Orange County, FL

Creative Economy Summary

Orange County has a robust creative economy with over 67,500 jobs in the creative sector based on the most recently available data (2023). This represents approximately 8.5% of all (2023) employment in the county. The top 5 occupations reflect the presence of the theme-park industry and include: 1) software developers; 2) actors; 3) writers and authors; 4) musicians and singers; and 5) marketing managers. The top creative industries with the highest earnings reported are: 1) architectural services; 2) i media content providers; 3) advertising agencies; 4); artists, writers and performers, and 5) interior design services.

Orange County's Creative Economy

Overview

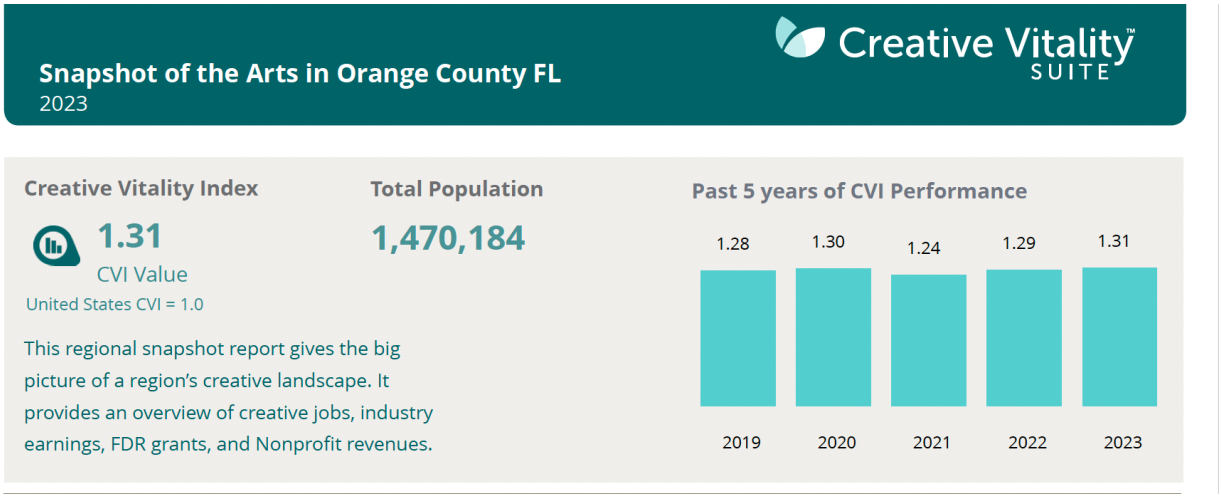
The creative economy[1] is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge, and technology. It is the knowledge-based economic activities upon which the 'creative industries' are based.
The creative industries – which include advertising, architecture, arts, design, fashion, film, video, photography, music, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the foundation of the creative economy. They are also an important source of commercial and cultural value.
The creative economy is the sum of all the parts of the creative industries, including trade, labor and production. Today, the creative industries are among the most dynamic sectors in the global economy and are a vital force in individual and community development. They empower people to take ownership of their own development and stimulate the innovation that drives inclusive sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation and innovation.[2]

The term, creative economy, may be misunderstood to mean commercial or profit-driven arts activity. In actuality, it is an inclusive term, encompassing the full range of fine arts, arts as social justice, and commercially successful creative businesses and the entertainment industry. Creative economy is defined by its creative dimension, not its artistic motive or profit motive.

