

The Creative Industries in WI State House District 22 Representative Sheldon A Wasserman

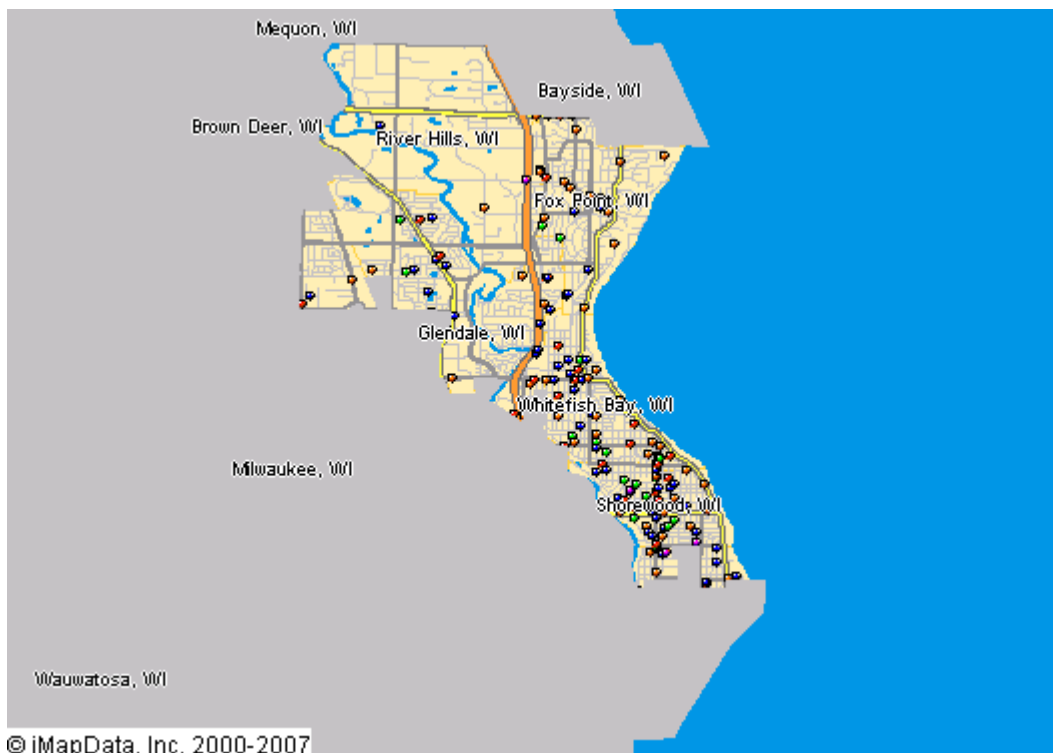
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 22**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 22 is home to 167 arts-related businesses that employ 748 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 22**, with each dot representing an arts-centric business.

167 Arts-Related Businesses in WI State House District 22 Employ 748 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 22 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	1	5
Museums	1	5
Performing Arts	22	58
Music	18	54
Services & Facilities	1	1
Performers	3	3
Visual Arts/Photography	58	141
Crafts	7	38
Visual Arts	8	11
Photography	35	69
Services	8	23
Film, Radio and TV	26	285
Motion Pictures	23	73
Television	1	210
Radio	2	2
Design and Publishing	54	238
Architecture	14	36
Design	28	59
Publishing	2	13
Advertising	10	130
Arts Schools and Services	6	21
Arts Schools and Instruction	4	12
Agents	2	9
GRAND TOTAL	167	748

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 22 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	1	1	0.00%	5	5	0.00%
Museums	1	1	0.00%	5	5	0.00%
Performing Arts	21	22	4.76%	72	58	-19.44%
Music	18	18	0.00%	63	54	-14.29%
Services & Facilities	1	1	0.00%	7	1	-85.71%
Performers	2	3	50.00%	2	3	50.00%
Visual Arts/Photography	62	58	-6.45%	126	141	11.90%
Crafts	6	7	16.67%	11	38	245.45%
Visual Arts	7	8	14.29%	8	11	37.50%
Photography	38	35	-7.89%	73	69	-5.48%
Services	11	8	-27.27%	34	23	-32.35%
Film, Radio and TV	19	26	36.84%	90	285	216.67%
Motion Pictures	19	23	21.05%	90	73	-18.89%
Television	0	1	100.00%	0	210	21,000.00%
Radio	0	2	200.00%	0	2	200.00%
Design and Publishing	54	54	0.00%	242	238	-1.65%
Architecture	14	14	0.00%	37	36	-2.70%
Design	26	28	7.69%	59	59	0.00%
Publishing	2	2	0.00%	13	13	0.00%
Advertising	12	10	-16.67%	133	130	-2.26%
Arts Schools and Services	5	6	20.00%	13	21	61.54%
Arts Schools and Instruction	4	4	0.00%	12	12	0.00%
Agents	1	2	100.00%	1	9	800.00%
GRAND TOTAL	162	167	3.09%	548	748	36.50%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org