

The Creative Industries in WI State House District 16 Representative Leon D Young

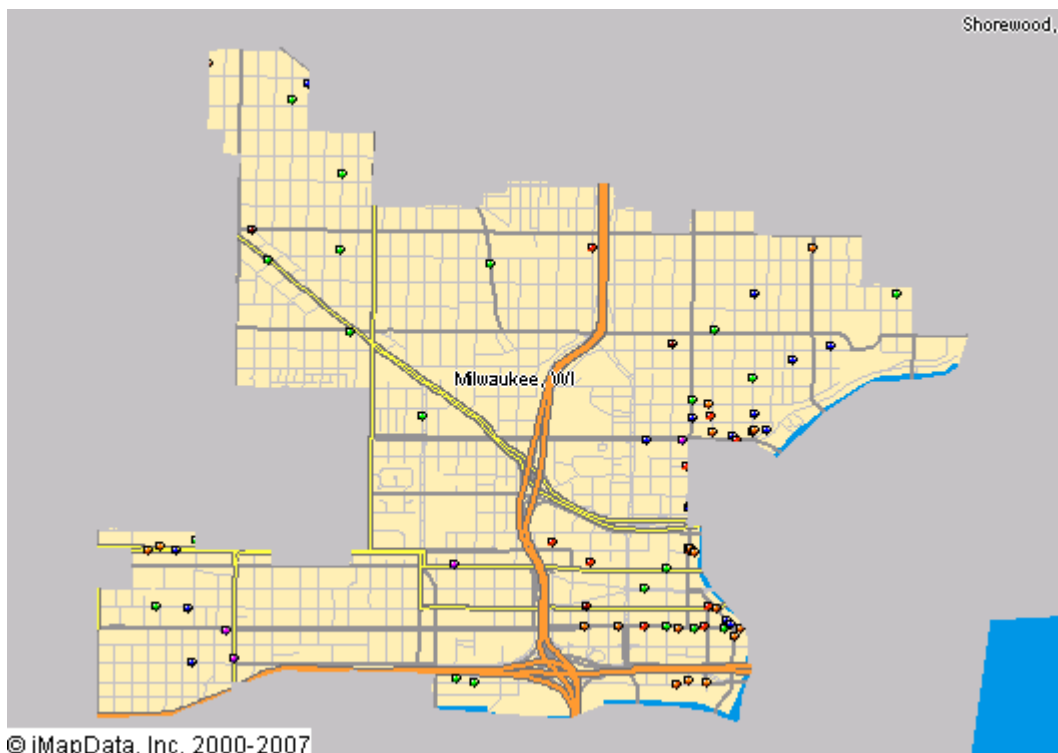
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 16**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 16 is home to 112 arts-related businesses that employ 2,546 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 16**, with each dot representing an arts-centric business.

112 Arts-Related Businesses in WI State House District 16 Employ 2,546 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 16
January 2007**

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	386
Museums	5	386
Performing Arts	34	923
Music	12	48
Theater	3	35
Services & Facilities	10	651
Performers	9	189
Visual Arts/Photography	24	90
Crafts	5	26
Visual Arts	2	10
Photography	17	54
Film, Radio and TV	18	734
Motion Pictures	10	82
Television	4	610
Radio	4	42
Design and Publishing	27	366
Architecture	12	181
Design	4	42
Advertising	11	143
Arts Schools and Services	4	47
Arts Schools and Instruction	4	47
GRAND TOTAL	112	2,546

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 16 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	7	5	-28.57%	418	386	-7.66%
Museums	7	5	-28.57%	418	386	-7.66%
Performing Arts	35	34	-2.86%	882	923	4.65%
Music	11	12	9.09%	39	48	23.08%
Theater	3	3	0.00%	35	35	0.00%
Services & Facilities	12	10	-16.67%	619	651	5.17%
Performers	9	9	0.00%	189	189	0.00%
Visual Arts/Photography	20	24	20.00%	78	90	15.38%
Crafts	4	5	25.00%	23	26	13.04%
Visual Arts	2	2	0.00%	3	10	233.33%
Photography	14	17	21.43%	52	54	3.85%
Film, Radio and TV	15	18	20.00%	392	734	87.24%
Motion Pictures	9	10	11.11%	76	82	7.89%
Television	3	4	33.33%	310	610	96.77%
Radio	3	4	33.33%	6	42	600.00%
Design and Publishing	24	27	12.50%	652	366	-43.87%
Architecture	13	12	-7.69%	319	181	-43.26%
Design	2	4	100.00%	23	42	82.61%
Advertising	9	11	22.22%	310	143	-53.87%
Arts Schools and Services	2	4	100.00%	16	47	193.75%
Arts Schools and Instruction	2	4	100.00%	16	47	193.75%
GRAND TOTAL	103	112	8.74%	2,438	2,546	4.43%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org