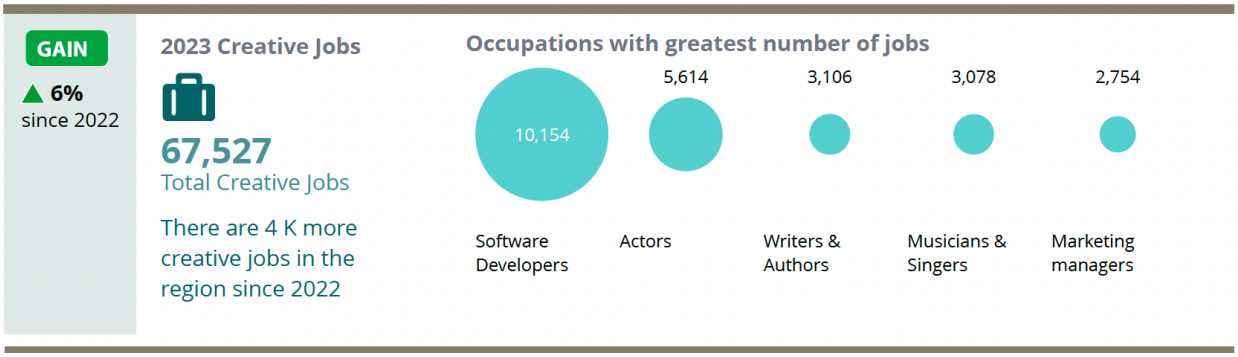
Orange County Profile

[1] https://unctad.org/topic/trade-analysis/creative-economy-programme

The Creative Vitality™ Index (CVI), a data source provided by Creative West (formerly WESTAF)[3] provides a portrait of Orange County creative economy. Orange County's CVI value based on data from 2023 is 1.31, which is above the national average (the national average among all 3,043 counties = 1.0), and is higher than two of the five comparison counties examined for this report - Clark County, NV (1.20) and Hillsborough County, FL (.90). Fairfax County, VA is slightly higher at 1.66 and Travis County, TX is the highest at 1.80. As evident in the following illustration, Orange County's CVI Value has remained relatively constant over the past five years.

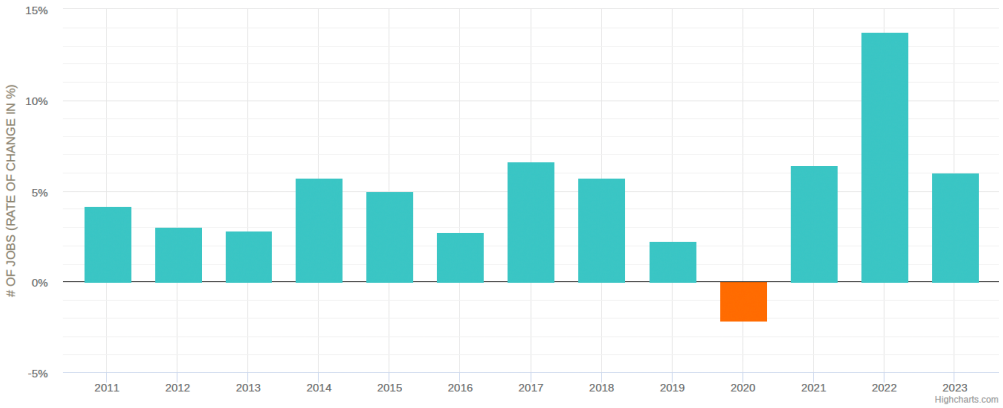


In 2023, CV Suite indicates Orange County had a total of 67,527 creative jobs in the county which represents approximately 8.5% of all employment in the county[4]. The top creative sector occupations are: 1) software developers; 2) actors; 3) writers and authors; 4) musicians and singers; and 5) marketing managers. The following illustrates the annual percent change in creative jobs since 2011. The impact of the Covid-19 pandemic in 2020 is evident in the loss of jobs in the creative sector. The recovery from the pandemic is most evident in 2022 with solid job growth continuing in 2023.



[3] *Creative Vitality™ Suite is an industry standard data solution for measuring the for-profit and nonprofit arts, culture, and creative sectors provided by Western States Arts Federation.*

[4] *Source: DataUSA*



Creative industry earnings increased steadily from 2011 through 2019, with a slight decrease in 2020. There has been significant growth in creative industry earnings between 2020 and 2023, growing from approximately $1.5B in 2020 to over $2B in 2023.
The top creative industries with the highest 2023 earnings reported are: 1) independent artists, writers and performers; 2) web search portals; 3) promoters of performing arts and sports; 4); architectural services, and 5) publishers.
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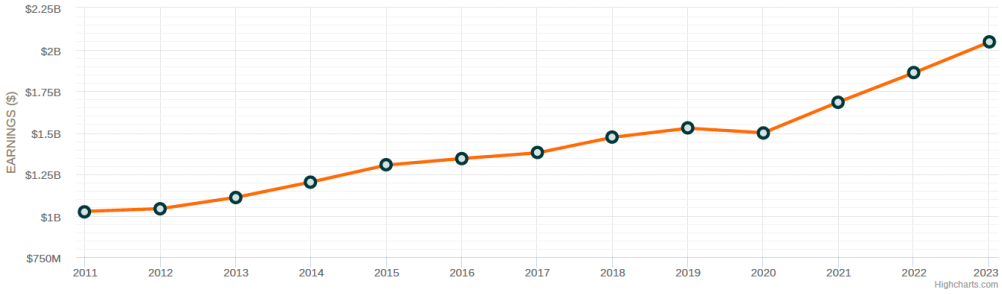

Community Comparisons

The table below compares the CVI Value and past performance of Orange County and four benchmark counties: Travis County, TX; Fairfax County, VA; Clark County, NV and Hillsborough County, FL. These benchmark counties were designated in discussions with Orange County Planning Division. When compared to the national index of 1.00, Orange County indexes in the center of the five counties in the benchmark cohort.

