

The Creative Industries in WI State House District 7 Representative Peggy Krusick

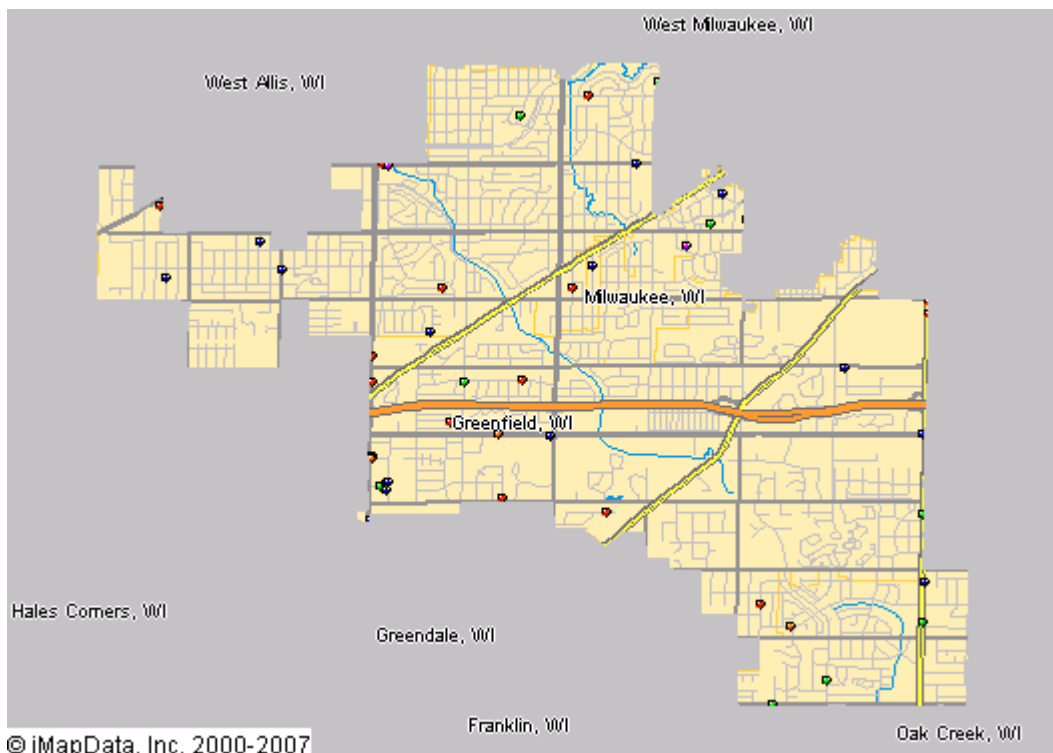
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 7**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 7 is home to 42 arts-related businesses that employ 236 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 7**, with each dot representing an arts-centric business.

42 Arts-Related Businesses in WI State House District 7 Employ 236 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 7 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Performing Arts	11	44
Music	7	32
Services & Facilities	2	7
Performers	2	5
Visual Arts/Photography	14	41
Crafts	1	1
Visual Arts	1	1
Photography	7	7
Services	5	32
Film, Radio and TV	12	143
Motion Pictures	9	39
Television	1	100
Radio	2	4
Design and Publishing	3	4
Design	2	2
Advertising	1	2
Arts Schools and Services	2	4
Arts Schools and Instruction	2	4
GRAND TOTAL	42	236

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 7 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Performing Arts	16	11	-31.25%	57	44	-22.81%
Music	6	7	16.67%	31	32	3.23%
Services & Facilities	4	2	-50.00%	12	7	-41.67%
Performers	6	2	-66.67%	14	5	-64.29%
Visual Arts/Photography	15	14	-6.67%	43	41	-4.65%
Crafts	1	1	0.00%	1	1	0.00%
Visual Arts	1	1	0.00%	1	1	0.00%
Photography	7	7	0.00%	7	7	0.00%
Services	6	5	-16.67%	34	32	-5.88%
Film, Radio and TV	12	12	0.00%	153	143	-6.54%
Motion Pictures	8	9	12.50%	47	39	-17.02%
Television	1	1	0.00%	100	100	0.00%
Radio	3	2	-33.33%	6	4	-33.33%
Design and Publishing	3	3	0.00%	5	4	-20.00%
Architecture	1	0	-100.00%	2	0	-200.00%
Design	2	2	0.00%	3	2	-33.33%
Advertising	0	1	100.00%	0	2	200.00%
Arts Schools and Services	1	2	100.00%	1	4	300.00%
Arts Schools and Instruction	1	2	100.00%	1	4	300.00%
GRAND TOTAL	47	42	-10.64%	259	236	-8.88%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org