

The Creative Industries in WI State Senate District 9 Senator Joseph Leibham

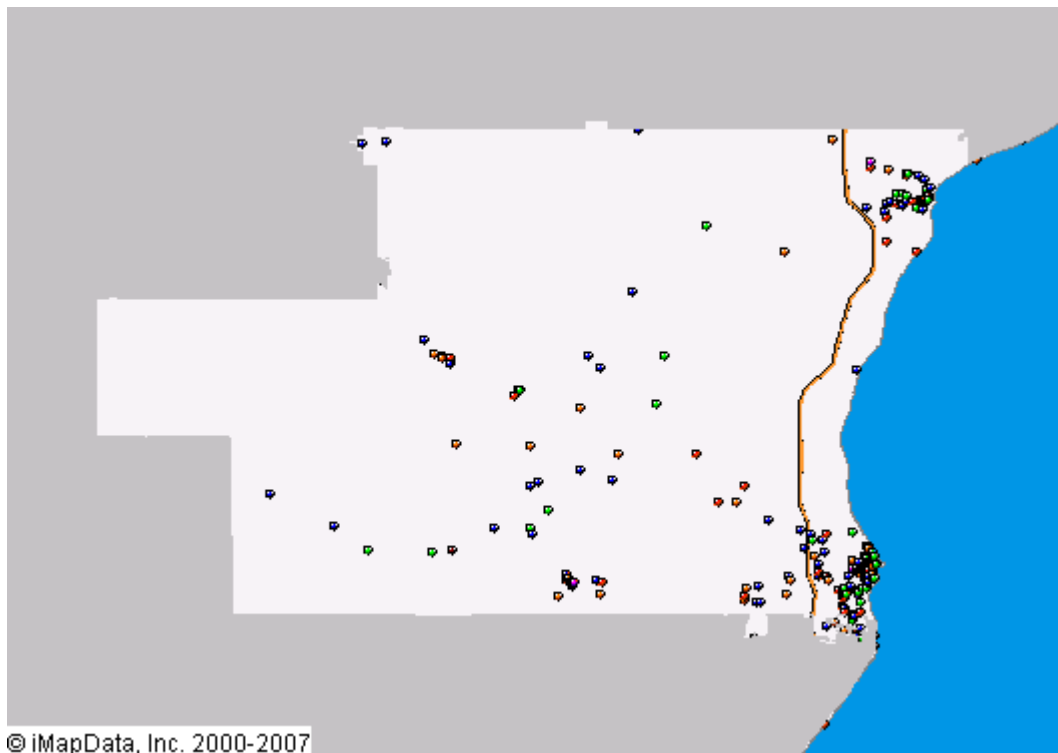
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 9**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 9 is home to 239 arts-related businesses that employ 1,250 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 9**, with each dot representing an arts-centric business.

239 Arts-Related Businesses in WI State Senate District 9 Employ 1,250 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 9 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	107
Museums	8	77
Historical Society	1	30
Performing Arts	46	193
Music	24	63
Theater	2	2
Services & Facilities	7	33
Performers	13	95
Visual Arts/Photography	84	312
Crafts	9	17
Visual Arts	8	61
Photography	48	103
Services	19	131
Film, Radio and TV	37	182
Motion Pictures	26	160
Television	1	2
Radio	10	20
Design and Publishing	56	430
Architecture	9	67
Design	29	121
Publishing	1	100
Advertising	17	142
Arts Schools and Services	7	26
Arts Schools and Instruction	6	25
Agents	1	1
GRAND TOTAL	239	1,250

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 9 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	9	9	0.00%	81	107	32.10%
Museums	9	8	-11.11%	81	77	-4.94%
Historical Society	0	1	100.00%	0	30	3,000.00%
Performing Arts	46	46	0.00%	200	193	-3.50%
Music	24	24	0.00%	68	63	-7.35%
Theater	2	2	0.00%	2	2	0.00%
Services & Facilities	8	7	-12.50%	37	33	-10.81%
Performers	12	13	8.33%	93	95	2.15%
Visual Arts/Photography	81	84	3.70%	293	312	6.48%
Crafts	8	9	12.50%	13	17	30.77%
Visual Arts	6	8	33.33%	64	61	-4.69%
Photography	47	48	2.13%	104	103	-0.96%
Services	20	19	-5.00%	112	131	16.96%
Film, Radio and TV	35	37	5.71%	156	182	16.67%
Motion Pictures	21	26	23.81%	124	160	29.03%
Television	2	1	-50.00%	10	2	-80.00%
Radio	12	10	-16.67%	22	20	-9.09%
Design and Publishing	55	56	1.82%	450	430	-4.44%
Architecture	9	9	0.00%	104	67	-35.58%
Design	29	29	0.00%	103	121	17.48%
Publishing	1	1	0.00%	100	100	0.00%
Advertising	16	17	6.25%	143	142	-0.70%
Arts Schools and Services	8	7	-12.50%	29	26	-10.34%
Arts Schools and Instruction	7	6	-14.29%	28	25	-10.71%
Agents	1	1	0.00%	1	1	0.00%
GRAND TOTAL	234	239	2.14%	1,209	1,250	3.39%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org