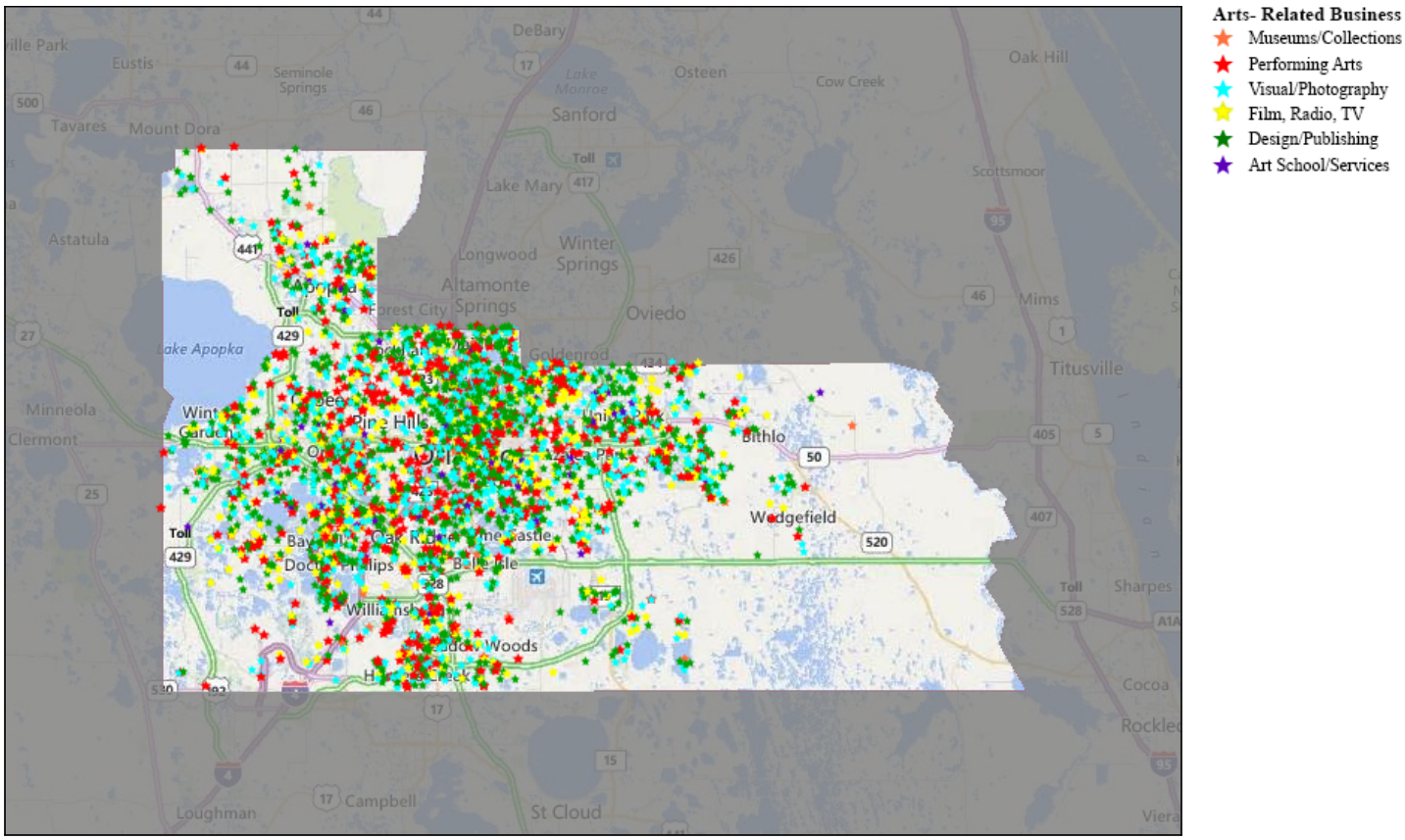
AMERICANS for the ARTS

2015

The Creative Industries in Orange 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 **Orange 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.

3,990 Arts-Related Businesses Employ 15,552 People



Orange County, FL is home to 3,990 arts-related businesses that employ 15,552 people. The creative industries account for 4.3 percent of the total number of businesses located in Orange County, FL and 2.1 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.

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The Creative Industries Represent 4.3 Percent of All Businesses and 2.1 Percent of All Employees in Orange County, FL (Data current as of January 2015)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	**87**	**687**
Agents	2	402
Arts Schools and Instruction	85	285
Design and Publishing	**1,518**	**5,542**
Advertising	213	1,231
Architecture	187	1,813
Design	1,111	2,484
Publishing	7	14
Film, Radio and TV	**658**	**3,527**
Motion Pictures	586	2,466
Radio	34	85
Television	38	976
Museums and Collections	**49**	**340**
Historical Society	3	6
Museums	39	306
Zoos and Botanical	7	28
Performing Arts	**735**	**2,881**
Music	197	863
Performers (nec)	395	1,105
Services & Facilities	127	845
Theater	16	68
Visual Arts/Photography	**943**	**2,575**
Crafts	65	469
Photography	703	1,492
Services	88	464
Visual Arts	87	150
GRAND TOTAL	**3,990**	**15,552**

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.