

The Creative Industries in WI State House District 14 Representative Leah Vukmir

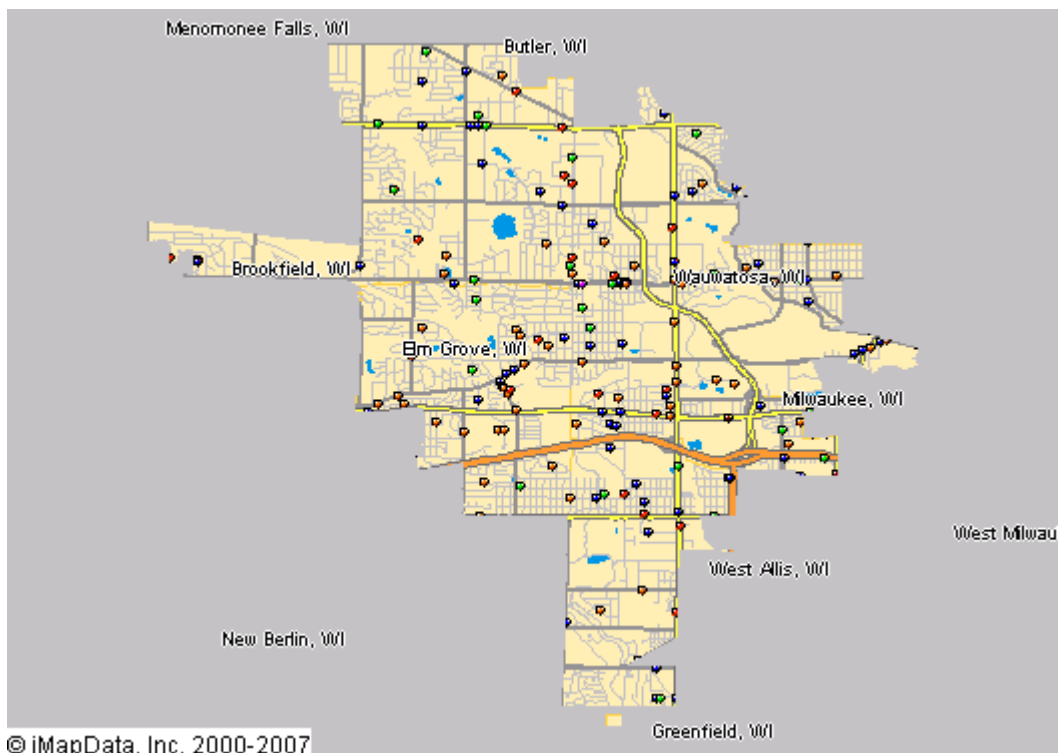
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 14**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 14 is home to 174 arts-related businesses that employ 865 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 14**, with each dot representing an arts-centric business.

174 Arts-Related Businesses in WI State House District 14 Employ 865 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 14
January 2007**

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	5
Museums	1	1
Zoos and Botanical	1	4
Performing Arts	31	193
Music	19	149
Theater	1	8
Services & Facilities	8	32
Performers	3	4
Visual Arts/Photography	62	209
Crafts	4	20
Visual Arts	2	2
Photography	45	170
Services	11	17
Film, Radio and TV	20	141
Motion Pictures	19	141
Television	1	0
Design and Publishing	57	315
Architecture	9	75
Design	28	50
Publishing	1	20
Advertising	19	170
Arts Schools and Services	2	2
Arts Schools and Instruction	2	2
GRAND TOTAL	174	865

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 14 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	1	2	100.00%	4	5	25.00%
Museums	0	1	100.00%	0	1	100.00%
Zoos and Botanical	1	1	0.00%	4	4	0.00%
Performing Arts	30	31	3.33%	198	193	-2.53%
Music	22	19	-13.64%	162	149	-8.02%
Theater	1	1	0.00%	8	8	0.00%
Services & Facilities	5	8	60.00%	25	32	28.00%
Performers	2	3	50.00%	3	4	33.33%
Visual Arts/Photography	61	62	1.64%	186	209	12.37%
Crafts	6	4	-33.33%	33	20	-39.39%
Visual Arts	3	2	-33.33%	3	2	-33.33%
Photography	43	45	4.65%	140	170	21.43%
Services	9	11	22.22%	10	17	70.00%
Film, Radio and TV	20	20	0.00%	145	141	-2.76%
Motion Pictures	19	19	0.00%	145	141	-2.76%
Television	1	1	0.00%	0	0	0.00%
Design and Publishing	58	57	-1.72%	291	315	8.25%
Architecture	13	9	-30.77%	64	75	17.19%
Design	25	28	12.00%	39	50	28.21%
Publishing	1	1	0.00%	20	20	0.00%
Advertising	19	19	0.00%	168	170	1.19%
Arts Schools and Services	2	2	0.00%	2	2	0.00%
Arts Schools and Instruction	2	2	0.00%	2	2	0.00%
GRAND TOTAL	172	174	1.16%	826	865	4.72%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org