

The Creative Industries in WI State House District 23 Representative Jim Ott

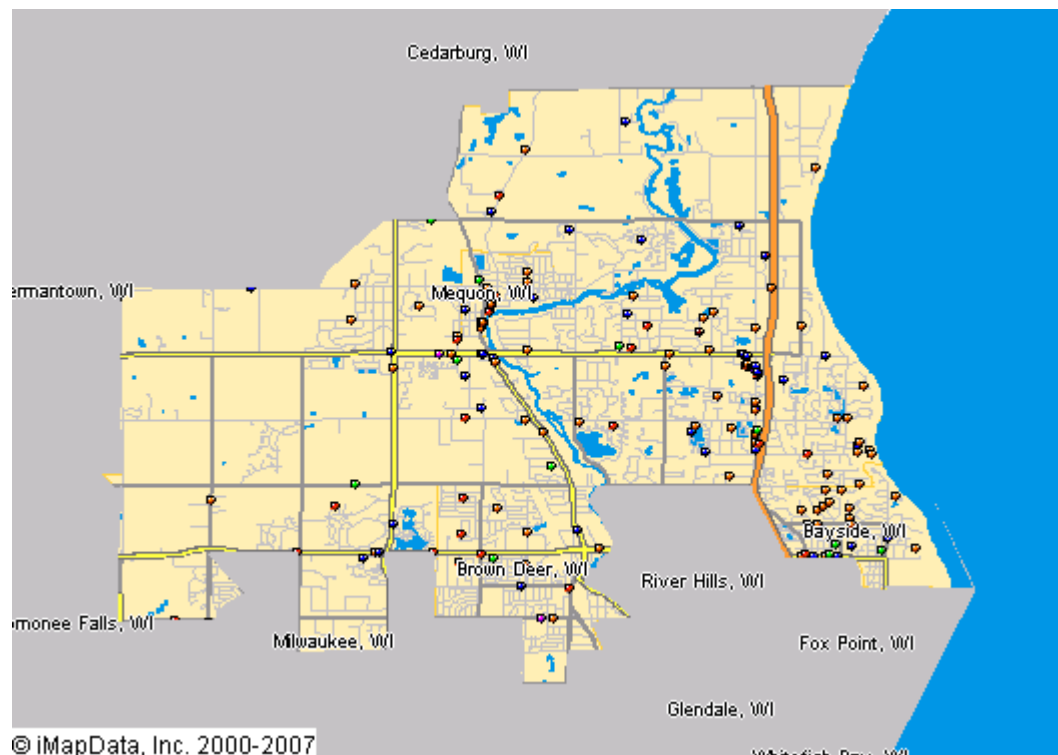
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 23**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 23 is home to 170 arts-related businesses that employ 956 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 23**, with each dot representing an arts-centric business.

170 Arts-Related Businesses in WI State House District 23 Employ 956 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 23 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	6
Museums	2	6
Performing Arts	13	58
Music	5	23
Services & Facilities	6	33
Performers	2	2
Visual Arts/Photography	44	255
Crafts	5	73
Visual Arts	2	2
Photography	30	109
Services	7	71
Film, Radio and TV	26	122
Motion Pictures	24	121
Television	1	0
Radio	1	1
Design and Publishing	80	460
Architecture	9	13
Design	45	92
Publishing	2	15
Advertising	24	340
Arts Schools and Services	5	55
Arts Schools and Instruction	4	23
Agents	1	32
GRAND TOTAL	170	956

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 23 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	2	2	0.00%	6	6	0.00%
Museums	2	2	0.00%	6	6	0.00%
Performing Arts	12	13	8.33%	48	58	20.83%
Music	5	5	0.00%	16	23	43.75%
Services & Facilities	5	6	20.00%	30	33	10.00%
Performers	2	2	0.00%	2	2	0.00%
Visual Arts/Photography	42	44	4.76%	244	255	4.51%
Crafts	5	5	0.00%	72	73	1.39%
Visual Arts	2	2	0.00%	2	2	0.00%
Photography	27	30	11.11%	97	109	12.37%
Services	8	7	-12.50%	73	71	-2.74%
Film, Radio and TV	21	26	23.81%	338	122	-63.91%
Motion Pictures	19	24	26.32%	122	121	-0.82%
Television	1	1	0.00%	210	0	-100.00%
Radio	1	1	0.00%	6	1	-83.33%
Design and Publishing	70	80	14.29%	445	460	3.37%
Architecture	7	9	28.57%	10	13	30.00%
Design	37	45	21.62%	66	92	39.39%
Publishing	2	2	0.00%	15	15	0.00%
Advertising	24	24	0.00%	354	340	-3.95%
Arts Schools and Services	6	5	-16.67%	75	55	-26.67%
Arts Schools and Instruction	5	4	-20.00%	43	23	-46.51%
Agents	1	1	0.00%	32	32	0.00%
GRAND TOTAL	153	170	11.11%	1,156	956	-17.30%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org