

The Creative Industries in WI State Senate District 3 Senator Tim Carpenter

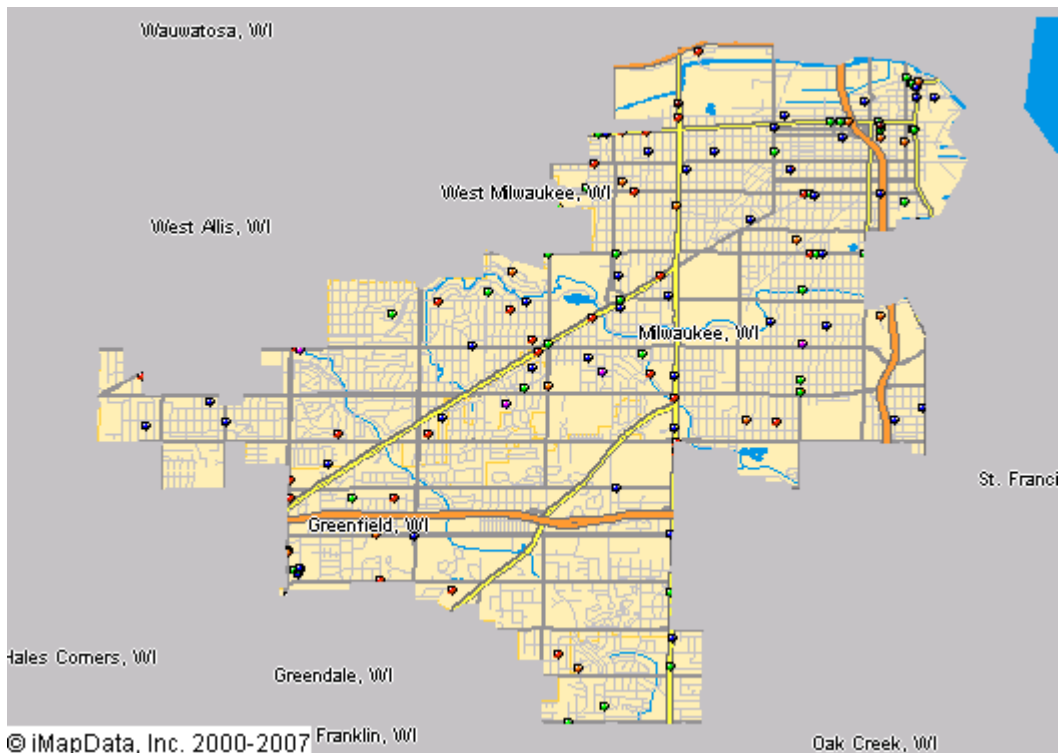
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 3**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 3 is home to 147 arts-related businesses that employ 634 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 3**, with each dot representing an arts-centric business.

147 Arts-Related Businesses in WI State Senate District 3 Employ 634 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 3 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	21
Museums	1	1
Zoos and Botanical	1	20
Performing Arts	35	134
Music	17	54
Dance	1	23
Services & Facilities	11	39
Performers	6	18
Visual Arts/Photography	59	185
Crafts	4	18
Visual Arts	8	26
Photography	38	69
Services	9	72
Film, Radio and TV	29	251
Motion Pictures	24	144
Television	1	100
Radio	4	7
Design and Publishing	17	32
Architecture	1	3
Design	8	9
Publishing	1	1
Advertising	7	19
Arts Schools and Services	5	11
Arts Schools and Instruction	5	11
GRAND TOTAL	147	634

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 3 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	3	2	-33.33%	22	21	-4.55%
Museums	2	1	-50.00%	2	1	-50.00%
Zoos and Botanical	1	1	0.00%	20	20	0.00%
Performing Arts	39	35	-10.26%	244	134	-45.08%
Music	15	17	13.33%	149	54	-63.76%
Theater	1	0	-100.00%	2	0	-200.00%
Dance	1	1	0.00%	23	23	0.00%
Services & Facilities	13	11	-15.38%	44	39	-11.36%
Performers	9	6	-33.33%	26	18	-30.77%
Visual Arts/Photography	59	59	0.00%	190	185	-2.63%
Crafts	4	4	0.00%	19	18	-5.26%
Visual Arts	6	8	33.33%	24	26	8.33%
Photography	38	38	0.00%	72	69	-4.17%
Services	11	9	-18.18%	75	72	-4.00%
Film, Radio and TV	27	29	7.41%	253	251	-0.79%
Motion Pictures	22	24	9.09%	145	144	-0.69%
Television	1	1	0.00%	100	100	0.00%
Radio	4	4	0.00%	8	7	-12.50%
Design and Publishing	16	17	6.25%	35	32	-8.57%
Architecture	2	1	-50.00%	5	3	-40.00%
Design	8	8	0.00%	13	9	-30.77%
Publishing	1	1	0.00%	1	1	0.00%
Advertising	5	7	40.00%	16	19	18.75%
Arts Schools and Services	3	5	66.67%	7	11	57.14%
Arts Schools and Instruction	3	5	66.67%	7	11	57.14%
GRAND TOTAL	147	147	0.00%	751	634	-15.58%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org