

The Creative Industries in WI State Senate District 2 Senator Robert L Cowles

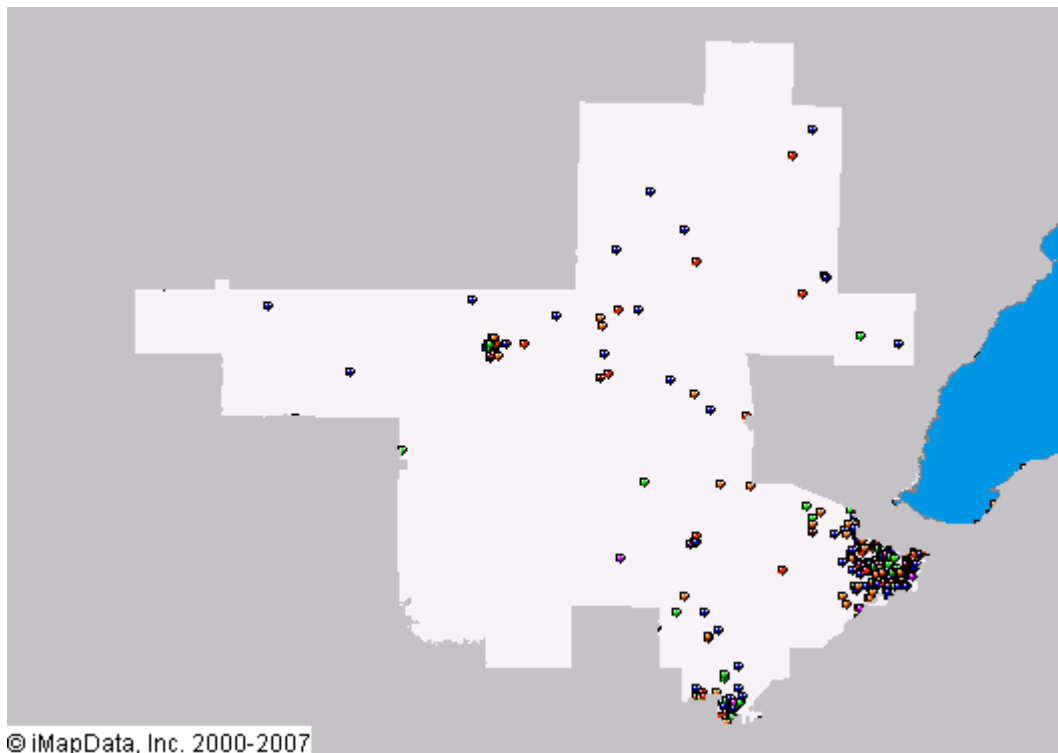
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 2**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 2 is home to 280 arts-related businesses that employ 1,622 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 2**, with each dot representing an arts-centric business.

280 Arts-Related Businesses in WI State Senate District 2 Employ 1,622 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services



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Arts-Related Business and Employment in WI State Senate District 2 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	10	56
Museums	7	42
Zoos and Botanical	1	9
Historical Society	2	5
Performing Arts	46	202
Music	22	130
Services & Facilities	12	20
Performers	12	52
Visual Arts/Photography	101	401
Crafts	11	35
Visual Arts	9	11
Photography	61	280
Services	20	75
Film, Radio and TV	45	632
Motion Pictures	29	117
Television	12	504
Radio	4	11
Design and Publishing	68	292
Architecture	15	106
Design	29	46
Publishing	1	3
Advertising	23	137
Arts Schools and Services	10	39
Arts Councils	1	1
Arts Schools and Instruction	8	31
Agents	1	7
GRAND TOTAL	280	1,622

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 2 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	8	10	25.00%	41	56	36.59%
Museums	7	7	0.00%	39	42	7.69%
Zoos and Botanical	0	1	100.00%	0	9	900.00%
Historical Society	1	2	100.00%	2	5	150.00%
Performing Arts	33	46	39.39%	83	202	143.37%
Music	15	22	46.67%	54	130	140.74%
Services & Facilities	10	12	20.00%	19	20	5.26%
Performers	8	12	50.00%	10	52	420.00%
Visual Arts/Photography	92	101	9.78%	349	401	14.90%
Crafts	7	11	57.14%	12	35	191.67%
Visual Arts	8	9	12.50%	9	11	22.22%
Photography	56	61	8.93%	271	280	3.32%
Services	21	20	-4.76%	57	75	31.58%
Film, Radio and TV	31	45	45.16%	215	632	193.95%
Motion Pictures	23	29	26.09%	91	117	28.57%
Television	5	12	140.00%	120	504	320.00%
Radio	3	4	33.33%	4	11	175.00%
Design and Publishing	61	68	11.48%	288	292	1.39%
Architecture	11	15	36.36%	111	106	-4.50%
Design	31	29	-6.45%	60	46	-23.33%
Publishing	1	1	0.00%	3	3	0.00%
Advertising	18	23	27.78%	114	137	20.18%
Arts Schools and Services	11	10	-9.09%	39	39	0.00%
Arts Councils	0	1	100.00%	0	1	100.00%
Arts Schools and Instruction	10	8	-20.00%	32	31	-3.13%
Agents	1	1	0.00%	7	7	0.00%
GRAND TOTAL	236	280	18.64%	1,015	1,622	59.80%

Data Source: D&B January 2007 & January 2006