



The Creative Industries in FL State House District 120

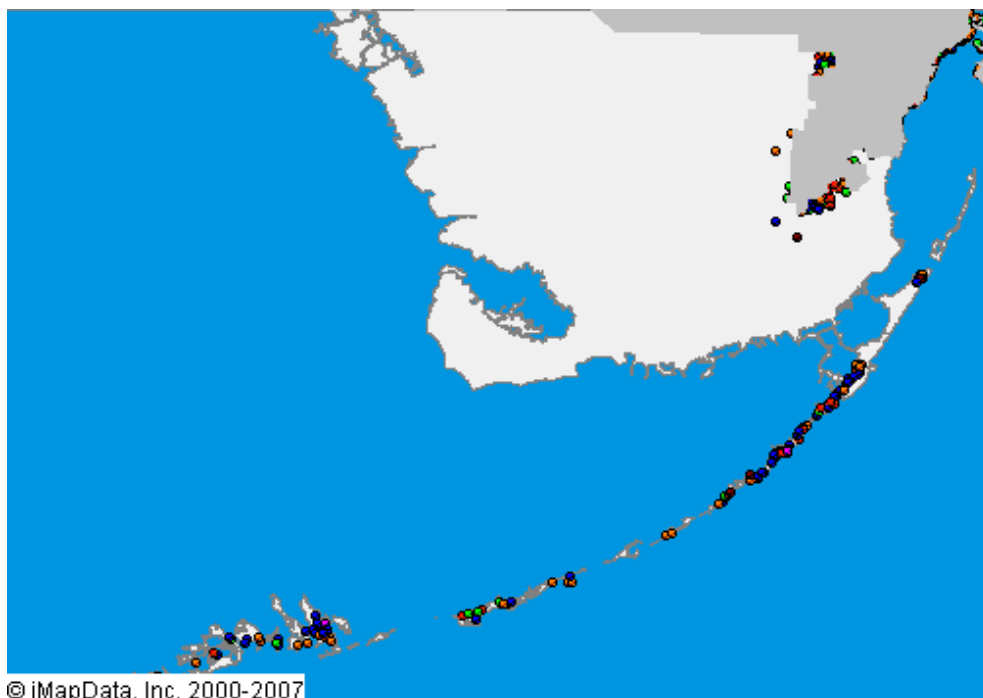
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **FL State House District 120**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, FL State House District 120 is home to 439 arts-related businesses that employ 1,336 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **FL State House District 120**, with each dot representing an arts-centric business.

439 Arts-Related Businesses in FL State House District 120 Employ 1,336 People

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





Arts-Related Business and Employment in FL State House District 120 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	22	168
Museums	15	108
Zoos and Botanical	5	27
Historical Society	2	33
Performing Arts	59	174
Music	29	82
Theater	2	7
Services & Facilities	8	32
Performers	20	53
Visual Arts/Photography	171	443
Crafts	12	29
Visual Arts	36	132
Photography	71	133
Services	52	149
Film, Radio and TV	64	202
Motion Pictures	51	172
Television	5	8
Radio	8	22
Design and Publishing	116	337
Architecture	27	62
Design	54	155
Publishing	2	5
Advertising	33	115
Arts Schools and Services	7	12
Arts Councils	1	2
Arts Schools and Instruction	6	10
GRAND TOTAL	439	1,336

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries



Arts-Related Business and Employment in FL State House District 120 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	20	22	10.00%	159	168	5.66%
Museums	13	15	15.38%	99	108	9.09%
Zoos and Botanical	5	5	0.00%	27	27	0.00%
Historical Society	2	2	0.00%	33	33	0.00%
Performing Arts	61	59	-3.28%	156	174	11.54%
Music	34	29	-14.71%	91	82	-9.89%
Theater	2	2	0.00%	7	7	0.00%
Services & Facilities	9	8	-11.11%	18	32	77.78%
Performers	16	20	25.00%	40	53	32.50%
Visual Arts/Photography	154	171	11.04%	393	443	12.72%
Crafts	14	12	-14.29%	30	29	-3.33%
Visual Arts	34	36	5.88%	109	132	21.10%
Photography	61	71	16.39%	122	133	9.02%
Services	45	52	15.56%	132	149	12.88%
Film, Radio and TV	64	64	0.00%	207	202	-2.42%
Motion Pictures	52	51	-1.92%	174	172	-1.15%
Television	4	5	25.00%	8	8	0.00%
Radio	8	8	0.00%	25	22	-12.00%
Design and Publishing	102	116	13.73%	339	337	-0.59%
Architecture	18	27	50.00%	39	62	58.97%
Design	51	54	5.88%	153	155	1.31%
Publishing	3	2	-33.33%	9	5	-44.44%
Advertising	30	33	10.00%	138	115	-16.67%
Arts Schools and Services	6	7	16.67%	11	12	9.09%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	5	6	20.00%	9	10	11.11%
GRAND TOTAL	407	439	7.86%	1,265	1,336	5.61%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org