From the laid back and quirky culture of Key West, to the art deco architecture and international mix of cultures, artists, and designers in Miami; from the contemporary arts scene and numerous festivals in Jacksonville, to the world-class Tampa Bay Performing Arts Center and the Salvador Dali Museum in Tampa Bay/St. Petersburg; from the University Center for the Performing Arts at the University of Florida in Gainesville, to the Enzian Theater in Maitland which has been called the best independent film theater in the country, every corner of Florida is impacted by the arts and culture.

Florida is home to 29,735 nonprofit and for-profit creative industries establishments, employing 367,025 people, who earn more than $14 billion in annual payroll, and who help their companies generate $49.7 billion in annual revenues. Florida’s creative industries represent 5.9% of all industry establishments in the state, 4.2% of all employment, 4.3% of all employee payroll, and at least 3.9% of all industry revenues.

The nonprofit arts, culture, and humanities organizations in Florida are at the core of the state’s creative industries. Of the 4,571 registered arts and culture nonprofits in the state, 1,887 of those filed form 990, reporting more than $1.2 billion in annual revenue and $2.7 billion in assets.

The state has massive creative industry sectors, with film and media (cont. on back)
representing the largest segment and including the leading sectors of radio, television, and other electronics stores, advertising agencies, software publishers, cable and other program distribution, television broadcasting, video tape and disc rental, and motion picture and video production.

The state’s creative industries are also carried by the significant literary and publishing segment, with leading sectors that include newspaper publishers, commercial lithographic printing, and periodical publishers. The design industry sectors are also a significant contributor to the state’s economy, including architectural services, interior design services, graphic design services, and a combination of other specialized design services.

Based on the number of industry establishments, the creative industries are the third largest among all industry clusters in the state, bigger than information technology and telecommunications, defense and security, forest and wood products, biomedical and biotechnical, transportation and logistics, education, and agribusiness. This total number of establishments for the creative industries does not include the self-employed.

Based on the number employed, Florida creative industries are at least the fifth largest industry cluster in the state, exceeding the number employed in information technology and telecommunications, biomedical and biotechnical, transportation and logistics, manufacturing, and agribusiness.

Data Source: 2007 Economic Census and Nonemployer Statistics, U.S. Census Bureau

![Industry Establishments in Florida - 2007](image)

Data Source: Unlocking Rural Competitiveness: The Role of Regional Clusters, based on 2007 U.S. Bureau of Labor Statistics OCTW Data

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