

The Creative Industries in WI State House District 13 Representative David A Cullen

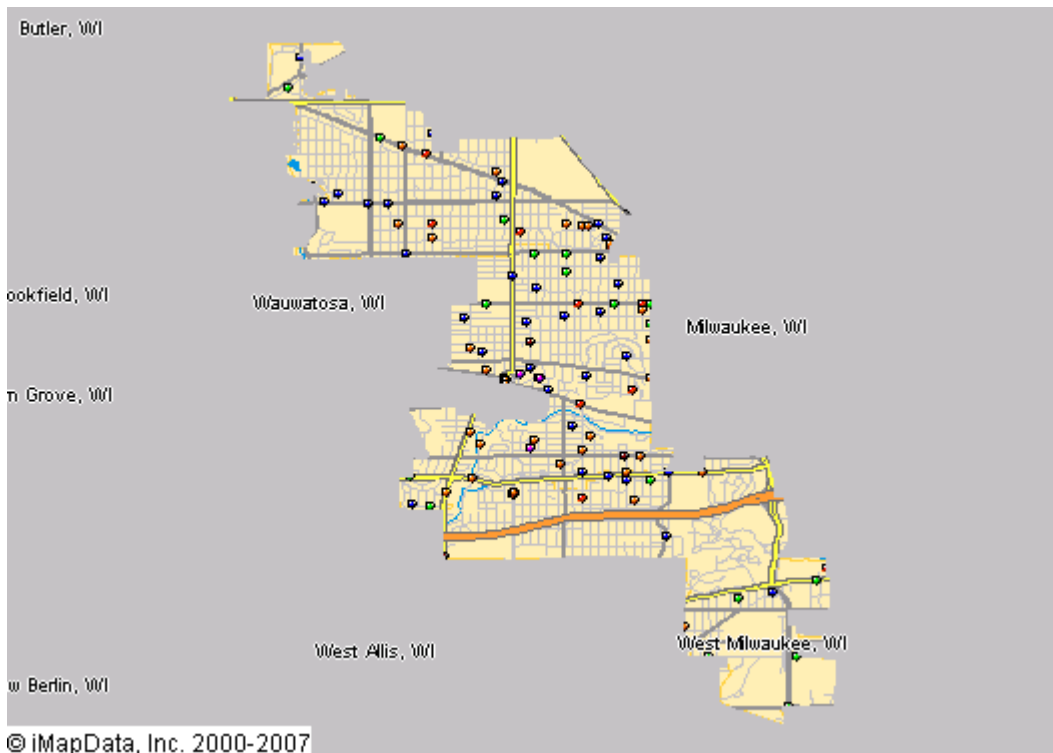
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 13**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 13 is home to 98 arts-related businesses that employ 375 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 13**, with each dot representing an arts-centric business.

98 Arts-Related Businesses in WI State House District 13 Employ 375 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 13 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	4
Museums	2	4
Performing Arts	18	125
Music	8	110
Theater	2	3
Services & Facilities	3	5
Performers	5	7
Visual Arts/Photography	34	102
Crafts	1	1
Visual Arts	3	4
Photography	22	64
Services	8	33
Film, Radio and TV	8	41
Motion Pictures	8	41
Design and Publishing	33	100
Architecture	12	66
Design	14	19
Advertising	7	15
Arts Schools and Services	3	3
Arts Schools and Instruction	3	3
GRAND TOTAL	98	375

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 13 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	2	2	0.00%	4	4	0.00%
Museums	2	2	0.00%	4	4	0.00%
Performing Arts	15	18	20.00%	23	125	443.48%
Music	7	8	14.29%	11	110	900.00%
Theater	0	2	200.00%	0	3	300.00%
Services & Facilities	2	3	50.00%	4	5	25.00%
Performers	6	5	-16.67%	8	7	-12.50%
Visual Arts/Photography	35	34	-2.86%	105	102	-2.86%
Crafts	1	1	0.00%	1	1	0.00%
Visual Arts	1	3	200.00%	1	4	300.00%
Photography	26	22	-15.38%	71	64	-9.86%
Services	7	8	14.29%	32	33	3.13%
Film, Radio and TV	10	8	-20.00%	46	41	-10.87%
Motion Pictures	10	8	-20.00%	46	41	-10.87%
Design and Publishing	31	33	6.45%	90	100	11.11%
Architecture	15	12	-20.00%	68	66	-2.94%
Design	11	14	27.27%	13	19	46.15%
Advertising	5	7	40.00%	9	15	66.67%
Arts Schools and Services	5	3	-40.00%	6	3	-50.00%
Arts Schools and Instruction	5	3	-40.00%	6	3	-50.00%
GRAND TOTAL	98	98	0.00%	274	375	36.86%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org