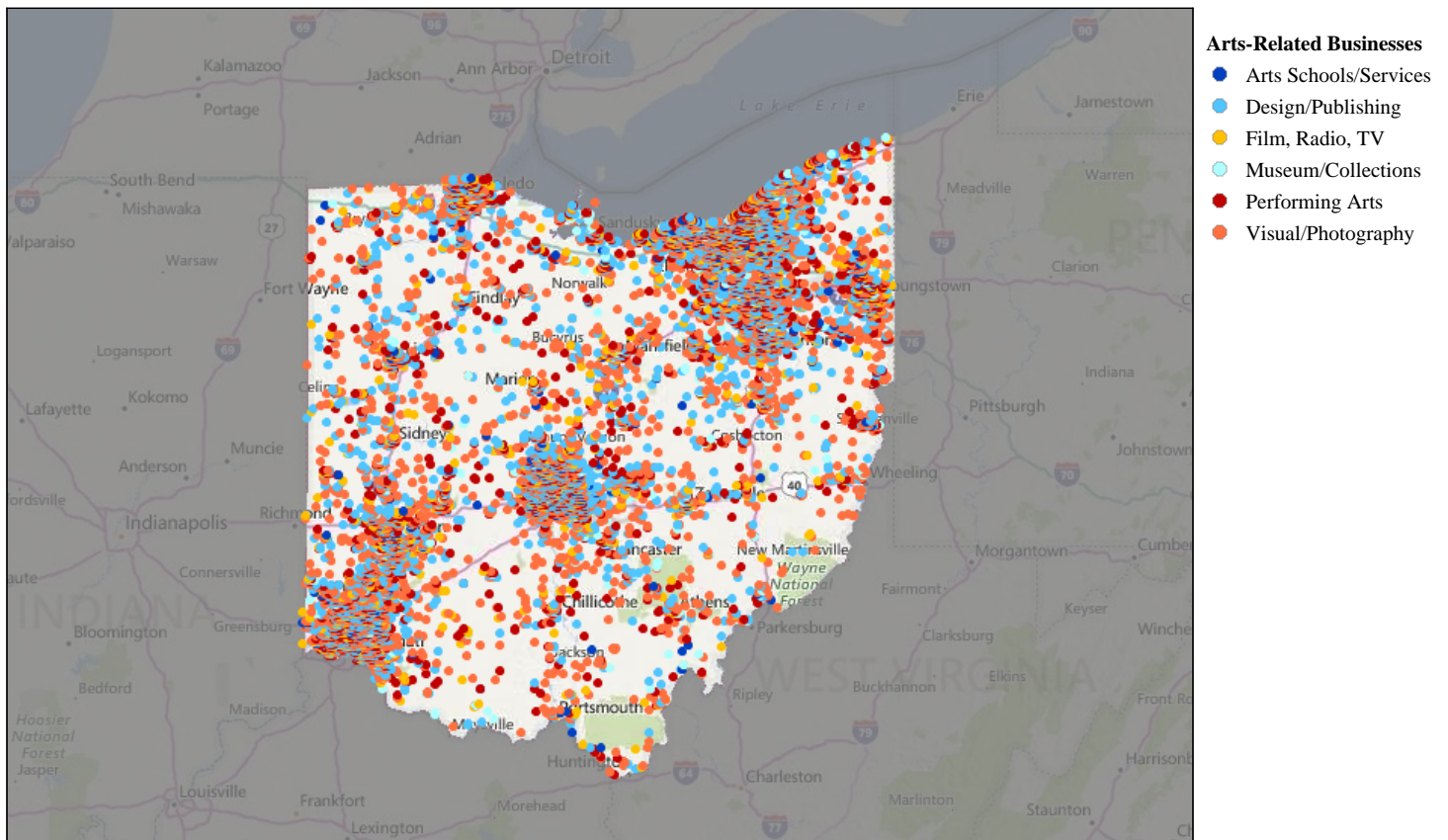


The Creative Industries in Ohio

Governor John Kasich

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 **Ohio**. 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. In a global economy, the creative industries are durable and enduring local employers.

19,049 Arts-Related Businesses Employ 94,040 People



Ohio is home to 19,049 arts-related businesses that employ 94,040 people. The creative industries account for 3.5 percent of the total number of businesses located in Ohio and 1.5 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 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 April 2017.

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**The Creative Industries Represent
3.5 Percent of All Businesses and 1.5 Percent of All Employees in
Ohio**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	614	3,368
Agents	14	32
Arts Councils	46	204
Arts Schools and Instruction	554	3,132
Design and Publishing	6,178	26,832
Advertising	1,080	8,565
Architecture	984	8,730
Design	4,056	8,601
Publishing	58	936
Film, Radio and TV	2,013	18,220
Motion Pictures	1,670	9,802
Radio	193	872
Television	150	7,546
Museums and Collections	581	6,891
Historical Society	103	708
Museums	432	4,202
Zoos and Botanical	46	1,981
Performing Arts	3,396	14,006
Dance	9	245
Music	1,443	5,395
Opera	5	21
Performers (nec)	1,134	2,591
Services & Facilities	713	5,138
Theater	92	616
Visual Arts/Photography	6,267	24,723
Crafts	593	3,597
Photography	4,440	11,479
Services	675	6,128
Visual Arts	559	3,519
GRAND TOTAL	19,049	94,040

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, 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, are an undercount.
- 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 6,766 state legislative districts, and all 3,141 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.