

## The Creative Industries in WI State Senate District 1 Senator Alan J Lasee

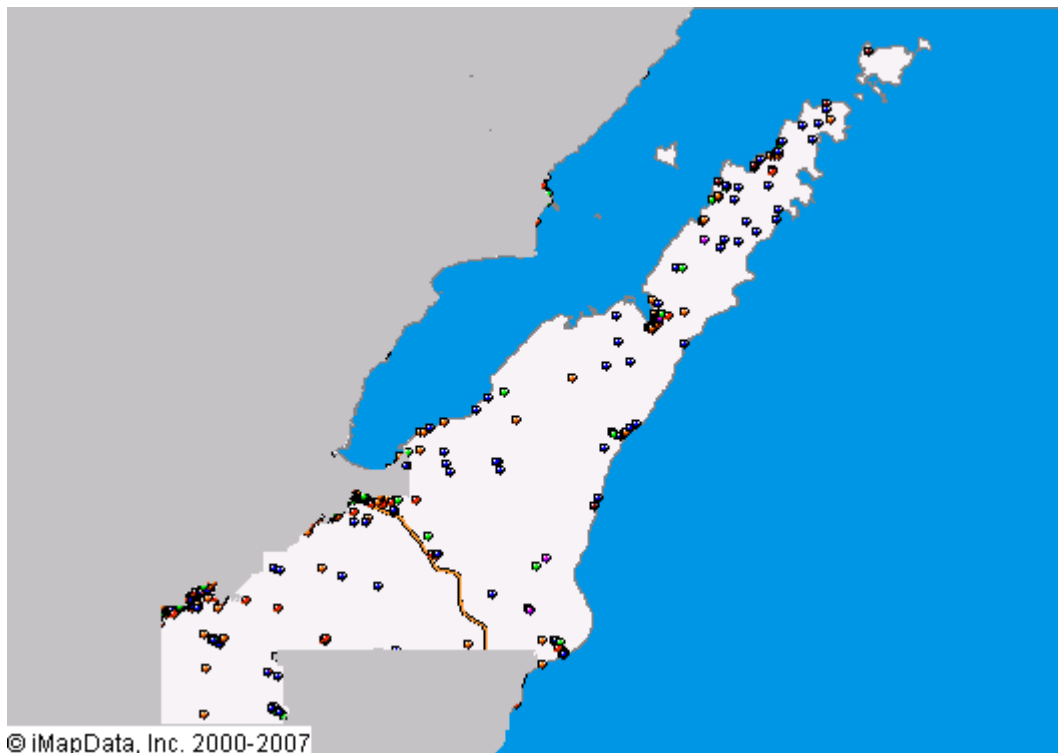
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 1**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 Senate District 1 is home to 285 arts-related businesses that employ 879 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 Senate District 1**, with each dot representing an arts-centric business.

### 285 Arts-Related Businesses in WI State Senate District 1 Employ 879 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 Senate District 1 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>15</b>	<b>40</b>
Museums	14	40
Historical Society	1	0
<b>Performing Arts</b>	<b>33</b>	<b>153</b>
Music	14	27
Services & Facilities	13	114
Performers	6	12
<b>Visual Arts/Photography</b>	<b>136</b>	<b>395</b>
Crafts	15	26
Visual Arts	15	25
Photography	59	152
Services	47	192
<b>Film, Radio and TV</b>	<b>31</b>	<b>104</b>
Motion Pictures	22	85
Television	1	7
Radio	8	12
<b>Design and Publishing</b>	<b>63</b>	<b>154</b>
Architecture	9	36
Design	30	51
Advertising	24	67
<b>Arts Schools and Services</b>	<b>7</b>	<b>33</b>
Arts Schools and Instruction	7	33
<b>GRAND TOTAL</b>	<b>285</b>	<b>879</b>

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 Senate District 1 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>15</b>	<b>15</b>	<b>0.00%</b>	<b>50</b>	<b>40</b>	<b>-20.00%</b>
Museums	14	14	0.00%	50	40	-20.00%
Historical Society	1	1	0.00%	0	0	0.00%
<b>Performing Arts</b>	<b>34</b>	<b>33</b>	<b>-2.94%</b>	<b>168</b>	<b>153</b>	<b>-8.93%</b>
Music	15	14	-6.67%	30	27	-10.00%
Services & Facilities	14	13	-7.14%	132	114	-13.64%
Performers	5	6	20.00%	6	12	100.00%
<b>Visual Arts/Photography</b>	<b>141</b>	<b>136</b>	<b>-3.55%</b>	<b>426</b>	<b>395</b>	<b>-7.28%</b>
Crafts	15	15	0.00%	42	26	-38.10%
Visual Arts	15	15	0.00%	25	25	0.00%
Photography	59	59	0.00%	158	152	-3.80%
Services	52	47	-9.62%	201	192	-4.48%
<b>Film, Radio and TV</b>	<b>27</b>	<b>31</b>	<b>14.81%</b>	<b>102</b>	<b>104</b>	<b>1.96%</b>
Motion Pictures	19	22	15.79%	85	85	0.00%
Television	1	1	0.00%	7	7	0.00%
Radio	7	8	14.29%	10	12	20.00%
<b>Design and Publishing</b>	<b>60</b>	<b>63</b>	<b>5.00%</b>	<b>145</b>	<b>154</b>	<b>6.21%</b>
Architecture	10	9	-10.00%	41	36	-12.20%
Design	28	30	7.14%	43	51	18.60%
Advertising	22	24	9.09%	61	67	9.84%
<b>Arts Schools and Services</b>	<b>7</b>	<b>7</b>	<b>0.00%</b>	<b>34</b>	<b>33</b>	<b>-2.94%</b>
Arts Schools and Instruction	7	7	0.00%	34	33	-2.94%
<b>GRAND TOTAL</b>	<b>284</b>	<b>285</b>	<b>0.35%</b>	<b>925</b>	<b>879</b>	<b>-4.97%</b>

Data Source: D&B January 2007 & January 2006

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)