



# The Creative Industries in Ohio Governor John Kasich

2012

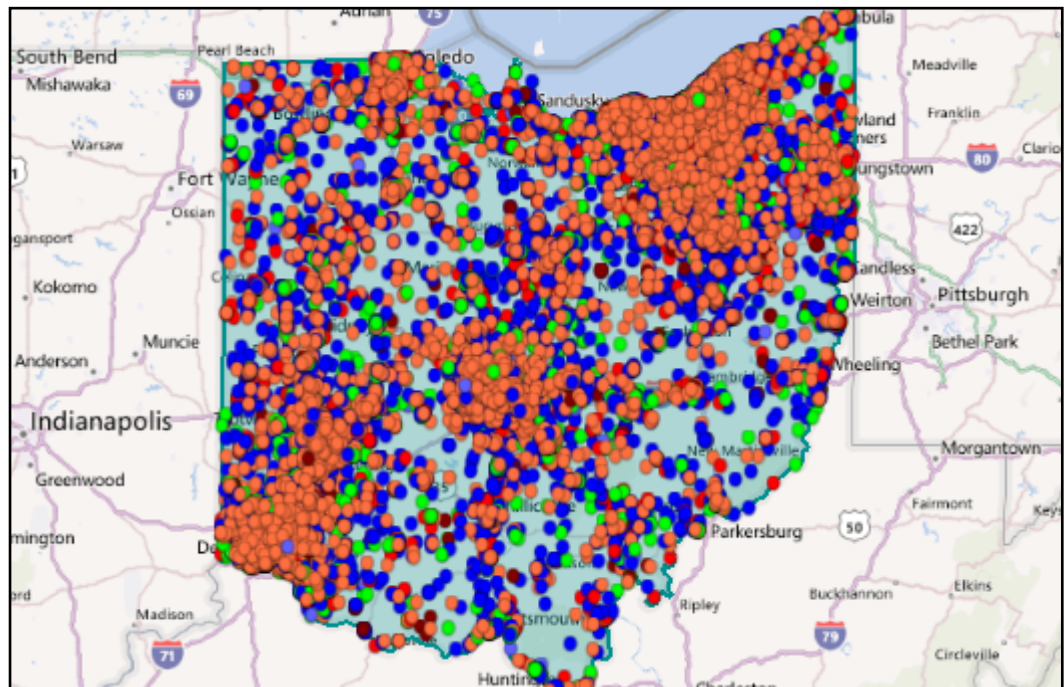
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Ohio**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising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

Nationally, there are 905,689 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 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 2012, Ohio is home to 27,516 arts-related businesses that employ 98,612 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 Ohio, with each dot representing an arts-centric business. The creative industries account for 3.73 percent of the 738,102 total businesses located in Ohio and 1.65 percent of the 5,982,049 total people they employ.

## 27,516 Arts-Related Businesses in Ohio Employ 98,612 People

- Arts-Related Business
- Museum/Collections
- Performing Arts
- Visual/Photography
- Film, Radio, TV
- Design/Publishing
- Arts Schools/Services



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# Arts-Related Businesses and Employment in Ohio

2012

(Data current as of January 2012)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Arts Schools and Services</b>	<b>774</b>	<b>3,537</b>
Agents	28	210
Arts Councils	57	268
Arts Schools and Instruction	689	3,059
<b>Design and Publishing</b>	<b>9,284</b>	<b>28,876</b>
Advertising	1,358	8,914
Architecture	1,221	7,779
Design	6,623	11,047
Publishing	82	1,136
<b>Film, Radio and TV</b>	<b>3,354</b>	<b>18,645</b>
Radio	295	811
Television	214	5,530
Motion Pictures	2,845	12,304
<b>Museums and Collections</b>	<b>683</b>	<b>6,468</b>
Zoos and Botanical	49	1,616
Planetarium	1	2
Historical Society	125	830
Museums	508	4,020
<b>Performing Arts</b>	<b>4,481</b>	<b>16,182</b>
Music	2,022	7,066
Theater	89	634
Services & Facilities	872	5,188
Opera	5	44
Dance	8	266
Performers (nec)	1,485	2,984
<b>Visual Arts/Photography</b>	<b>8,940</b>	<b>24,904</b>
Crafts	847	3,033
Photography	6,359	14,470
Visual Arts	698	1,379
Services	1,036	6,022
<b>GRAND TOTAL</b>	<b>27,516</b>	<b>98,612</b>

**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](http://www.AmericansForTheArts.org/sc/CreativeIndustries).