Creative Vitality Index Value Comparison 2023	
Travis County, TX	1.80
Fairfax County, VA	1.66
Orange County, FL	**1.31**
Clark County, NV	1.20
Hillsborough County, FL	0.90
National CVI Benchmark	1.00
For purposes of this comparison, each county is compared to the national benchmark of 1.00. The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.	

Comparison Summary Creative Occupations and Creative Industry Earnings 2023 (comparison against Orange County)					
	Orange County, FL	**Travis County, TX**	**Clark County, NV**	**Fairfax County, VA**	**Hillsborough County, FL**
Population (approx.)	1,470,184	1,346,536	2,342,234	1,135,165	1,530,734
Creative Occupations - Jobs	67,527	85,522	66,711	71,420	46,149
Creative Industry Earnings	$2B	$4.4B	$9B	$1.7B	$1.6B
Cultural Nonprofit Revenues (2023)	$146.5M	$364M	$98.2M	$295.9M	$117.8M
Creative Occupations Comparison (SOC Codes)					
Software Developers (15-1252)	10,155	24,408	4,777	33,884	10,954
Actors (27-2011)	5,615	800	962	613	684
Writers and Authors (27-3043)	3,107	4,247	4,160	2,626	2,125
Musicians and Singers (27-2042)	3,078	3,096	3,792	1,602	1,638
Marketing Managers (11-2021)	2,755	5,666	4,171	2,945	2,339
Creative Industries Earnings (NAICS Codes)					
Architectural services (541310)	$264,773,828	$353,951,852	$135,691,463	$128,256,492	$134,391,185
Media Streaming Distribution Services (516210)	$254,010,721	$233,799,808	$128,070,431	$90,147,925	$58,742,358
Advertising agencies (541810)	$134,941,734	$408,673,619	$314,483,500	$93,381,368	$149,532,125
Independent artists, writers, and performers (711510)	$113,1409,611	$233,174,755	$45,945,335	$172,253,961	$163,029,375
Interior design services (541410)	$99,274,616	$149,266,379	$159,488,942	$60,345,391	$62,307,143

City of Orlando Component

Corresponding creative economy data for the City of Orlando was examined based on zip codes within the city. Zip codes provide the most consistent and reliable methodology for comparison, recognizing that zip codes do not adhere strictly to municipal boundaries.

For this comparison, zip codes were determined by utilizing the map published by the City of Orlando Economic Development Department. The zip codes used are:

- 32789
- 32801
- 32803
- 32804
- 32805
- 32806
- 32807
- 32808
- 32809
- 32810
- 32811
- 32812
- 32814
- 32819
- 32822
- 32824
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- 32831
- 32832
- 32835
- 32839

The following table examines creative economy data for Orlando as a component of Orange County.

Orlando Component of Orange County Creative Occupations and Creative Industry Earnings 2023			
	Orange County, FL	**Orlando**	**% of Orange County**
Population	1,470,184	773,668	52.6%
Creative Occupations - Jobs	67,527	41,889	62%
Creative Industry Earnings	$2B	$1.5B	75%
Cultural Nonprofit Revenues (2023)	$146.5M	$118.2M	79%
Creative Occupations Comparison (SOC Codes)			
Software Developers (15-1252)	10,155	6,109	60.2%
Actors (27-2011)	5,615	2,973	53%
Writers and Authors (27-3043)	3,107	2,132	68.6%
Musicians and Singers (27-2042)	3,078	2,090	67.9%

Marketing Managers (11-2021)	2,755	1,750	63.5%
Creative Industries Earnings (NAICS Codes)			
Architectural services (541310)	$264,773,828	$221,129,228	83.5%
Media Streaming Distribution Services (516210)	$254,010,721	$205,178,931	80.7%
Advertising agencies (541810)	$134,941,734	$104,595,639	77.5%
Independent artists, writers, and performers (711510)	$113,140,611	$73,156,959	64.6%
Interior design services (541410)	$99,274,616	$79,046,788	79.6%

