

The Creative Industries in WI State House District 27 Representative Steve Kestell

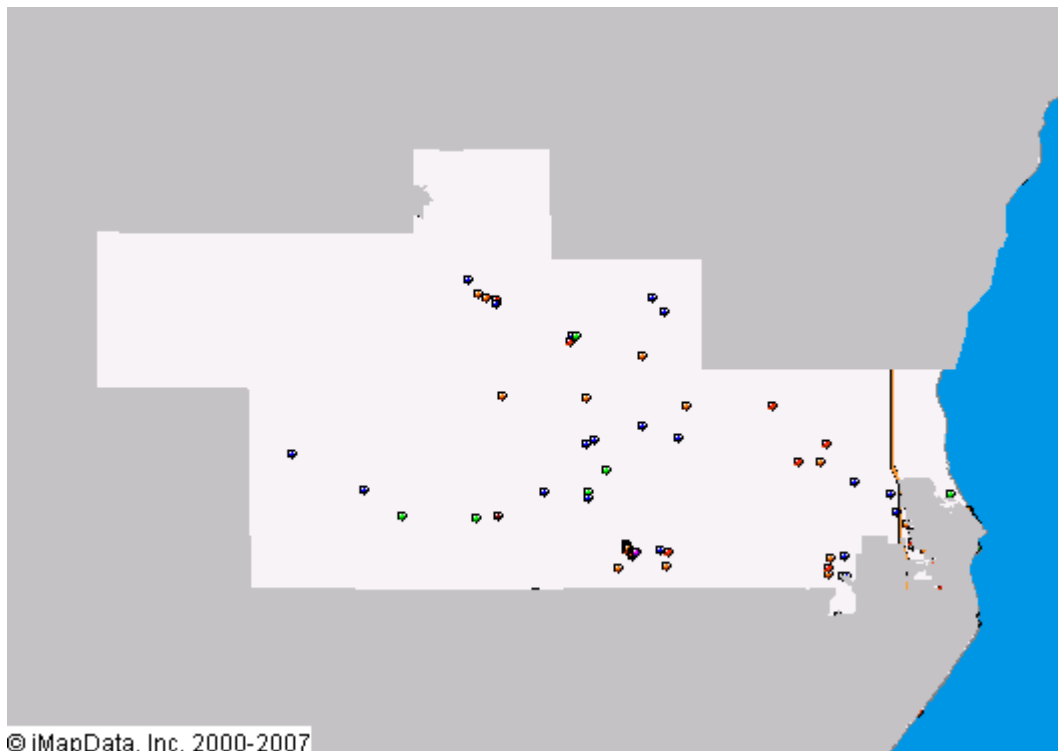
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 27**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 27 is home to 74 arts-related businesses that employ 260 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 27**, with each dot representing an arts-centric business.

74 Arts-Related Businesses in WI State House District 27 Employ 260 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 27
January 2007**

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	33
Museums	2	3
Historical Society	1	30
Performing Arts	8	20
Music	6	18
Performers	2	2
Visual Arts/Photography	29	120
Crafts	4	6
Visual Arts	5	8
Photography	13	34
Services	7	72
Film, Radio and TV	15	42
Motion Pictures	8	24
Television	1	2
Radio	6	16
Design and Publishing	17	30
Architecture	2	2
Design	13	25
Advertising	2	3
Arts Schools and Services	2	15
Arts Schools and Instruction	2	15
GRAND TOTAL	74	260

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 27 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	3	3	0.00%	7	33	371.43%
Museums	3	2	-33.33%	7	3	-57.14%
Historical Society	0	1	100.00%	0	30	3,000.00%
Performing Arts	7	8	14.29%	13	20	53.85%
Music	5	6	20.00%	8	18	125.00%
Services & Facilities	1	0	-100.00%	4	0	-400.00%
Performers	1	2	100.00%	1	2	100.00%
Visual Arts/Photography	28	29	3.57%	90	120	33.33%
Crafts	4	4	0.00%	5	6	20.00%
Visual Arts	4	5	25.00%	6	8	33.33%
Photography	13	13	0.00%	31	34	9.68%
Services	7	7	0.00%	48	72	50.00%
Film, Radio and TV	14	15	7.14%	59	42	-28.81%
Motion Pictures	6	8	33.33%	36	24	-33.33%
Television	1	1	0.00%	6	2	-66.67%
Radio	7	6	-14.29%	17	16	-5.88%
Design and Publishing	14	17	21.43%	21	30	42.86%
Architecture	1	2	100.00%	1	2	100.00%
Design	11	13	18.18%	18	25	38.89%
Advertising	2	2	0.00%	2	3	50.00%
Arts Schools and Services	2	2	0.00%	15	15	0.00%
Arts Schools and Instruction	2	2	0.00%	15	15	0.00%
GRAND TOTAL	68	74	8.82%	205	260	26.83%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org