

The Creative Industries in WI State House District 4 Representative Phil Montgomery

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 4**. 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 546,558 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.7 million people—4.2 percent of all businesses and 2.0 percent of all employees. Between 2006 and 2007, the number of arts businesses grew 0.02 percent and employment decreased 6.9 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 2007, WI State House District 4 is home to 138 arts-related businesses that employ 723 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 **WI State House District 4**, with each dot representing an arts-centric business.

138 Arts-Related Businesses in WI State House District 4 Employ 723 People

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





Arts-Related Business and Employment in WI State House District 4 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	32
Museums	5	32
Performing Arts	22	72
Music	12	51
Services & Facilities	5	13
Performers	5	8
Visual Arts/Photography	47	115
Crafts	2	5
Visual Arts	6	6
Photography	31	66
Services	8	38
Film, Radio and TV	19	306
Motion Pictures	12	56
Television	5	241
Radio	2	9
Design and Publishing	40	174
Architecture	8	85
Design	20	34
Advertising	12	55
Arts Schools and Services	5	24
Arts Schools and Instruction	5	24
GRAND TOTAL	138	723

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.



Arts-Related Business and Employment in WI State House District 4 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	5	5	0.00%	32	32	0.00%
Museums	5	5	0.00%	32	32	0.00%
Performing Arts	17	22	29.41%	54	72	33.33%
Music	8	12	50.00%	35	51	45.71%
Services & Facilities	5	5	0.00%	14	13	-7.14%
Performers	4	5	25.00%	5	8	60.00%
Visual Arts/Photography	45	47	4.44%	104	115	10.58%
Crafts	1	2	100.00%	2	5	150.00%
Visual Arts	5	6	20.00%	5	6	20.00%
Photography	32	31	-3.13%	79	66	-16.46%
Services	7	8	14.29%	18	38	111.11%
Film, Radio and TV	15	19	26.67%	160	306	91.25%
Motion Pictures	11	12	9.09%	48	56	16.67%
Television	3	5	66.67%	111	241	117.12%
Radio	1	2	100.00%	1	9	800.00%
Design and Publishing	40	40	0.00%	192	174	-9.38%
Architecture	7	8	14.29%	93	85	-8.60%
Design	22	20	-9.09%	48	34	-29.17%
Advertising	11	12	9.09%	51	55	7.84%
Arts Schools and Services	5	5	0.00%	23	24	4.35%
Arts Schools and Instruction	5	5	0.00%	23	24	4.35%
GRAND TOTAL	127	138	8.66%	565	723	27.96%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org