

The Creative Industries in WI State House District 5 Representative Tom Nelson

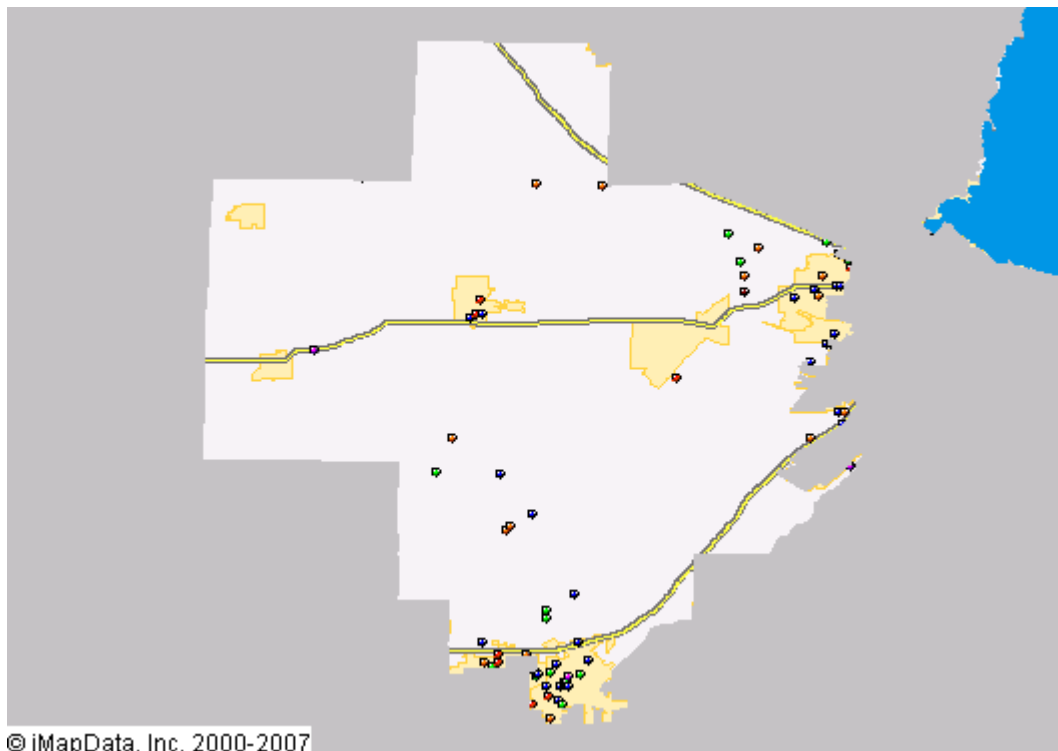
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 5**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 5 is home to 87 arts-related businesses that employ 778 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 5**, with each dot representing an arts-centric business.

87 Arts-Related Businesses in WI State House District 5 Employ 778 People

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



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Arts-Related Business and Employment in WI State House District 5 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	4	22
Museums	2	10
Zoos and Botanical	1	9
Historical Society	1	3
Performing Arts	16	120
Music	8	75
Services & Facilities	3	3
Performers	5	42
Visual Arts/Photography	29	249
Crafts	6	27
Visual Arts	3	5
Photography	16	193
Services	4	24
Film, Radio and TV	13	271
Motion Pictures	8	17
Television	5	254
Design and Publishing	22	109
Architecture	5	19
Design	7	9
Advertising	10	81
Arts Schools and Services	3	7
Arts Councils	1	1
Arts Schools and Instruction	2	6
GRAND TOTAL	87	778

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 5 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	2	4	100.00%	7	22	214.29%
Museums	2	2	0.00%	7	10	42.86%
Zoos and Botanical	0	1	100.00%	0	9	900.00%
Historical Society	0	1	100.00%	0	3	300.00%
Performing Arts	9	16	77.78%	20	120	500.00%
Music	5	8	60.00%	15	75	400.00%
Services & Facilities	2	3	50.00%	2	3	50.00%
Performers	2	5	150.00%	3	42	1,300.00%
Visual Arts/Photography	25	29	16.00%	212	249	17.45%
Crafts	5	6	20.00%	9	27	200.00%
Visual Arts	3	3	0.00%	4	5	25.00%
Photography	12	16	33.33%	174	193	10.92%
Services	5	4	-20.00%	25	24	-4.00%
Film, Radio and TV	5	13	160.00%	8	271	3,287.50%
Motion Pictures	4	8	100.00%	6	17	183.33%
Television	0	5	500.00%	0	254	25,400.00%
Radio	1	0	-100.00%	2	0	-200.00%
Design and Publishing	16	22	37.50%	88	109	23.86%
Architecture	3	5	66.67%	17	19	11.76%
Design	7	7	0.00%	9	9	0.00%
Advertising	6	10	66.67%	62	81	30.65%
Arts Schools and Services	3	3	0.00%	7	7	0.00%
Arts Councils	0	1	100.00%	0	1	100.00%
Arts Schools and Instruction	3	2	-33.33%	7	6	-14.29%
GRAND TOTAL	60	87	45.00%	342	778	127.49%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org