

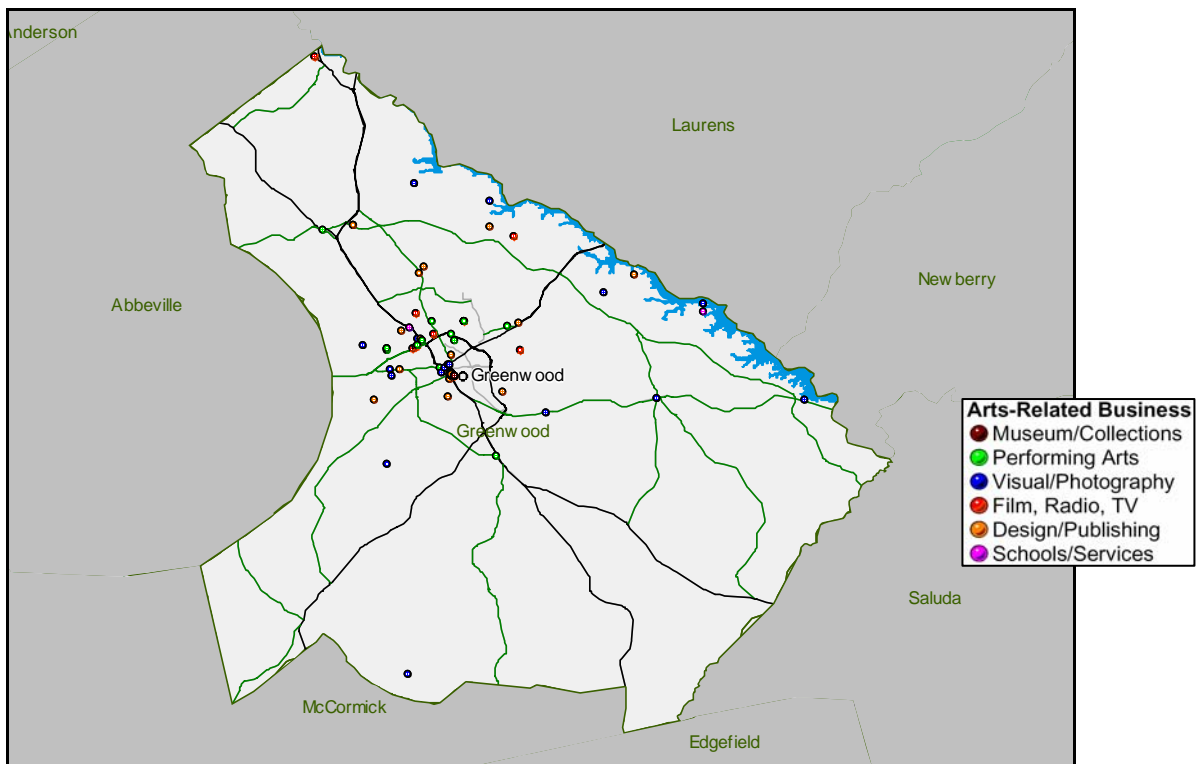
The Creative Industries in Greenwood County, SC

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Greenwood County, SC**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising 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 548,000 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—4.3 percent of all businesses and 2.2 percent of all employees. The creative industries have remained strong in comparison to business trends nationally. Between 2004 and 2006, a time when total number of U.S. businesses dropped 0.2 percent, arts businesses decreased just 0.12 percent. Similarly, while employment nationally fell 5.6 percent during the same time period, arts employment dipped just 3.7 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2006, Greenwood County, SC is home to 78 arts-related businesses that employ 219 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 **Greenwood County, SC**, with each dot representing an arts-centric business.

78 Arts-Related Businesses in Greenwood County, SC Employ 219 People





Arts-Related Businesses and Employment in Greenwood County, SC: 2006

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	8
Museums	3	8
Performing Arts	16	60
Music	7	38
Theater	1	3
Services & Facilities	5	11
Performers	3	8
Visual Arts/Photography	21	38
Crafts	3	12
Visual Arts	1	2
Photography	10	15
Services	7	9
Film, Radio and TV	10	47
Motion Pictures	9	43
Radio	1	4
Design and Publishing	23	60
Architecture	5	16
Design	9	16
Advertising	9	28
Arts Schools and Services	5	6
Arts Councils	1	2
Arts Schools and Instruction	4	4
GRAND TOTAL	78	219

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.



Trends in Greenwood County, SC Arts-Related Businesses and Employment: 2004 to 2006

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
Museums and Collections	3	3	0.00%	9	8	-11.11%
Museums	3	3	0.00%	9	8	-11.11%
Performing Arts	18	16	-11.11%	56	60	7.14%
Music	9	7	-22.22%	42	38	-9.52%
Theater	1	1	0.00%	3	3	0.00%
Services & Facilities	6	5	-16.67%	9	11	22.22%
Performers	2	3	50.00%	2	8	300.00%
Visual Arts/Photography	19	21	10.53%	34	38	11.76%
Crafts	1	3	200.00%	1	12	1,100.00%
Visual Arts	1	1	0.00%	2	2	0.00%
Photography	12	10	-16.67%	25	15	-40.00%
Services	5	7	40.00%	6	9	50.00%
Film, Radio and TV	11	10	-9.09%	116	47	-59.48%
Motion Pictures	9	9	0.00%	115	43	-62.61%
Television	1	0	-100.00%	1	0	-100.00%
Radio	1	1	0.00%	0	4	400.00%
Design and Publishing	19	23	21.05%	49	60	22.45%
Architecture	5	5	0.00%	16	16	0.00%
Design	7	9	28.57%	11	16	45.45%
Advertising	7	9	28.57%	22	28	27.27%
Arts Schools and Services	3	5	66.67%	4	6	50.00%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	2	4	100.00%	2	4	100.00%
GRAND TOTAL	73	78	6.85%	268	219	-18.28%