

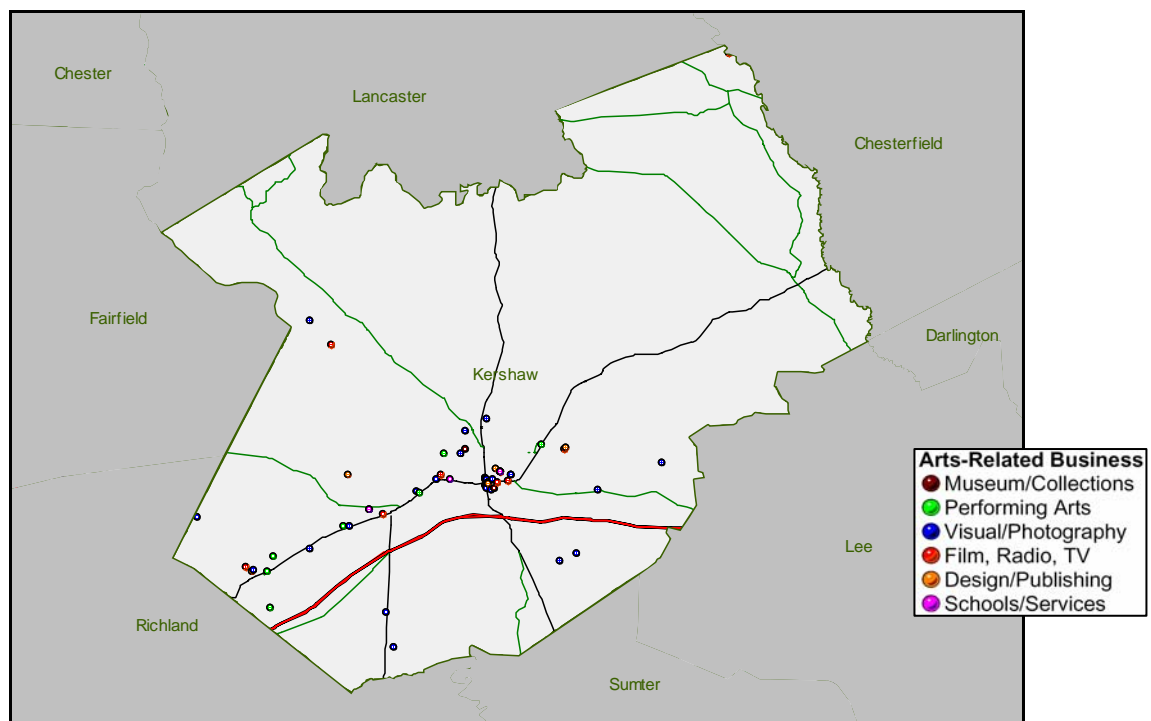
The Creative Industries in Kershaw County, SC

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Kershaw 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, Kershaw County, SC is home to 66 arts-related businesses that employ 169 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 **Kershaw County, SC**, with each dot representing an arts-centric business.

66 Arts-Related Businesses in Kershaw County, SC Employ 169 People





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

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	4	24
Museums	3	22
Historical Society	1	2
Performing Arts	9	12
Music	6	7
Services & Facilities	2	3
Performers	1	2
Visual Arts/Photography	30	67
Crafts	6	11
Visual Arts	3	3
Photography	12	37
Services	9	16
Film, Radio and TV	10	39
Motion Pictures	10	39
Design and Publishing	10	17
Architecture	4	5
Design	5	10
Advertising	1	2
Arts Schools and Services	3	10
Arts Councils	1	6
Arts Schools and Instruction	2	4
GRAND TOTAL	66	169

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 Kershaw County, SC Arts-Related Businesses and Employment: 2004 to 2006

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
Museums and Collections	3	4	33.33%	11	24	118.18%
Museums	3	3	0.00%	11	22	100.00%
Historical Society	0	1	100.00%	0	2	200.00%
Performing Arts	10	9	-10.00%	14	12	-14.29%
Music	7	6	-14.29%	8	7	-12.50%
Services & Facilities	3	2	-33.33%	6	3	-50.00%
Performers	0	1	100.00%	0	2	200.00%
Visual Arts/Photography	35	30	-14.29%	253	67	-73.52%
Crafts	6	6	0.00%	184	11	-94.02%
Visual Arts	3	3	0.00%	4	3	-25.00%
Photography	13	12	-7.69%	41	37	-9.76%
Services	13	9	-30.77%	24	16	-33.33%
Film, Radio and TV	15	10	-33.33%	40	39	-2.50%
Motion Pictures	13	10	-23.08%	37	39	5.41%
Radio	2	0	-200.00%	3	0	-300.00%
Design and Publishing	9	10	11.11%	22	17	-22.73%
Architecture	2	4	100.00%	6	5	-16.67%
Design	5	5	0.00%	8	10	25.00%
Advertising	2	1	-50.00%	8	2	-75.00%
Arts Schools and Services	4	3	-25.00%	10	10	0.00%
Arts Councils	1	1	0.00%	6	6	0.00%
Arts Schools and Instruction	3	2	-33.33%	4	4	0.00%
GRAND TOTAL	76	66	-13.16%	350	169	-51.71%