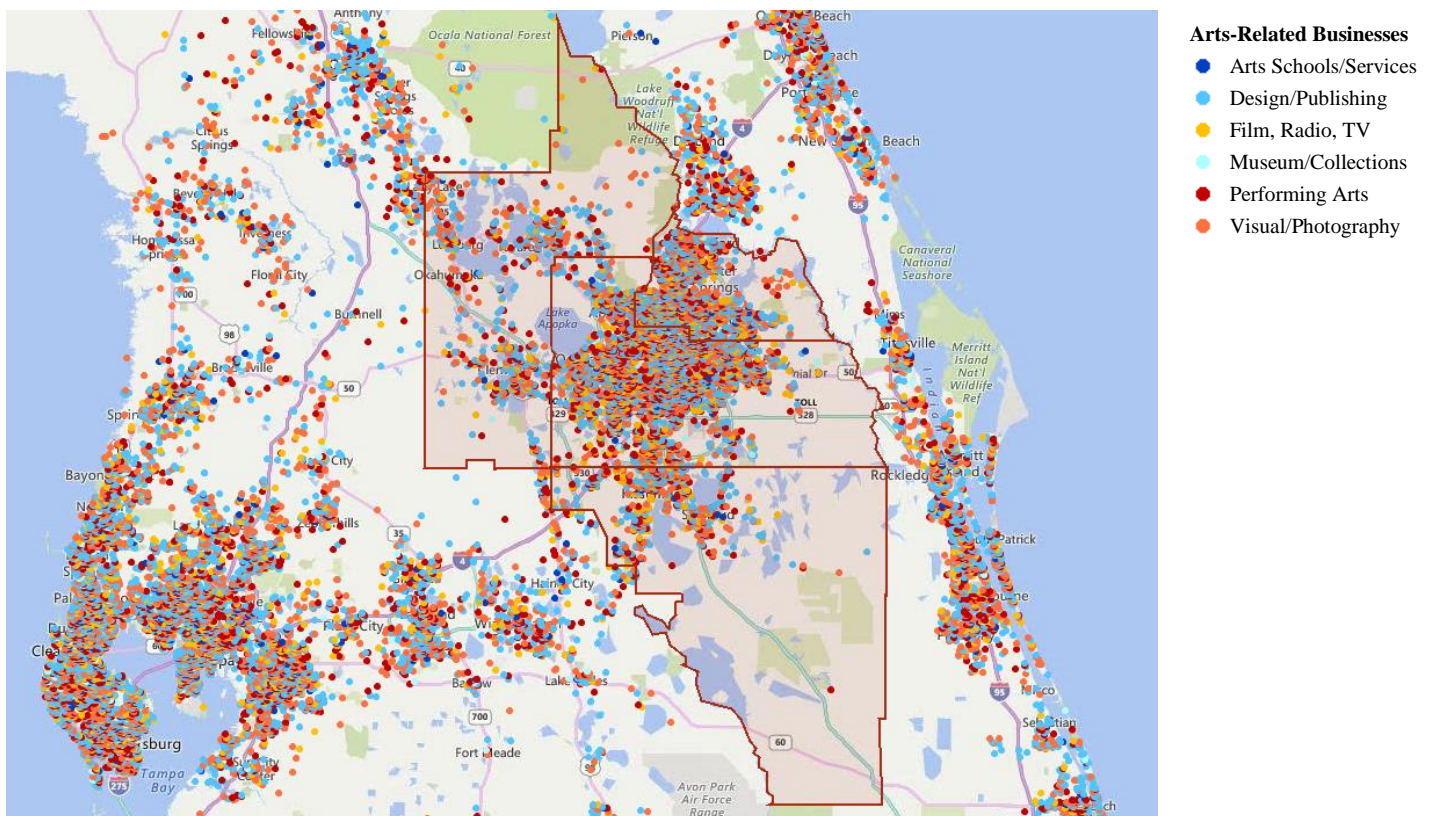


The Creative Industries in the Orlando Region, Florida (Lake, Orange, Osceola and Seminole Counties)

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, 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. In a global economy, the creative industries are durable and enduring local employers.

7,424 Arts-Related Businesses Employ 40,597 People



The Orlando Region is home to 7,424 arts-related businesses that employ 40,597 people. The creative industries account for 4.4 percent of the total number of businesses located in the Orlando Region and 3.1 percent of the people they employ, more than the national average. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 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 April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

**The Creative Industries in
Orlando Region, Florida
(Lake, Orange, Osceola and Seminole Counties)
Data current as of April 2017**

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	94	639
Museums	77	532
Zoos and Botanical	13	99
Historical Society	4	8
Performing Arts	1,403	6,866
Music	432	1,370
Theater	34	122
Services & Facilities	227	1,183
Performers (nec)	710	4,191
Visual Arts/Photography	1,895	5,208
Crafts	156	719
Visual Arts	169	702
Photography	1,412	2,812
Services	158	975
Film, Radio and TV	1,081	6,361
Motion Pictures	969	4,646
Television	62	1,465
Radio	50	250
Design and Publishing	2,804	9,275
Architecture	297	2,484
Design	2,125	4,630
Publishing	9	30
Advertising	373	2,131
Arts Schools and Services	144	1,008
Arts Councils	2	4
Arts Schools and Instruction	137	598
Agents	5	406
Theme Parks¹	3	11,240
GRAND TOTAL	7,424	40,597

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- 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 6,766 state legislative districts, and all 3,141 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 the Orlando Region as a center for innovation and creativity.

- Source: Americans for the Arts, with three major area theme parks, and United Arts of Central Florida, November 2017