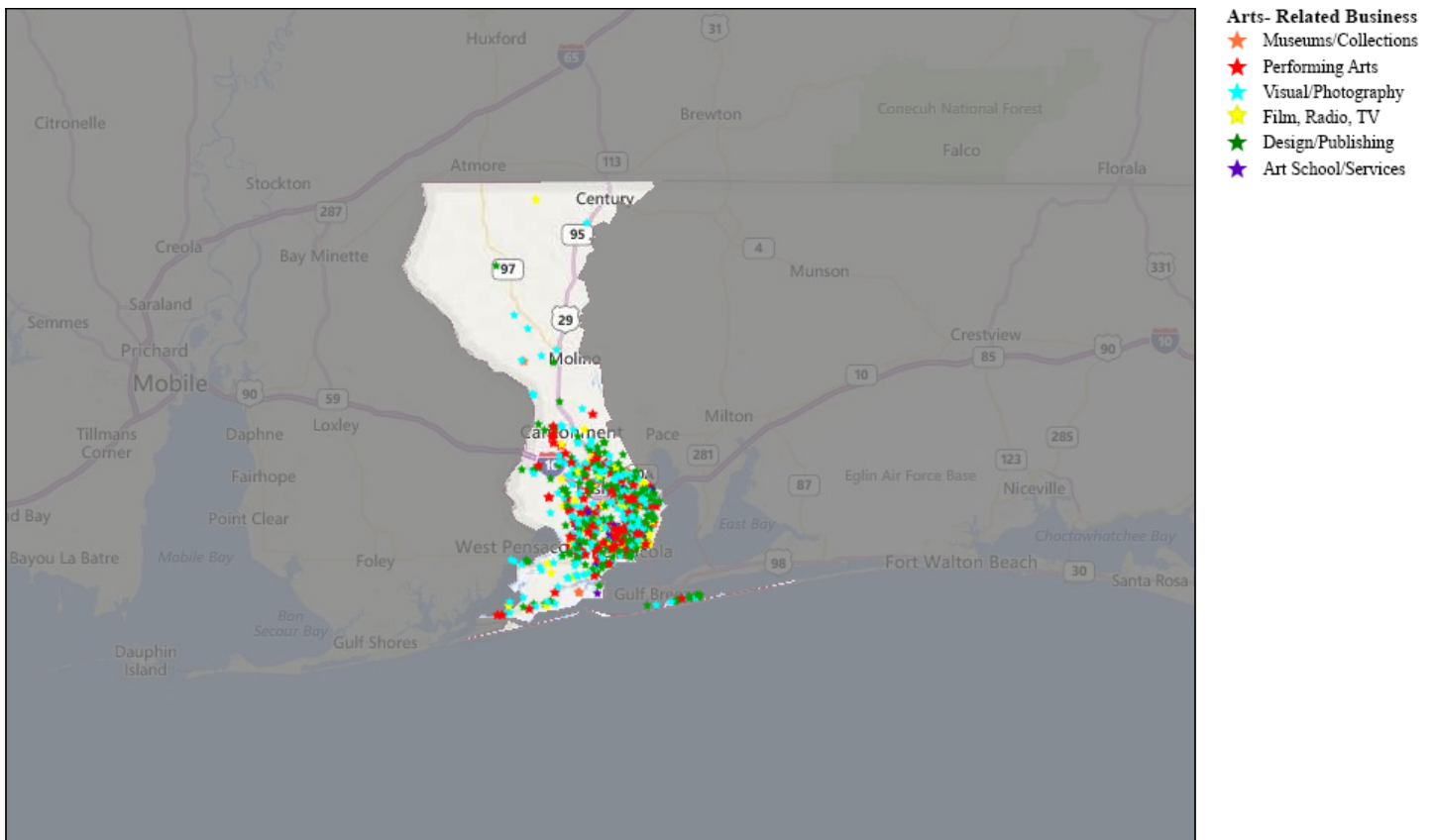


The Creative Industries in Escambia County, FL

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 **Escambia 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.

753 Arts-Related Businesses Employ 2,850 People



Escambia County, FL is home to 753 arts-related businesses that employ 2,850 people. The creative industries account for 3.6 percent of the total number of businesses located in Escambia County, FL and 1.7 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
3.6 Percent of All Businesses and 1.7 Percent of All Employees in
Escambia County, FL
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	16	36
Agents	1	3
Arts Schools and Instruction	15	33
Design and Publishing	292	997
Advertising	33	216
Architecture	56	368
Design	201	411
Publishing	2	2
Film, Radio and TV	77	726
Motion Pictures	55	281
Radio	10	13
Television	12	432
Museums and Collections	8	25
Historical Society	1	2
Museums	7	23
Performing Arts	126	460
Music	59	193
Opera	1	5
Performers (nec)	49	90
Services & Facilities	17	172
Visual Arts/Photography	234	606
Crafts	23	64
Photography	144	220
Services	30	156
Visual Arts	37	166
GRAND TOTAL	753	2,850

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.