

The Creative Industries in WI State House District 24 Representative Suzanne Jeskewitz

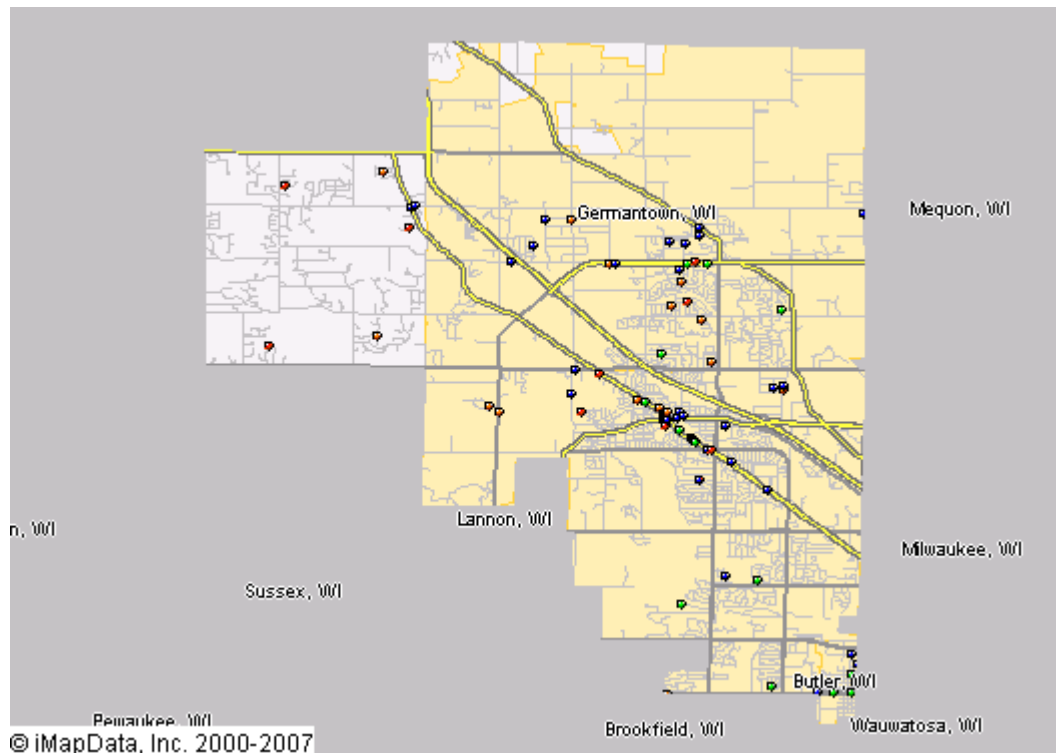
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 24**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 24 is home to 91 arts-related businesses that employ 442 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 24**, with each dot representing an arts-centric business.

91 Arts-Related Businesses in WI State House District 24 Employ 442 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 24 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	55
Museums	2	30
Historical Society	1	25
Performing Arts	17	49
Music	10	34
Services & Facilities	5	13
Performers	2	2
Visual Arts/Photography	34	171
Crafts	4	10
Visual Arts	1	1
Photography	23	88
Services	6	72
Film, Radio and TV	13	76
Motion Pictures	12	74
Radio	1	2
Design and Publishing	23	90
Architecture	4	32
Design	9	32
Publishing	2	3
Advertising	8	23
Arts Schools and Services	1	1
Arts Schools and Instruction	1	1
GRAND TOTAL	91	442

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 24 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	1	3	200.00%	0	55	5,500.00%
Museums	1	2	100.00%	0	30	3,000.00%
Historical Society	0	1	100.00%	0	25	2,500.00%
Performing Arts	16	17	6.25%	46	49	6.52%
Music	9	10	11.11%	30	34	13.33%
Services & Facilities	5	5	0.00%	14	13	-7.14%
Performers	2	2	0.00%	2	2	0.00%
Visual Arts/Photography	33	34	3.03%	173	171	-1.16%
Crafts	3	4	33.33%	9	10	11.11%
Visual Arts	1	1	0.00%	1	1	0.00%
Photography	22	23	4.55%	83	88	6.02%
Services	7	6	-14.29%	80	72	-10.00%
Film, Radio and TV	9	13	44.44%	52	76	46.15%
Motion Pictures	8	12	50.00%	50	74	48.00%
Radio	1	1	0.00%	2	2	0.00%
Design and Publishing	21	23	9.52%	60	90	50.00%
Architecture	1	4	300.00%	6	32	433.33%
Design	9	9	0.00%	24	32	33.33%
Publishing	2	2	0.00%	3	3	0.00%
Advertising	9	8	-11.11%	27	23	-14.81%
Arts Schools and Services	2	1	-50.00%	8	1	-87.50%
Arts Schools and Instruction	2	1	-50.00%	8	1	-87.50%
GRAND TOTAL	82	91	10.98%	339	442	30.38%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org