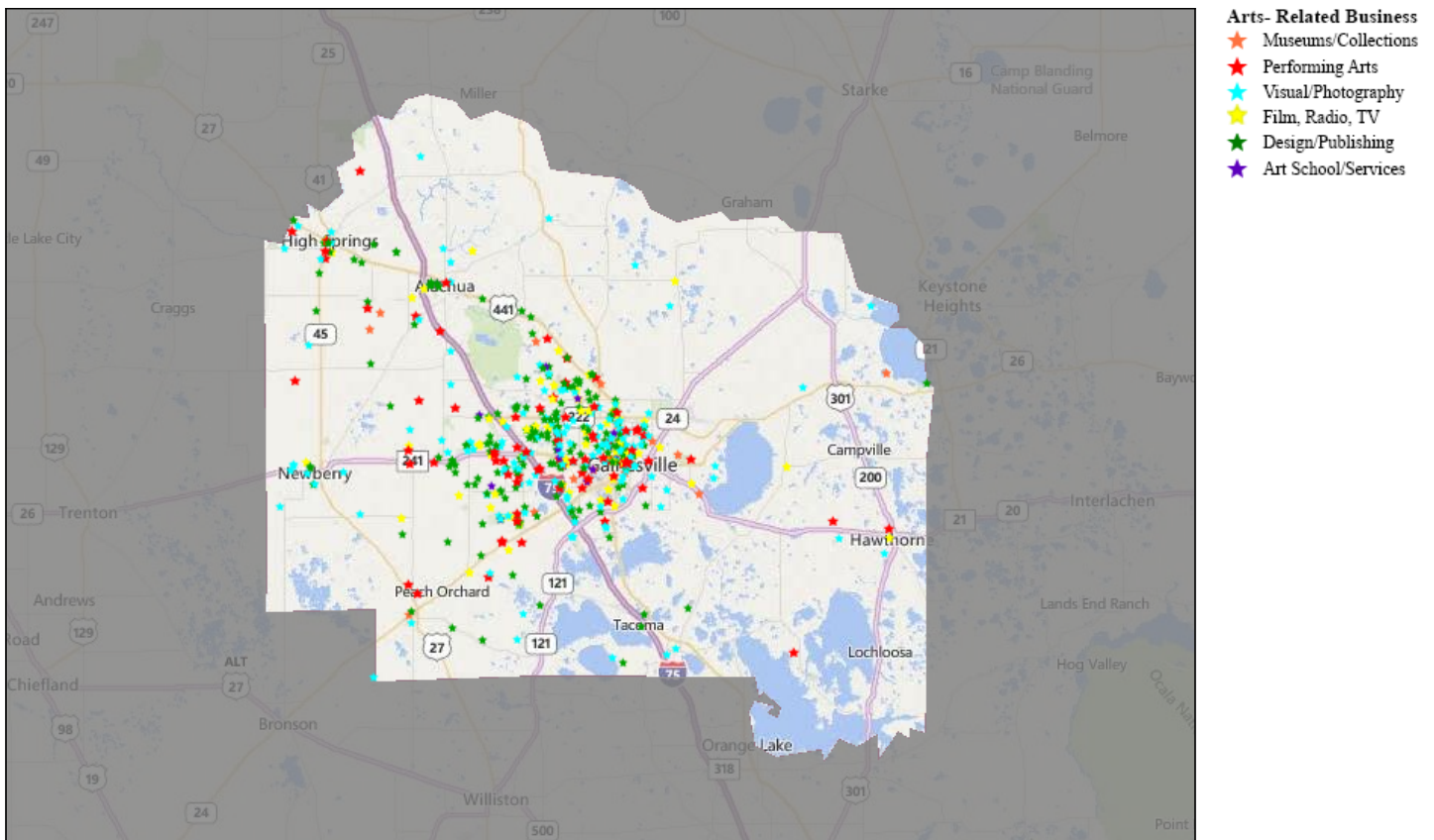


The Creative Industries in Alachua County, FL

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 **Alachua 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.

541 Arts-Related Businesses Employ 2,478 People



Alachua County, FL is home to 541 arts-related businesses that employ 2,478 people. The creative industries account for 3.4 percent of the total number of businesses located in Alachua 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
3.4 Percent of All Businesses and 1.7 Percent of All Employees in
Alachua County, FL
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	15	147
Agents	1	3
Arts Councils	1	1
Arts Schools and Instruction	13	143
Design and Publishing	185	545
Advertising	20	59
Architecture	30	161
Design	129	303
Publishing	6	22
Film, Radio and TV	68	343
Motion Pictures	63	238
Radio	1	0
Television	4	105
Museums and Collections	20	645
Historical Society	2	4
Museums	12	611
Planetarium	1	2
Zoos and Botanical	5	28
Performing Arts	93	467
Dance	1	15
Music	44	314
Performers (nec)	37	68
Services & Facilities	11	70
Visual Arts/Photography	160	331
Crafts	9	31
Photography	107	181
Services	19	76
Visual Arts	25	43
GRAND TOTAL	541	2,478

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.