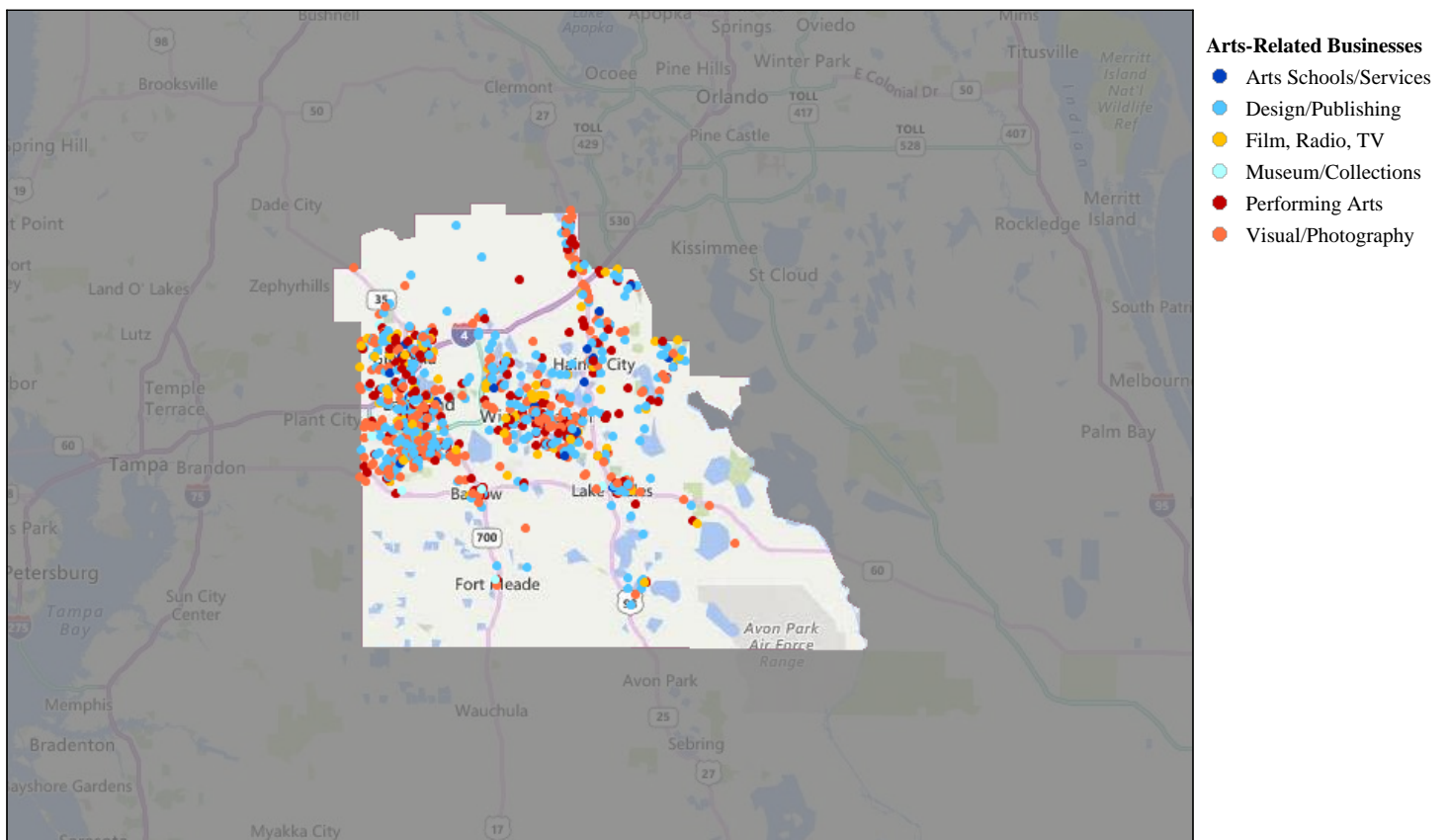# The Creative Industries in Polk County, FL

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

1,012 Arts-Related Businesses Employ 2,583 People

Arts-Related Businesses
- Arts Schools/Services
- Design/Publishing
- Film, Radio, TV
- Museum/Collections
- Performing Arts
- Visual/Photography

Polk County, FL is home to 1,012 arts-related businesses that employ 2,583 people. The creative industries account for 3.1 percent of the total number of businesses located in Polk County, FL and 1 percent of the people they employ. 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.

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www.AmericansForTheArts.org/CreativeIndustries

The Creative Industries Represent
3.1 Percent of All Businesses and 1 Percent of All Employees in
Polk County, FL

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	**27**	**72**
Arts Councils	2	4
Arts Schools and Instruction	25	68
Design and Publishing	**361**	**804**
Advertising	36	172
Architecture	30	123
Design	292	503
Publishing	3	6
Film, Radio and TV	**96**	**303**
Motion Pictures	86	282
Radio	6	13
Television	4	8
Museums and Collections	**17**	**137**
Historical Society	3	6
Museums	12	62
Zoos and Botanical	2	69
Performing Arts	**185**	**581**
Music	59	151
Performers (nec)	95	318
Services & Facilities	29	109
Theater	2	3
Visual Arts/Photography	**326**	**686**
Crafts	25	45
Photography	247	453
Services	34	142
Visual Arts	20	46
GRAND TOTAL	**1,012**	**2,583**

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.

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