

The Creative Industries in WI State Senate District 7 Senator Jeffrey Plale

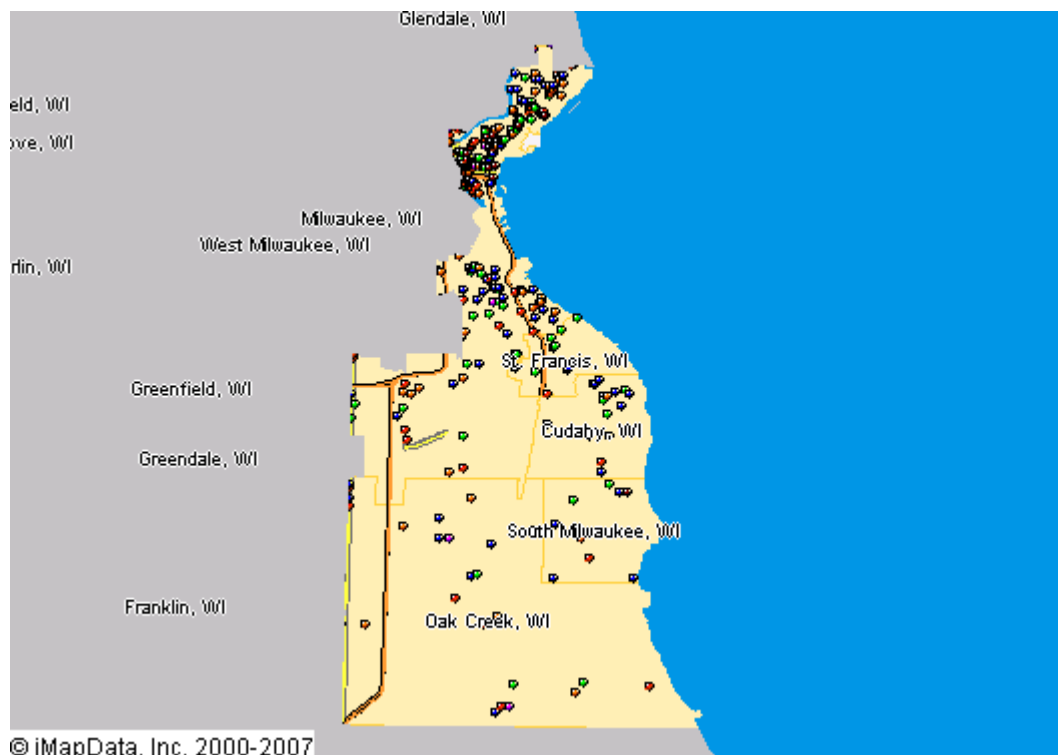
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 7**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 7 is home to 397 arts-related businesses that employ 3,666 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 7**, with each dot representing an arts-centric business.

397 Arts-Related Businesses in WI State Senate District 7 Employ 3,666 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 7 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	13	306
Museums	10	300
Zoos and Botanical	1	2
Historical Society	2	4
Performing Arts	80	691
Music	42	238
Theater	6	130
Opera	1	15
Services & Facilities	18	218
Performers	13	90
Visual Arts/Photography	121	443
Crafts	7	34
Visual Arts	18	54
Photography	70	300
Services	26	55
Film, Radio and TV	62	626
Motion Pictures	57	448
Television	2	6
Radio	3	172
Design and Publishing	112	1,216
Architecture	33	426
Design	31	74
Publishing	2	25
Advertising	46	691
Arts Schools and Services	9	384
Arts Councils	1	20
Arts Schools and Instruction	7	364
Agents	1	0
GRAND TOTAL	397	3,666

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 7 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	10	13	30.00%	96	306	218.75%
Museums	8	10	25.00%	92	300	226.09%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Historical Society	2	2	0.00%	4	4	0.00%
Performing Arts	77	80	3.90%	625	691	10.56%
Music	44	42	-4.55%	270	238	-11.85%
Theater	4	6	50.00%	126	130	3.17%
Opera	1	1	0.00%	15	15	0.00%
Services & Facilities	15	18	20.00%	123	218	77.24%
Performers	13	13	0.00%	91	90	-1.10%
Visual Arts/Photography	115	121	5.22%	421	443	5.23%
Crafts	8	7	-12.50%	42	34	-19.05%
Visual Arts	16	18	12.50%	25	54	116.00%
Photography	67	70	4.48%	300	300	0.00%
Services	24	26	8.33%	54	55	1.85%
Film, Radio and TV	65	62	-4.62%	1,629	626	-61.57%
Motion Pictures	60	57	-5.00%	1,351	448	-66.84%
Television	2	2	0.00%	6	6	0.00%
Radio	3	3	0.00%	272	172	-36.76%
Design and Publishing	111	112	0.90%	1,130	1,216	7.61%
Architecture	31	33	6.45%	282	426	51.06%
Design	29	31	6.90%	74	74	0.00%
Publishing	2	2	0.00%	25	25	0.00%
Advertising	49	46	-6.12%	749	691	-7.74%
Arts Schools and Services	11	9	-18.18%	402	384	-4.48%
Arts Councils	2	1	-50.00%	23	20	-13.04%
Arts Schools and Instruction	7	7	0.00%	358	364	1.68%
Agents	2	1	-50.00%	21	0	-100.00%
GRAND TOTAL	389	397	2.06%	4,303	3,666	-14.80%

Data Source: D&B January 2007 & January 2006