

## The Creative Industries in WI State Senate District 6 Senator Spencer Coggs

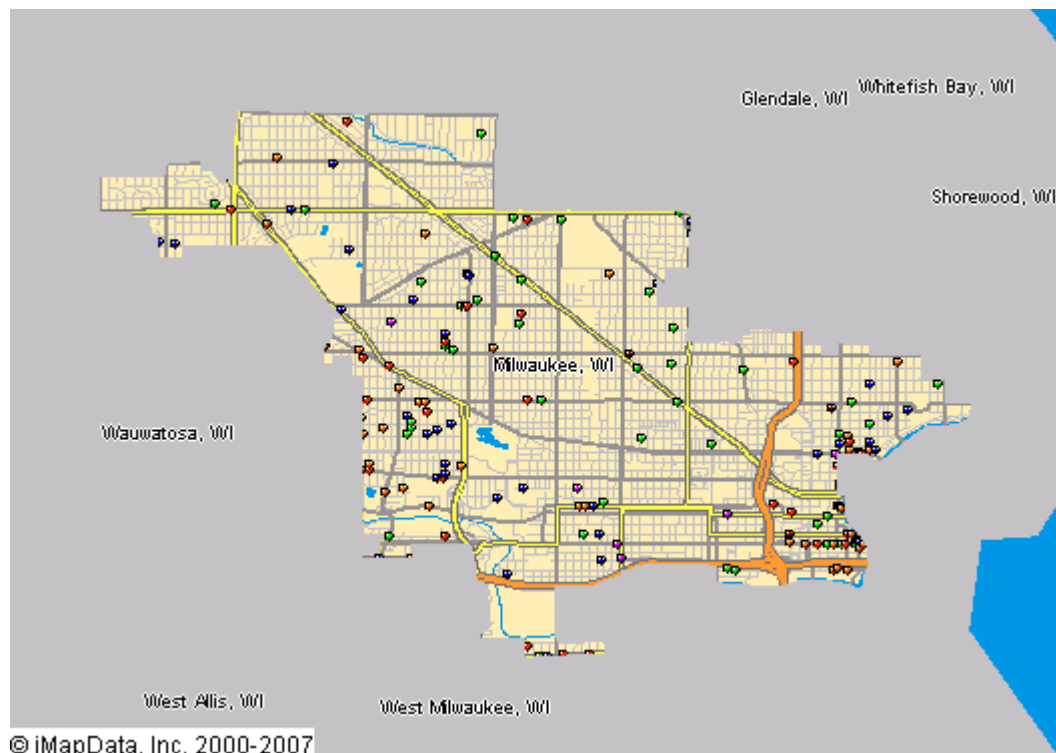
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 6**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 6 is home to 200 arts-related businesses that employ 2,755 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 6**, with each dot representing an arts-centric business.

### 200 Arts-Related Businesses in WI State Senate District 6 Employ 2,755 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 6 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>5</b>	<b>386</b>
Museums	5	386
<b>Performing Arts</b>	<b>59</b>	<b>989</b>
Music	27	69
Theater	3	35
Services & Facilities	15	658
Performers	14	227
<b>Visual Arts/Photography</b>	<b>47</b>	<b>121</b>
Crafts	6	31
Visual Arts	5	13
Photography	34	73
Services	2	4
<b>Film, Radio and TV</b>	<b>39</b>	<b>813</b>
Motion Pictures	28	136
Television	6	634
Radio	5	43
<b>Design and Publishing</b>	<b>44</b>	<b>398</b>
Architecture	12	181
Design	11	52
Publishing	1	4
Advertising	20	161
<b>Arts Schools and Services</b>	<b>6</b>	<b>48</b>
Arts Schools and Instruction	6	48
<b>GRAND TOTAL</b>	<b>200</b>	<b>2,755</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 6 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>7</b>	<b>5</b>	<b>-28.57%</b>	<b>418</b>	<b>386</b>	<b>-7.66%</b>
Museums	7	5	-28.57%	418	386	-7.66%
<b>Performing Arts</b>	<b>59</b>	<b>59</b>	<b>0.00%</b>	<b>951</b>	<b>989</b>	<b>4.00%</b>
Music	27	27	0.00%	70	69	-1.43%
Theater	4	3	-25.00%	36	35	-2.78%
Services & Facilities	15	15	0.00%	623	658	5.62%
Performers	13	14	7.69%	222	227	2.25%
<b>Visual Arts/Photography</b>	<b>43</b>	<b>47</b>	<b>9.30%</b>	<b>104</b>	<b>121</b>	<b>16.35%</b>
Crafts	4	6	50.00%	23	31	34.78%
Visual Arts	5	5	0.00%	6	13	116.67%
Photography	31	34	9.68%	68	73	7.35%
Services	3	2	-33.33%	7	4	-42.86%
<b>Film, Radio and TV</b>	<b>35</b>	<b>39</b>	<b>11.43%</b>	<b>472</b>	<b>813</b>	<b>72.25%</b>
Motion Pictures	27	28	3.70%	130	136	4.62%
Television	3	6	100.00%	310	634	104.52%
Radio	5	5	0.00%	32	43	34.38%
<b>Design and Publishing</b>	<b>39</b>	<b>44</b>	<b>12.82%</b>	<b>685</b>	<b>398</b>	<b>-41.90%</b>
Architecture	13	12	-7.69%	319	181	-43.26%
Design	7	11	57.14%	30	52	73.33%
Publishing	1	1	0.00%	4	4	0.00%
Advertising	18	20	11.11%	332	161	-51.51%
<b>Arts Schools and Services</b>	<b>4</b>	<b>6</b>	<b>50.00%</b>	<b>16</b>	<b>48</b>	<b>200.00%</b>
Arts Schools and Instruction	4	6	50.00%	16	48	200.00%
<b>GRAND TOTAL</b>	<b>187</b>	<b>200</b>	<b>6.95%</b>	<b>2,646</b>	<b>2,755</b>	<b>4.12%</b>

Data Source: D&B January 2007 & January 2006

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