

## The Creative Industries in WI State House District 12 Representative Frederick Kessler

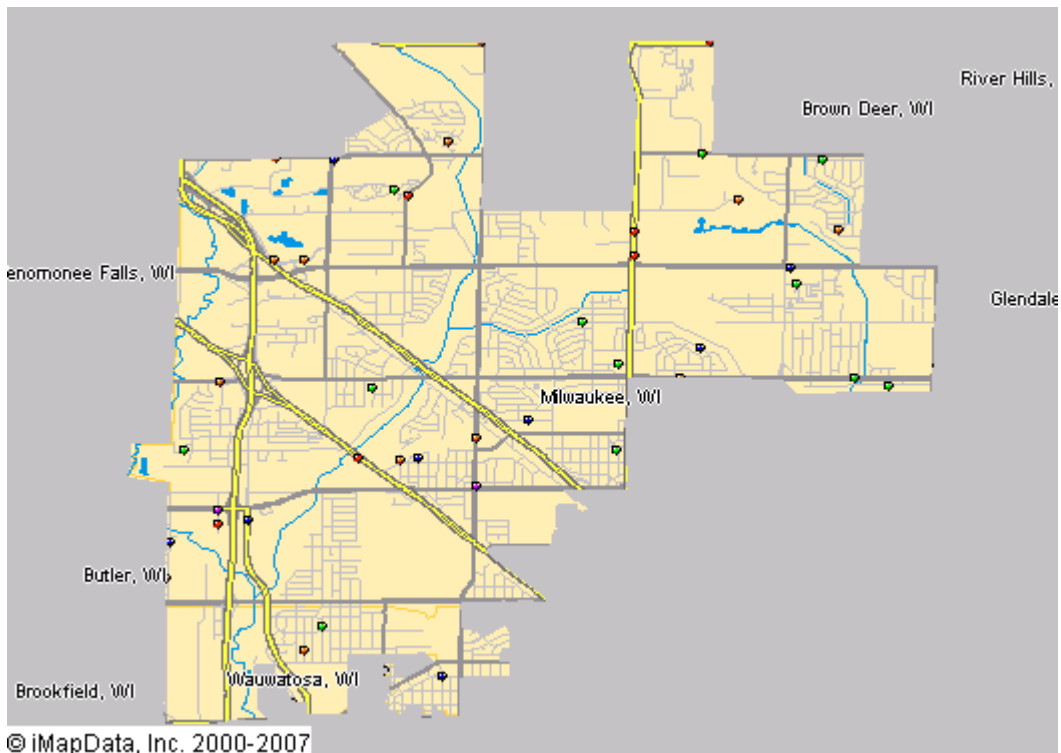
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 12**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 12 is home to 46 arts-related businesses that employ 374 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 12**, with each dot representing an arts-centric business.

### 46 Arts-Related Businesses in WI State House District 12 Employ 374 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 12 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Performing Arts</b>	<b>13</b>	<b>39</b>
Music	9	20
Theater	1	15
Performers	3	4
<b>Visual Arts/Photography</b>	<b>9</b>	<b>53</b>
Crafts	2	39
Visual Arts	1	3
Photography	6	11
<b>Film, Radio and TV</b>	<b>7</b>	<b>42</b>
Motion Pictures	7	42
<b>Design and Publishing</b>	<b>15</b>	<b>223</b>
Architecture	3	104
Design	4	4
Advertising	8	115
<b>Arts Schools and Services</b>	<b>2</b>	<b>17</b>
Arts Councils	1	3
Arts Schools and Instruction	1	14
<b>GRAND TOTAL</b>	<b>46</b>	<b>374</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.



## Arts-Related Business and Employment in WI State House District 12 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Performing Arts</b>	<b>10</b>	<b>13</b>	<b>30.00%</b>	<b>36</b>	<b>39</b>	<b>8.33%</b>
Music	5	9	80.00%	18	20	11.11%
Theater	1	1	0.00%	14	15	7.14%
Performers	4	3	-25.00%	4	4	0.00%
<b>Visual Arts/Photography</b>	<b>11</b>	<b>9</b>	<b>-18.18%</b>	<b>101</b>	<b>53</b>	<b>-47.52%</b>
Crafts	2	2	0.00%	39	39	0.00%
Visual Arts	2	1	-50.00%	4	3	-25.00%
Photography	7	6	-14.29%	58	11	-81.03%
<b>Film, Radio and TV</b>	<b>7</b>	<b>7</b>	<b>0.00%</b>	<b>49</b>	<b>42</b>	<b>-14.29%</b>
Motion Pictures	7	7	0.00%	49	42	-14.29%
<b>Design and Publishing</b>	<b>14</b>	<b>15</b>	<b>7.14%</b>	<b>334</b>	<b>223</b>	<b>-33.23%</b>
Architecture	3	3	0.00%	104	104	0.00%
Design	5	4	-20.00%	133	4	-96.99%
Advertising	6	8	33.33%	97	115	18.56%
<b>Arts Schools and Services</b>	<b>1</b>	<b>2</b>	<b>100.00%</b>	<b>14</b>	<b>17</b>	<b>21.43%</b>
Arts Councils	0	1	100.00%	0	3	300.00%
Arts Schools and Instruction	1	1	0.00%	14	14	0.00%
<b>GRAND TOTAL</b>	<b>43</b>	<b>46</b>	<b>6.98%</b>	<b>534</b>	<b>374</b>	<b>-29.96%</b>

Data Source: D&B January 2007 & January 2006

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)