

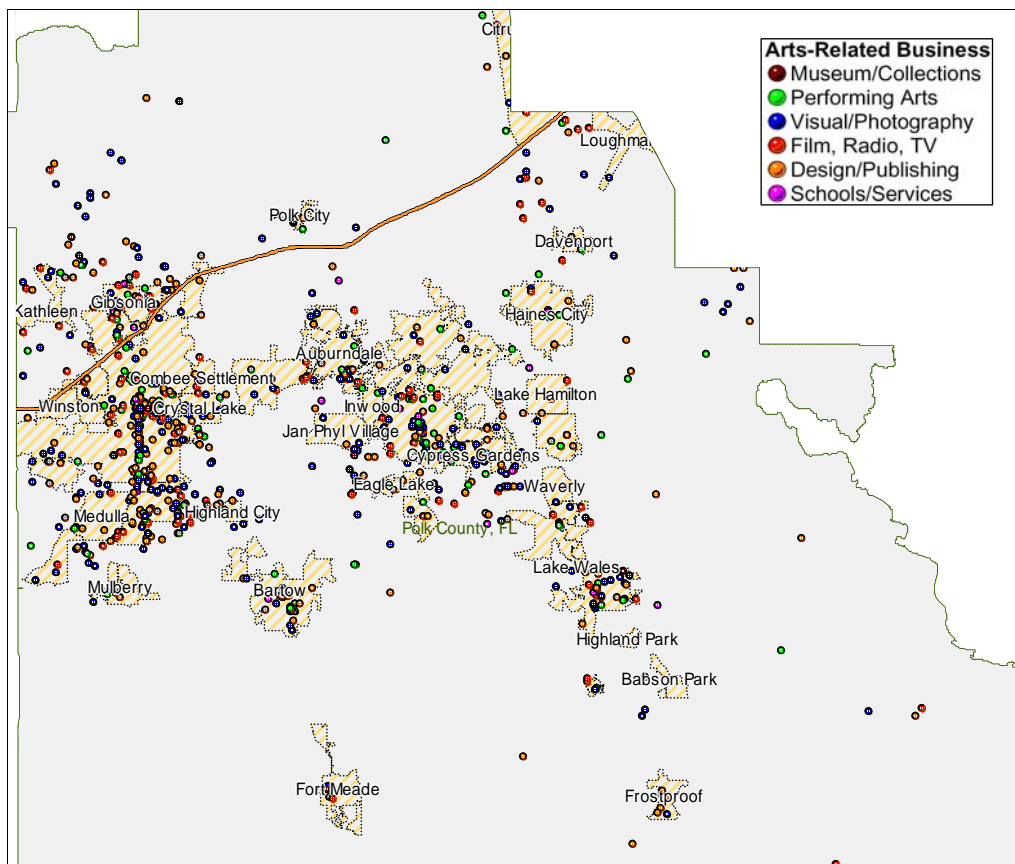
The Creative Industries in Polk County, FL

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in Polk County. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 668,267 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.05 percent of all businesses and 2.18 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2010, Polk County, FL is home to 797 arts-related businesses that employ 2,317 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in Polk County, with each dot representing an arts-centric business.

797 Arts-Related Businesses in Polk County Employ 2,317 People



Arts-Related Businesses and Employment in Polk County

(Data current as of January 2010)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	12	156
Museums	7	59
Zoos and Botanical	3	93
Historical Society	2	4
Performing Arts	117	339
Music	54	173
Theater	2	5
Services & Facilities	22	83
Performers (nec)	39	78
Visual Arts/Photography	279	619
Crafts	36	65
Visual Arts	19	22
Photography	179	382
Services	45	150
Film, Radio and TV	128	435
Motion Pictures	106	395
Television	7	17
Radio	15	23
Design and Publishing	236	630
Architecture	29	117
Design	151	271
Publishing	4	16
Advertising	52	226
Arts Schools and Services	25	138
Arts Schools and Instruction	25	138
GRAND TOTAL	797	2,317

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/sc/CreativeIndustries.