

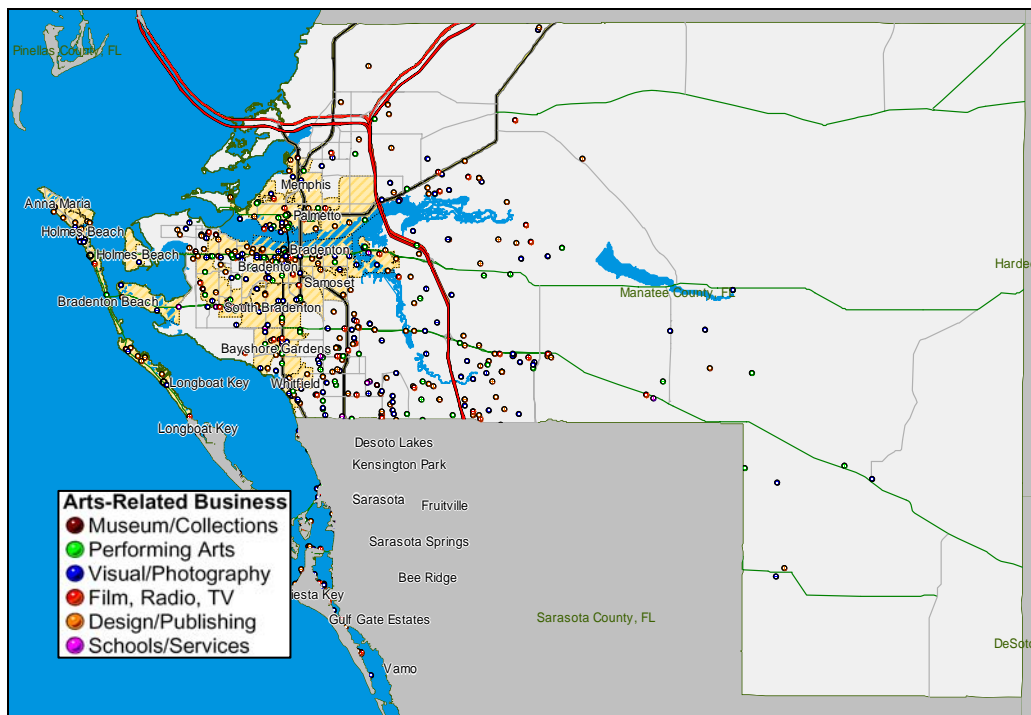
The Creative Industries in Manatee County, FL

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Manatee County, FL**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. The creative industries are the high-octane fuel that drives the “information economy”—the fastest growing segment of the nation’s economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people—4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, Manatee County, FL is home to 511 arts-related businesses that employ 1,795 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **Manatee County, FL**, with each dot representing an arts-centric business.

511 Arts-Related Businesses in Manatee County, FL Employ 1,795 People





Arts-Related Businesses and Employment in Manatee County, FL: 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	12	71
Museums	7	53
Zoos and Botanical	2	5
Historical Society	3	13
Performing Arts	85	327
Music	46	187
Services & Facilities	17	43
Performers	22	97
Visual Arts/Photography	174	517
Crafts	22	92
Visual Arts	23	68
Photography	96	297
Services	33	60
Film, Radio and TV	64	293
Motion Pictures	51	208
Television	5	24
Radio	8	61
Design and Publishing	163	507
Architecture	31	130
Design	84	238
Advertising	48	139
Arts Schools and Services	13	80
Arts Councils	2	7
Arts Schools and Instruction	11	73
GRAND TOTAL	511	1,795

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/CreativeIndustries.



Trends in Manatee County, FL Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	11	12	9.09%	80	71	-11.25%
Museums	6	7	16.67%	51	53	3.92%
Zoos and Botanical	2	2	0.00%	5	5	0.00%
Historical Society	3	3	0.00%	24	13	-45.83%
Performing Arts	80	85	6.25%	277	327	18.05%
Music	42	46	9.52%	179	187	4.47%
Services & Facilities	17	17	0.00%	35	43	22.86%
Performers	21	22	4.76%	63	97	53.97%
Visual Arts/Photography	150	174	16.00%	434	517	19.12%
Crafts	18	22	22.22%	91	92	1.10%
Visual Arts	22	23	4.55%	62	68	9.68%
Photography	81	96	18.52%	220	297	35.00%
Services	29	33	13.79%	61	60	-1.64%
Film, Radio and TV	60	64	6.67%	427	293	-31.38%
Motion Pictures	49	51	4.08%	204	208	1.96%
Television	5	5	0.00%	198	24	-87.88%
Radio	6	8	33.33%	25	61	144.00%
Design and Publishing	139	163	17.27%	455	507	11.43%
Architecture	31	31	0.00%	172	130	-24.42%
Design	63	84	33.33%	154	238	54.55%
Publishing	1	0	-100.00%	1	0	-100.00%
Advertising	44	48	9.09%	128	139	8.59%
Arts Schools and Services	12	13	8.33%	52	80	53.85%
Arts Councils	2	2	0.00%	6	7	16.67%
Arts Schools and Instruction	10	11	10.00%	46	73	58.70%
GRAND TOTAL	452	511	13.05%	1,725	1,795	4.06%