

The Creative Industries in WI State Senate District 5 Senator Jim Sullivan

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 5**. 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.

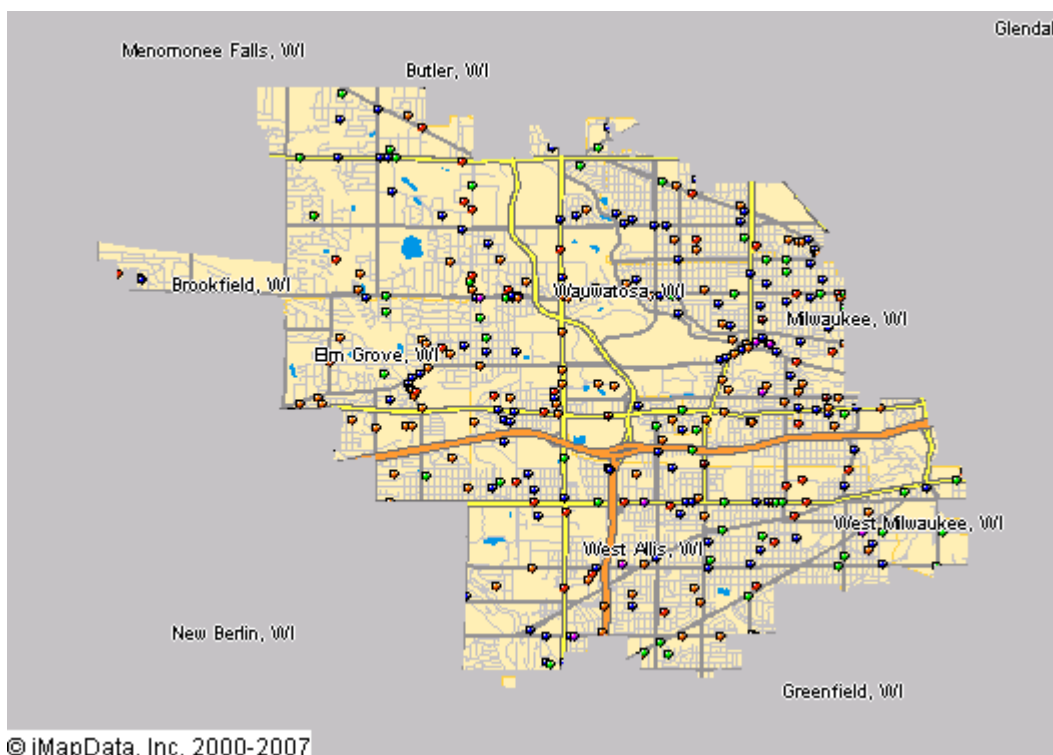
Nationally, there are 546,558 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.7 million people—4.2 percent of all businesses and 2.0 percent of all employees. Between 2006 and 2007, the number of arts businesses grew 0.02 percent and employment decreased 6.9 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 5 is home to 343 arts-related businesses that employ 1,700 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 5**, with each dot representing an arts-centric business.

343 Arts-Related Businesses in WI State Senate District 5 Employ 1,700 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 5 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	11
Museums	3	5
Zoos and Botanical	2	6
Performing Arts	65	397
Music	37	311
Theater	3	11
Services & Facilities	14	50
Performers	11	25
Visual Arts/Photography	117	398
Crafts	9	36
Visual Arts	6	7
Photography	79	297
Services	23	58
Film, Radio and TV	42	437
Motion Pictures	35	314
Television	3	103
Radio	4	20
Design and Publishing	104	441
Architecture	25	150
Design	50	83
Publishing	1	20
Advertising	28	188
Arts Schools and Services	10	16
Arts Schools and Instruction	10	16
GRAND TOTAL	343	1,700

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 5 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	3	5	66.67%	8	11	37.50%
Museums	2	3	50.00%	4	5	25.00%
Zoos and Botanical	1	2	100.00%	4	6	50.00%
Performing Arts	64	65	1.56%	297	397	33.67%
Music	41	37	-9.76%	220	311	41.36%
Theater	2	3	50.00%	10	11	10.00%
Services & Facilities	10	14	40.00%	42	50	19.05%
Performers	11	11	0.00%	25	25	0.00%
Visual Arts/Photography	123	117	-4.88%	386	398	3.11%
Crafts	10	9	-10.00%	43	36	-16.28%
Visual Arts	5	6	20.00%	5	7	40.00%
Photography	88	79	-10.23%	286	297	3.85%
Services	20	23	15.00%	52	58	11.54%
Film, Radio and TV	46	42	-8.70%	420	437	4.05%
Motion Pictures	39	35	-10.26%	296	314	6.08%
Television	3	3	0.00%	103	103	0.00%
Radio	4	4	0.00%	21	20	-4.76%
Design and Publishing	103	104	0.97%	426	441	3.52%
Architecture	32	25	-21.88%	159	150	-5.66%
Design	43	50	16.28%	65	83	27.69%
Publishing	1	1	0.00%	20	20	0.00%
Advertising	27	28	3.70%	182	188	3.30%
Arts Schools and Services	10	10	0.00%	17	16	-5.88%
Arts Schools and Instruction	10	10	0.00%	17	16	-5.88%
GRAND TOTAL	349	343	-1.72%	1,554	1,700	9.40%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org