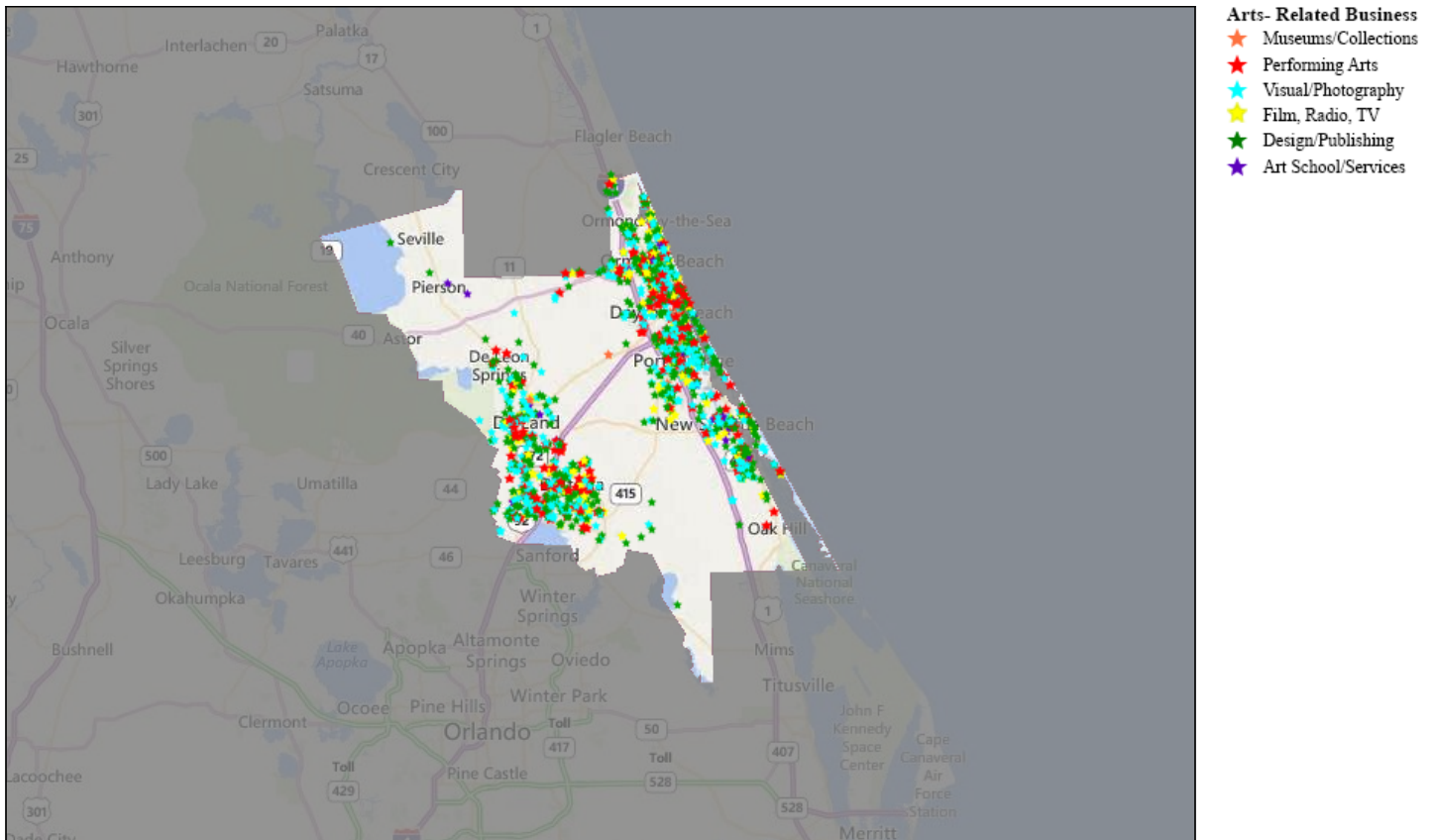


The Creative Industries in Volusia County, FL

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 **Volusia 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.

1,285 Arts-Related Businesses Employ 3,156 People



Volusia County, FL is home to 1,285 arts-related businesses that employ 3,156 people. The creative industries account for 3.3 percent of the total number of businesses located in Volusia County, FL and 1.4 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
3.3 Percent of All Businesses and 1.4 Percent of All Employees in
Volusia County, FL
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	35	92
Arts Councils	2	4
Arts Schools and Instruction	33	88
Design and Publishing	492	1,217
Advertising	71	270
Architecture	37	104
Design	379	830
Publishing	5	13
Film, Radio and TV	151	504
Motion Pictures	124	316
Radio	18	94
Television	9	94
Museums and Collections	27	98
Historical Society	3	7
Museums	20	80
Zoos and Botanical	4	11
Performing Arts	192	522
Music	78	211
Performers (nec)	69	188
Services & Facilities	41	110
Theater	4	13
Visual Arts/Photography	388	723
Crafts	40	84
Photography	266	385
Services	27	175
Visual Arts	55	79
GRAND TOTAL	1,285	3,156

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.