

The Creative Industries in WI State Senate District 8 Senator Alberta Darling

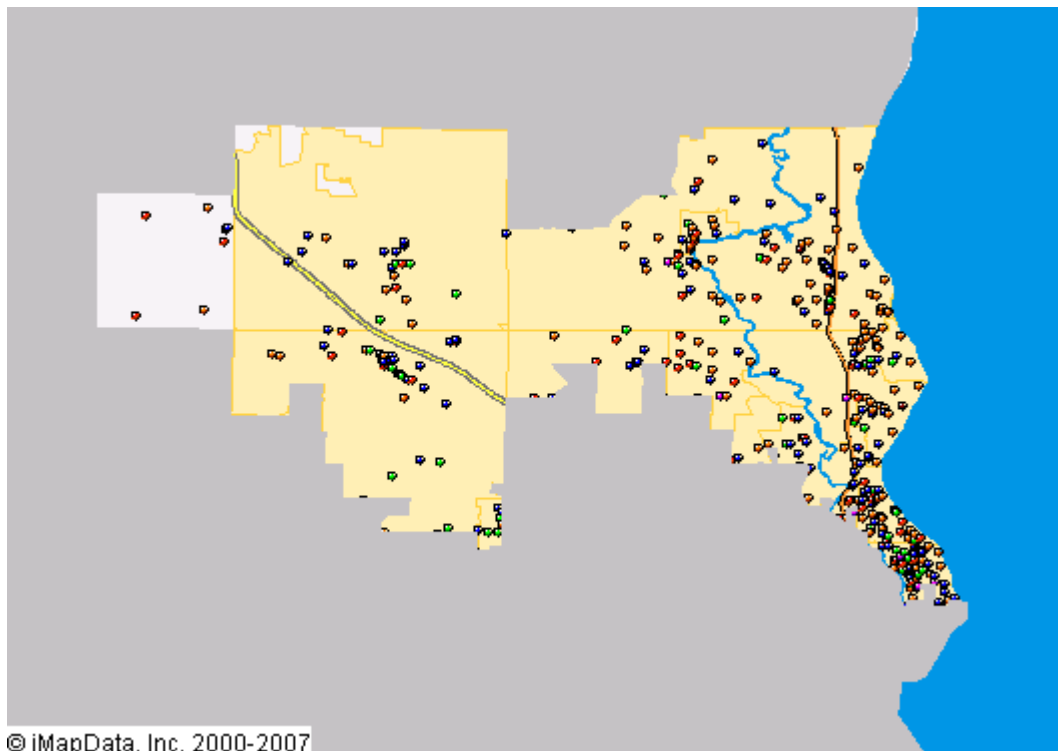
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 8**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 8 is home to 428 arts-related businesses that employ 2,146 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 8**, with each dot representing an arts-centric business.

428 Arts-Related Businesses in WI State Senate District 8 Employ 2,146 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 8 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	66
Museums	5	41
Historical Society	1	25
Performing Arts	52	165
Music	33	111
Services & Facilities	12	47
Performers	7	7
Visual Arts/Photography	136	567
Crafts	16	121
Visual Arts	11	14
Photography	88	266
Services	21	166
Film, Radio and TV	65	483
Motion Pictures	59	268
Television	2	210
Radio	4	5
Design and Publishing	157	788
Architecture	27	81
Design	82	183
Publishing	6	31
Advertising	42	493
Arts Schools and Services	12	77
Arts Schools and Instruction	9	36
Agents	3	41
GRAND TOTAL	428	2,146

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 8 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	4	6	50.00%	11	66	500.00%
Museums	4	5	25.00%	11	41	272.73%
Historical Society	0	1	100.00%	0	25	2,500.00%
Performing Arts	49	52	6.12%	166	165	-0.60%
Music	32	33	3.13%	109	111	1.83%
Services & Facilities	11	12	9.09%	51	47	-7.84%
Performers	6	7	16.67%	6	7	16.67%
Visual Arts/Photography	137	136	-0.73%	543	567	4.42%
Crafts	14	16	14.29%	92	121	31.52%
Visual Arts	10	11	10.00%	11	14	27.27%
Photography	87	88	1.15%	253	266	5.14%
Services	26	21	-19.23%	187	166	-11.23%
Film, Radio and TV	49	65	32.65%	480	483	0.63%
Motion Pictures	46	59	28.26%	262	268	2.29%
Television	1	2	100.00%	210	210	0.00%
Radio	2	4	100.00%	8	5	-37.50%
Design and Publishing	145	157	8.28%	747	788	5.49%
Architecture	22	27	22.73%	53	81	52.83%
Design	72	82	13.89%	149	183	22.82%
Publishing	6	6	0.00%	31	31	0.00%
Advertising	45	42	-6.67%	514	493	-4.09%
Arts Schools and Services	13	12	-7.69%	96	77	-19.79%
Arts Schools and Instruction	11	9	-18.18%	63	36	-42.86%
Agents	2	3	50.00%	33	41	24.24%
GRAND TOTAL	397	428	7.81%	2,043	2,146	5.04%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org