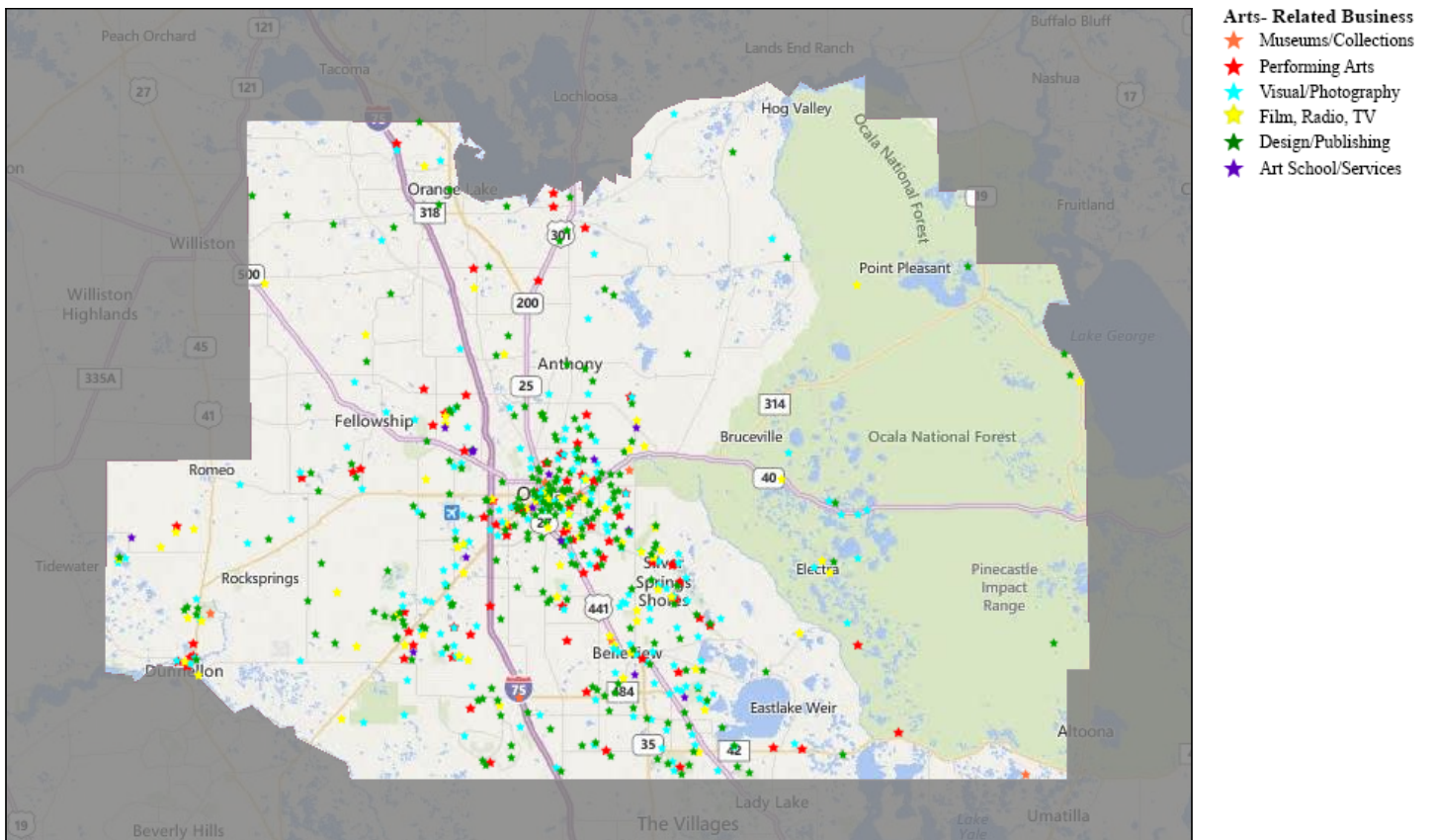


The Creative Industries in Marion County, FL

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 **Marion 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.

627 Arts-Related Businesses Employ 1,528 People



Marion County, FL is home to 627 arts-related businesses that employ 1,528 people. The creative industries account for 2.8 percent of the total number of businesses located in Marion County, FL and 1.2 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts 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.

**The Creative Industries Represent
2.8 Percent of All Businesses and 1.2 Percent of All Employees in
Marion County, FL
(Data current as of January 2015)**

| CATEGORY | BUSINESSES | EMPLOYEES |
|----------------------------------|-------------------|------------------|
| Arts Schools and Services | 15 | 25 |
| Agents | 1 | 5 |
| Arts Schools and Instruction | 14 | 20 |
| Design and Publishing | 249 | 652 |
| Advertising | 42 | 218 |
| Architecture | 23 | 67 |
| Design | 184 | 367 |
| Film, Radio and TV | 76 | 216 |
| Motion Pictures | 64 | 164 |
| Radio | 5 | 6 |
| Television | 7 | 46 |
| Museums and Collections | 10 | 130 |
| Historical Society | 3 | 6 |
| Museums | 6 | 122 |
| Zoos and Botanical | 1 | 2 |
| Performing Arts | 92 | 211 |
| Music | 43 | 84 |
| Performers (nec) | 31 | 78 |
| Services & Facilities | 15 | 33 |
| Theater | 3 | 16 |
| Visual Arts/Photography | 185 | 294 |
| Crafts | 18 | 23 |
| Photography | 130 | 199 |
| Services | 16 | 52 |
| Visual Arts | 21 | 20 |
| GRAND TOTAL | 627 | 1,528 |

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 nonprofit 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.