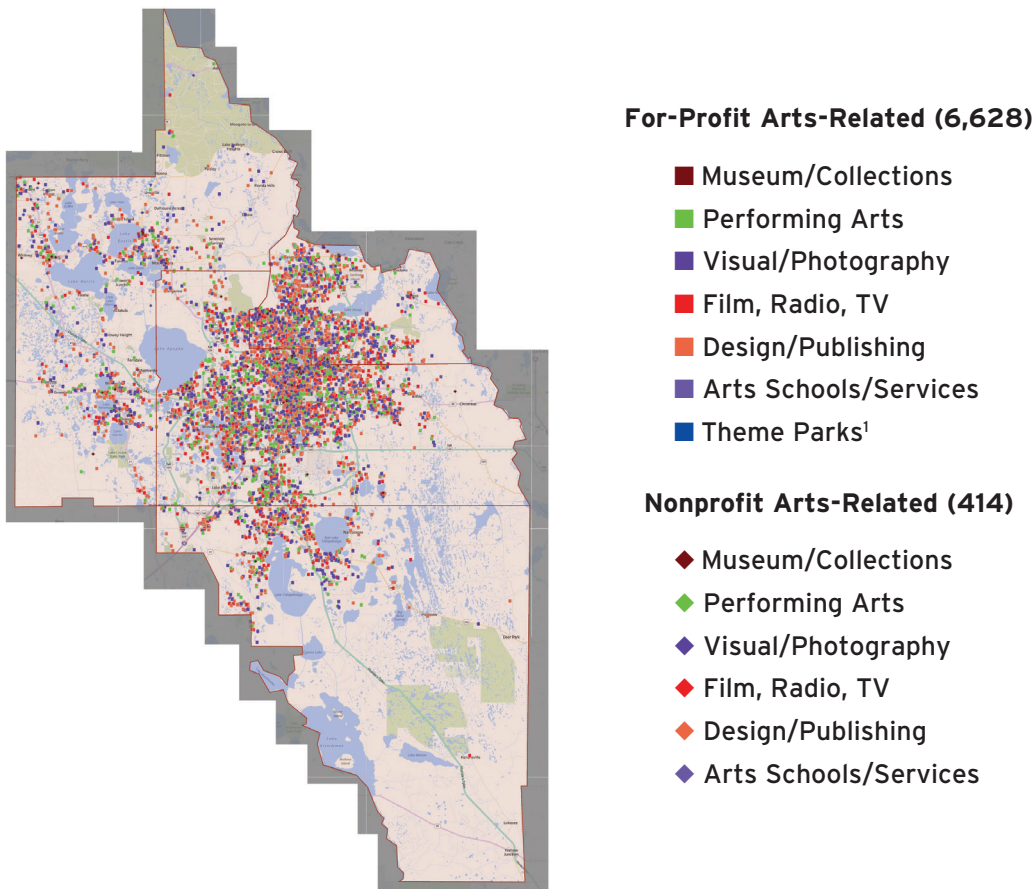


The Creative Industries in Orlando, FL Region

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 the Orlando Region (including Lake, Orange, Osceola and Seminole counties) 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.

7,042 Arts-Related Businesses Employ 34,711 People



The Orlando, FL region is home to 7,042 arts-related businesses that employ 34,711 people. The creative industries account for 4.1 percent of the total number of businesses and 2.9 percent of the people they employ. The map above plots the Creative Industries in the region that includes Lake, Orange, Osceola, and Seminole counties in the state of Florida, with each symbol representing a unique arts-related business establishment.

Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 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 January 2015. **oam**

The Creative Industries in Orlando, FL Region
Lake, Orange, Osceola and Seminole Counties
 (Data current as of January 2015)

<u>CATEGORY</u>	<u>BUSINESSES</u>	<u>EMPLOYEES</u>
Museums and Collections	81	557
Museums	64	437
Zoos and Botanical	13	112
Historical Society	4	8
Performing Arts	1,202	3,924
Music	360	1,271
Theater	24	76
Services & Facilities	204	1,144
Performers (nec)	614	1,433
Visual Arts/Photography	1,783	4,374
Crafts	139	656
Visual Arts	178	265
Photography	1,292	2,504
Services	174	949
Film, Radio and TV	1,123	5,302
Motion Pictures	1,002	3,758
Television	67	1,421
Radio	54	123
Design and Publishing	2,707	8,431
Architecture	284	2,290
Design	2,067	4,256
Publishing	10	35
Advertising	346	1,850
Arts Schools and Services	143	883
Arts Schools and Instruction	139	479
Agents	4	404
Theme Parks¹	3	11,240
GRAND TOTAL	7,042	34,711

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are non-profit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- 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 7,500 state legislative districts and all 3,143 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. The region's creative industries account for 4.1% of the 173,113 total businesses and 2.9% of the 1,188,954 people they employ, higher than national average of 3.9% of all businesses and 1.9% of all employment. —Source: Americans for the Arts, with three major area theme parks, and United Arts of Central Florida, January 2015

www.AmericansForTheArts.org/CreativeIndustries