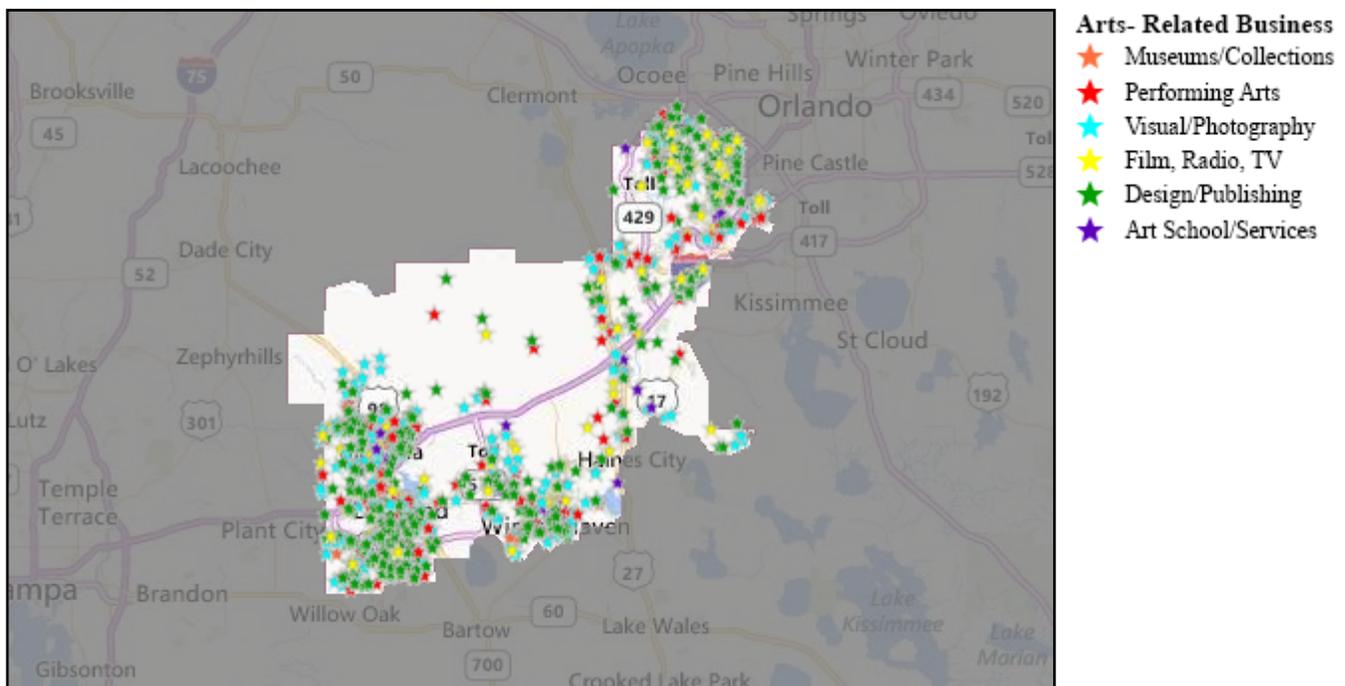


The Creative Industries in Florida State Senate District 15 State Senator Kelli Stargel

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Florida State Senate District 15**. 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.

1,241 Arts-Related Businesses Employ 3,572 People



Florida State Senate District 15 is home to 1,241 arts-related businesses that employ 3,572 people. The creative industries account for 4 percent of the total number of businesses located in Florida State Senate District 15 and 1.4 percent of the people they employ. The map above plots the creative industries in Florida State Senate District 15, 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 1.4 Percent of All Employees in Florida State Senate District 15

2014

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	31	176
Arts Schools and Instruction	31	176
Design and Publishing	430	1,044
Advertising	54	214
Architecture	35	159
Design	338	665
Publishing	3	6
Film, Radio and TV	207	825
Motion Pictures	183	735
Radio	15	25
Television	9	65
Museums and Collections	9	93
Historical Society	1	2
Museums	5	63
Zoos and Botanical	3	28
Performing Arts	221	644
Music	62	155
Performers (nec)	120	244
Services & Facilities	34	237
Theater	5	8
Visual Arts/Photography	343	790
Crafts	29	100
Photography	253	514
Services	35	124
Visual Arts	26	52
GRAND TOTAL	1,241	3,572

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.