

The Creative Industries in WI State House District 19 Representative Jon Richards

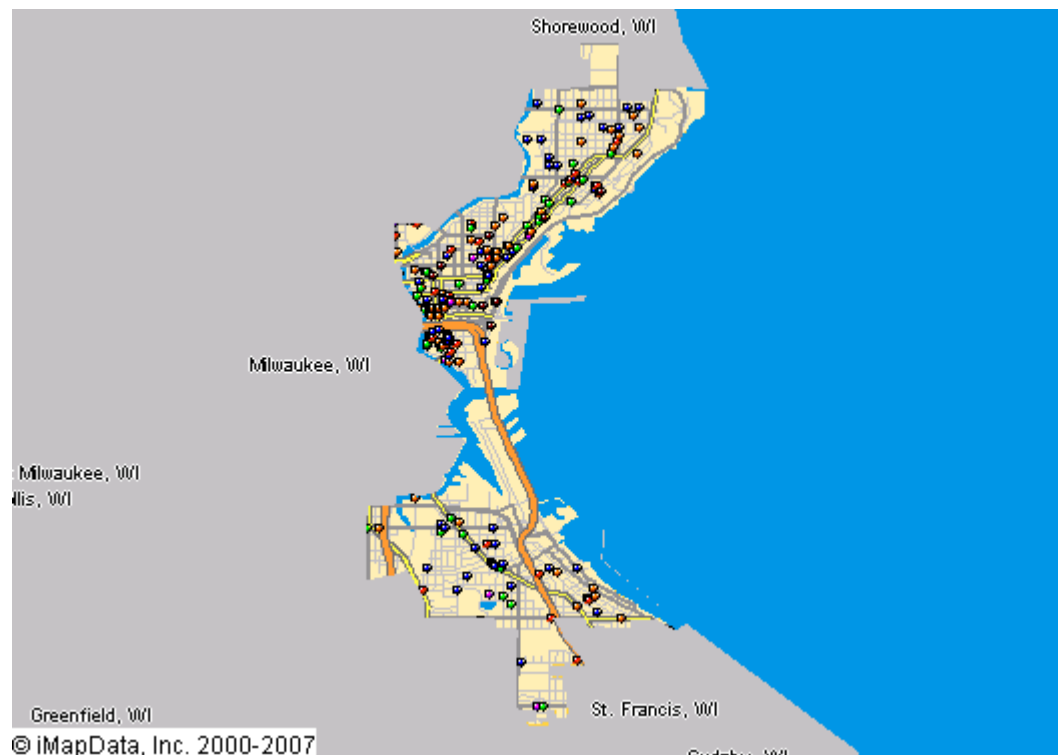
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 19**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 19 is home to 300 arts-related businesses that employ 3,155 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 19**, with each dot representing an arts-centric business.

300 Arts-Related Businesses in WI State House District 19 Employ 3,155 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 19 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	10	301
Museums	8	298
Zoos and Botanical	1	2
Historical Society	1	1
Performing Arts	54	560
Music	28	207
Theater	5	128
Opera	1	15
Services & Facilities	12	125
Performers	8	85
Visual Arts/Photography	89	374
Crafts	5	21
Visual Arts	15	49
Photography	48	255
Services	21	49
Film, Radio and TV	44	375
Motion Pictures	43	373
Radio	1	2
Design and Publishing	96	1,172
Architecture	30	418
Design	26	66
Publishing	2	25
Advertising	38	663
Arts Schools and Services	7	373
Arts Councils	1	20
Arts Schools and Instruction	5	353
Agents	1	0
GRAND TOTAL	300	3,155

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 19 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	7	10	42.86%	91	301	230.77%
Museums	6	8	33.33%	90	298	231.11%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Historical Society	1	1	0.00%	1	1	0.00%
Performing Arts	52	54	3.85%	496	560	12.90%
Music	30	28	-6.67%	240	207	-13.75%
Theater	4	5	25.00%	126	128	1.59%
Opera	1	1	0.00%	15	15	0.00%
Services & Facilities	9	12	33.33%	30	125	316.67%
Performers	8	8	0.00%	85	85	0.00%
Visual Arts/Photography	85	89	4.71%	350	374	6.86%
Crafts	6	5	-16.67%	29	21	-27.59%
Visual Arts	13	15	15.38%	20	49	145.00%
Photography	47	48	2.13%	253	255	0.79%
Services	19	21	10.53%	48	49	2.08%
Film, Radio and TV	47	44	-6.38%	1,248	375	-69.95%
Motion Pictures	46	43	-6.52%	1,246	373	-70.06%
Radio	1	1	0.00%	2	2	0.00%
Design and Publishing	97	96	-1.03%	1,094	1,172	7.13%
Architecture	29	30	3.45%	275	418	52.00%
Design	24	26	8.33%	68	66	-2.94%
Publishing	2	2	0.00%	25	25	0.00%
Advertising	42	38	-9.52%	726	663	-8.68%
Arts Schools and Services	9	7	-22.22%	396	373	-5.81%
Arts Councils	2	1	-50.00%	23	20	-13.04%
Arts Schools and Instruction	5	5	0.00%	352	353	0.28%
Agents	2	1	-50.00%	21	0	-100.00%
GRAND TOTAL	297	300	1.01%	3,675	3,155	-14.15%

Data Source: D&B January 2007 & January 2006