

The Creative Industries in SC State House District 24

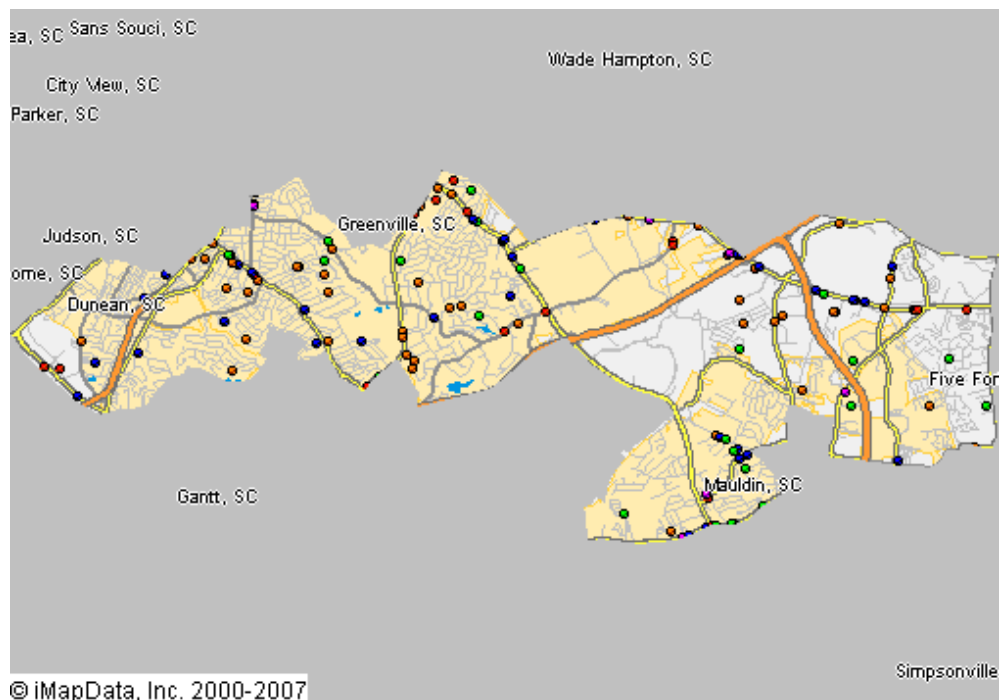
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **SC State House District 24**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, SC State House District 24 is home to 152 arts-related businesses that employ 873 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 **SC State House District 24**, with each dot representing an arts-centric business.

152 Arts-Related Businesses in SC State House District 24 Employ 873 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in SC State House District 24 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Performing Arts	23	56
Music	10	23
Dance	1	1
Services & Facilities	9	29
Performers	3	3
Visual Arts/Photography	43	248
Crafts	4	23
Visual Arts	3	4
Photography	26	78
Services	10	143
Film, Radio and TV	19	118
Motion Pictures	16	82
Television	2	12
Radio	1	24
Design and Publishing	59	432
Architecture	13	86
Design	30	75
Publishing	2	30
Advertising	14	241
Arts Schools and Services	8	19
Arts Schools and Instruction	8	19
GRAND TOTAL	152	873

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. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries

www.AmericansForTheArts.org



Arts-Related Business and Employment in SC State House District 24 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Performing Arts	17	23	35.29%	50	56	12.00%
Music	10	10	0.00%	27	23	-14.81%
Dance	1	1	0.00%	1	1	0.00%
Services & Facilities	5	9	80.00%	21	29	38.10%
Performers	1	3	200.00%	1	3	200.00%
Visual Arts/Photography	39	43	10.26%	227	248	9.25%
Crafts	2	4	100.00%	7	23	228.57%
Visual Arts	3	3	0.00%	4	4	0.00%
Photography	24	26	8.33%	71	78	9.86%
Services	10	10	0.00%	145	143	-1.38%
Film, Radio and TV	17	19	11.76%	93	118	26.88%
Motion Pictures	15	16	6.67%	84	82	-2.38%
Television	1	2	100.00%	8	12	50.00%
Radio	1	1	0.00%	1	24	2300.00%
Design and Publishing	54	59	9.26%	394	432	9.64%
Architecture	12	13	8.33%	67	86	28.36%
Design	25	30	20.00%	60	75	25.00%
Publishing	2	2	0.00%	30	30	0.00%
Advertising	15	14	-6.67%	237	241	1.69%
Arts Schools and Services	5	8	60.00%	16	19	18.75%
Arts Schools and Instruction	5	8	60.00%	16	19	18.75%
GRAND TOTAL	132	152	15.15%	780	873	11.92%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org