

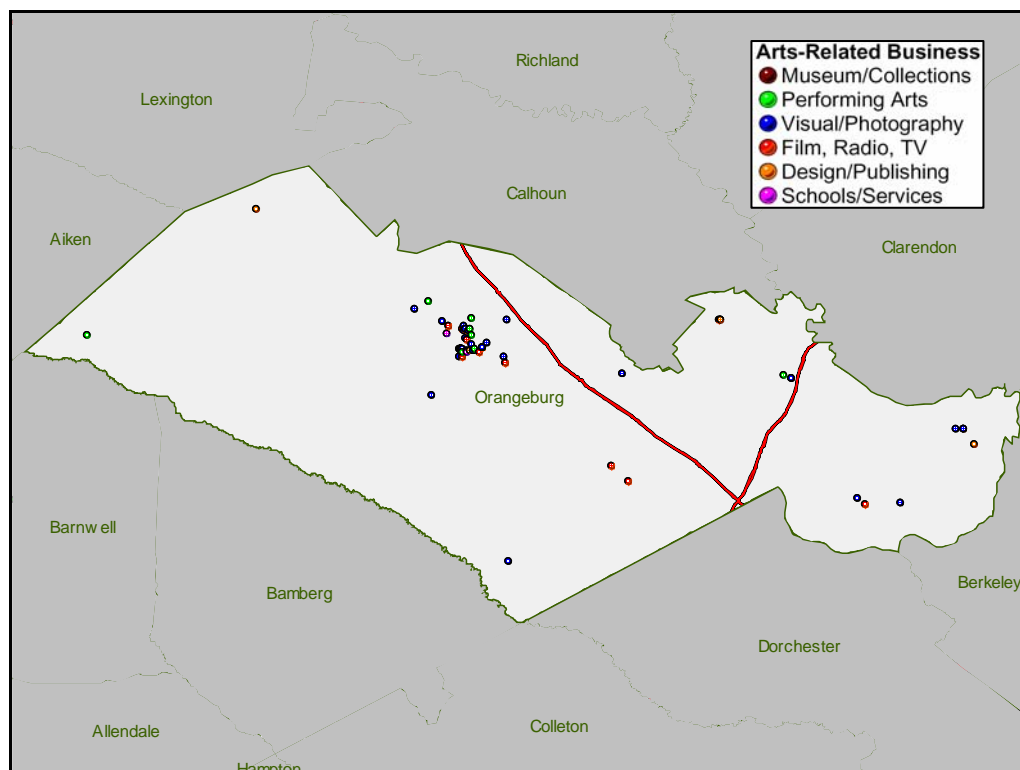
## The Creative Industries in Orangeburg County, SC

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Orangeburg 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, Orangeburg County, SC is home to 68 arts-related businesses that employ 221 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 **Orangeburg County, SC**, with each dot representing an arts-centric business.

### 68 Arts-Related Businesses in Orangeburg County, SC Employ 221 People





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

CATEGORY	BUSINESSES	EMPLOYEES
<b>Performing Arts</b>	<b>14</b>	<b>76</b>
Music	6	38
Theater	1	2
Services & Facilities	2	7
Performers	5	29
<b>Visual Arts/Photography</b>	<b>31</b>	<b>51</b>
Crafts	3	8
Visual Arts	3	4
Photography	11	11
Services	14	28
<b>Film, Radio and TV</b>	<b>15</b>	<b>70</b>
Motion Pictures	13	64
Radio	2	6
<b>Design and Publishing</b>	<b>6</b>	<b>17</b>
Architecture	1	4
Design	2	1
Advertising	3	12
<b>Arts Schools and Services</b>	<b>2</b>	<b>7</b>
Arts Schools and Instruction	2	7
<b>GRAND TOTAL</b>	<b>68</b>	<b>221</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.



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

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
<b>Performing Arts</b>	<b>16</b>	<b>14</b>	<b>-12.50%</b>	<b>72</b>	<b>76</b>	<b>5.56%</b>
Music	8	6	-25.00%	41	38	-7.32%
Theater	0	1	100.00%	0	2	200.00%
Services & Facilities	3	2	-33.33%	8	7	-12.50%
Performers	5	5	0.00%	23	29	26.09%
<b>Visual Arts/Photography</b>	<b>29</b>	<b>31</b>	<b>6.90%</b>	<b>44</b>	<b>51</b>	<b>15.91%</b>
Crafts	3	3	0.00%	6	8	33.33%
Visual Arts	2	3	50.00%	2	4	100.00%
Photography	11	11	0.00%	12	11	-8.33%
Services	13	14	7.69%	24	28	16.67%
<b>Film, Radio and TV</b>	<b>17</b>	<b>15</b>	<b>-11.76%</b>	<b>101</b>	<b>70</b>	<b>-30.69%</b>
Motion Pictures	15	13	-13.33%	96	64	-33.33%
Radio	2	2	0.00%	5	6	20.00%
<b>Design and Publishing</b>	<b>7</b>	<b>6</b>	<b>-14.29%</b>	<b>20</b>	<b>17</b>	<b>-15.00%</b>
Architecture	1	1	0.00%	4	4	0.00%
Design	2	2	0.00%	3	1	-66.67%
Advertising	4	3	-25.00%	13	12	-7.69%
<b>Arts Schools and Services</b>	<b>1</b>	<b>2</b>	<b>100.00%</b>	<b>1</b>	<b>7</b>	<b>600.00%</b>
Arts Schools and Instruction	1	2	100.00%	1	7	600.00%
<b>GRAND TOTAL</b>	<b>70</b>	<b>68</b>	<b>-2.86%</b>	<b>238</b>	<b>221</b>	<b>-7.14%</b>