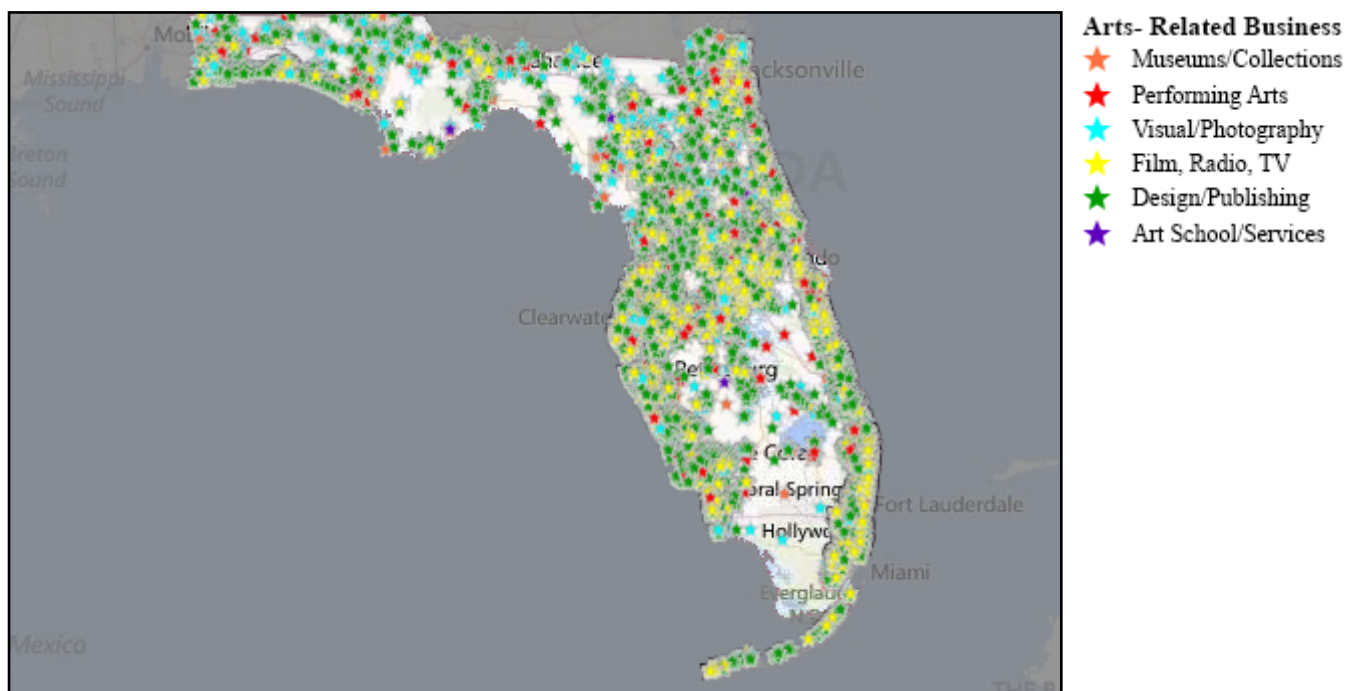


The Creative Industries in Florida

U.S. Senator Marco Rubio

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 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.

57,453 Arts-Related Businesses Employ 212,779 People



Florida is home to 57,453 arts-related businesses that employ 212,779 people. The creative industries account for 4 percent of the total number of businesses located in Florida and 2.2 percent of the people they employ. The map above plots the creative industries in Florida, 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 4 Percent of All Businesses and 2.2 Percent of All Employees in Florida

2014

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	1,229	5,507
Agents	61	590
Arts Councils	44	182
Arts Schools and Instruction	1,124	4,735
Design and Publishing	23,212	70,916
Advertising	3,086	18,958
Architecture	2,800	15,526
Design	17,144	35,575
Publishing	182	857
Film, Radio and TV	7,820	61,245
Radio	468	1,299
Television	555	16,092
Motion Pictures	6,797	43,854
Museums and Collections	814	7,450
Zoos and Botanical	171	1,593
Planetarium	2	4
Historical Society	73	420
Museums	568	5,433
Performing Arts	9,061	29,620
Music	3,290	10,585
Theater	119	678
Services & Facilities	1,589	7,570
Opera	8	29
Dance	10	205
Performers (nec)	4,045	10,553
Visual Arts/Photography	15,317	38,041
Crafts	1,310	5,837
Photography	10,403	20,700
Visual Arts	2,009	4,047
Services	1,595	7,457
GRAND TOTAL	57,453	212,779

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.