

## The Creative Industries in WI State Senate District 4 Senator Lena C Taylor

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 4**. 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 4 is home to 130 arts-related businesses that employ 1,342 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 4**, with each dot representing an arts-centric business.

### 130 Arts-Related Businesses in WI State Senate District 4 Employ 1,342 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 4 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Performing Arts</b>	<b>40</b>	<b>200</b>
Music	24	148
Theater	1	15
Services & Facilities	1	20
Performers	14	17
<b>Visual Arts/Photography</b>	<b>28</b>	<b>111</b>
Crafts	2	39
Visual Arts	5	15
Photography	18	53
Services	3	4
<b>Film, Radio and TV</b>	<b>20</b>	<b>116</b>
Motion Pictures	16	75
Television	3	16
Radio	1	25
<b>Design and Publishing</b>	<b>35</b>	<b>892</b>
Architecture	5	116
Design	13	36
Publishing	3	285
Advertising	14	455
<b>Arts Schools and Services</b>	<b>7</b>	<b>23</b>
Arts Councils	2	4
Arts Schools and Instruction	4	18
Agents	1	1
<b>GRAND TOTAL</b>	<b>130</b>	<b>1,342</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 4 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Performing Arts</b>	<b>42</b>	<b>40</b>	<b>-4.76%</b>	<b>254</b>	<b>200</b>	<b>-21.26%</b>
Music	27	24	-11.11%	202	148	-26.73%
Theater	1	1	0.00%	14	15	7.14%
Services & Facilities	2	1	-50.00%	23	20	-13.04%
Performers	12	14	16.67%	15	17	13.33%
<b>Visual Arts/Photography</b>	<b>29</b>	<b>28</b>	<b>-3.45%</b>	<b>161</b>	<b>111</b>	<b>-31.06%</b>
Crafts	2	2	0.00%	39	39	0.00%
Visual Arts	4	5	25.00%	13	15	15.38%
Photography	19	18	-5.26%	104	53	-49.04%
Services	4	3	-25.00%	5	4	-20.00%
<b>Film, Radio and TV</b>	<b>25</b>	<b>20</b>	<b>-20.00%</b>	<b>468</b>	<b>116</b>	<b>-75.21%</b>
Motion Pictures	19	16	-15.79%	90	75	-16.67%
Television	5	3	-40.00%	376	16	-95.74%
Radio	1	1	0.00%	2	25	1,150.00%
<b>Design and Publishing</b>	<b>36</b>	<b>35</b>	<b>-2.78%</b>	<b>1,021</b>	<b>892</b>	<b>-12.63%</b>
Architecture	6	5	-16.67%	119	116	-2.52%
Design	14	13	-7.14%	179	36	-79.89%
Publishing	4	3	-25.00%	286	285	-0.35%
Advertising	12	14	16.67%	437	455	4.12%
<b>Arts Schools and Services</b>	<b>5</b>	<b>7</b>	<b>40.00%</b>	<b>18</b>	<b>23</b>	<b>27.78%</b>
Arts Councils	1	2	100.00%	1	4	300.00%
Arts Schools and Instruction	3	4	33.33%	16	18	12.50%
Agents	1	1	0.00%	1	1	0.00%
<b>GRAND TOTAL</b>	<b>137</b>	<b>130</b>	<b>-5.11%</b>	<b>1,922</b>	<b>1,342</b>	<b>-30.18%</b>

Data Source: D&B January 2007 & January 2006

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