Top 25 Creative Industry Earnings

NAICS Code	Industry	Orange County	Travis County	Clark County	Fairfax County	Hillsborough County
541310	Architectural services	$264,773,828	$353,951,852	$135,691,463	$128,256,492	$134,391,185
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks	$254,010,721	$353,951,852	$128,070,431	$90,147,925	$58,742,358
541810	Advertising agencies	$134,941,734	$233,799,808	$151,114,990	$93,381,368	$149,532,125
711510	Independent artists, writers, and performers	$113,409,611	$408,673,619	$314,483,500	$172,253,691	$163,029,375
541410	Interior design services	$99,274,616	$233,174,755	$45,945,335	$60,345,391	$62,307,143
512110	Motion picture and video production	$84,930,659	$149,266,379	$159,488,942	$89,516,381	$35,417,404
519290	Web Search Portals and All Other Information Services	$55,820,231	$163,951,557	$146,953,096	$132,410,549	$67,164,816
541430	Graphic design services	$54,607,892	$141,199,515	$46,281,748	$53,931,873	$61,874,094
722320	Caterers	$52,779,888	$113,191,047	$144,148,589	$70,655,037	$39,838,542
711320	Promoters of performing arts, sports, and similar events without facilities	$51,166,936	$119,234,834	$196,175,287	$13,417,983	$42,671,014
541320	Landscape architectural services	$49,792,634	$31,879,722	$14,267,697	$17,881,218	$25,124,966
513130	Book publishers	$45,775,945	$187,626,254	$13,587,609	$25,770,790	$3,772,885
711310	Promoters of performing arts, sports, and similar events with facilities	$45,079,385	$128,826,660	$97,920,425	$130,703,092	$55,304,648
459510	Used Merchandise Retailers	$41,510,308	$11,100,370	$75,444,636	$30,488,551	$47,362,018
541820	Public relations agencies	$39,451,483	$55,488,300	$69,428,446	$61,305,566	$65,629,718
722330	Mobile food services	$39,130,430	$200,201,549	$68,200,607	$17,666,137	$33,462,383
516110	Radio Broadcasting Stations	$39,102,131	$55,159,138	$44,252,038	$7,207,354	$10,435,392
516120	Television Broadcasting Stations	$36,641,352	$31,078,749	$47,908,760	$5,718,170	$45,152,582
711410	Agents and managers for artists, athletes, entertainers, and other public figures	$32,928,361	$68,798,348	$45,266,954	$20,296,192	$41,311,184
712110	Museums	$32,061,549	$50,870,193	$36,993,352	$5,766,094	$14,183,706
323113	Commercial screen printing	$29,574,846	$16,420,872	$28,782,989	$381,042	$17,815,544
541490	Other specialized design services	$29,262,976	$20,034,272	$19,794,948	$8,884,556	$6,537,001
711110	Theater companies and dinner theaters	$27,101,652	$23,469,748	$35,896,378	$2,143,931	$6,686,125
711190	Other performing arts companies	$21,916,768	$27,567,822	$173,149,759	$4,254,207	$4,379,659
513199	All other publishers	$21,720,837	$2,283,400	$9,361,691	$117,297,911	$23,992,033

Top 25 Creative Occupations

SOC Code	Occupation	Orange County	Travis County	Clark County	Fairfax County	Hillsborough County
15-1252	Software Developers	10,155	24,408	4,777	33,884	10,954
27-2011	Actors	5,615	800	962	613	684
27-3043	Writers and authors	3,107	4,247	4,160	2,626	2,125
27-2042	Musicians and singers	3,078	3,096	3,792	1,602	1,638
Nov-21	Marketing managers	2,755	5,666	4,171	2,945	2,339
27-2012	Producers and directors	2,685	2,066	2,123	707	839
27-1024	Graphic designers	2,498	3,213	2,348	2,140	2,011
27-1013	Fine artists, including painters, sculptors, and illustrators	2,413	3,143	3,239	1,492	1,490
27-3031	Public relations specialists	2,216	3,456	1,504	2,156	1,961
35-1011	Chefs and head cooks	1,823	1,917	4,219	1,006	1,363
27-3091	Interpreters and translators	1,572	2,064	2,016	2,310	1,520
27-2099	Entertainers and Performers, Sports and Related Workers, All Other	1,545	845	2,264	468	766
27-4011	Audio and Video Technicians	1,514	786	2,183	319	456
21-2021	Directors, religious activities and education	1,484	531	356	482	540
27-3041	Editors	1,325	1,577	1,446	1,398	995
27-1011	Art directors	1,301	1,803	1,514	941	926
27-1014	Special Effects Artists and Animators	1,227	1,083	997	485	402
17-1011	Architects, except landscape and naval	1,210	1,569	711	820	879
27-1025	Interior designers	1,189	1,504	962	725	725
27-1026	Merchandise displayers and window trimmers	1,106	898	1,942	598	943
15-1254	Web Developers	1,020	1,365	674	1,960	797
27-1029	Designers, all other	942	1,214	1,127	730	781
17-3011	Architectural and civil drafters	938	1,400	959	328	969
27-1012	Craft artists	854	1,031	1,223	602	588
15-1255	Web and Digital Interface Designers	758	1,723	1,031	1,587	554