

## The Creative Industries in WI State Senate District 10 Senator Sheila Harsdorf

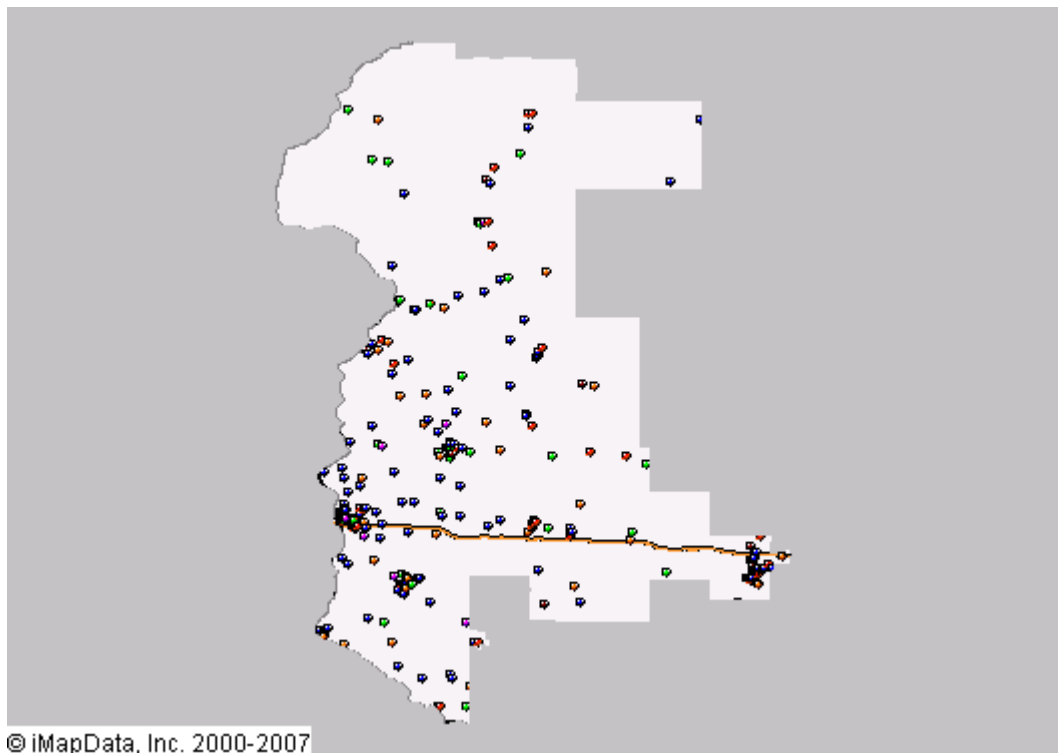
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 10**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 10 is home to 301 arts-related businesses that employ 1,242 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 10**, with each dot representing an arts-centric business.

### 301 Arts-Related Businesses in WI State Senate District 10 Employ 1,242 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 10 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>15</b>	<b>346</b>
Museums	13	45
Historical Society	2	301
<b>Performing Arts</b>	<b>40</b>	<b>108</b>
Music	20	39
Theater	1	27
Services & Facilities	9	29
Performers	10	13
<b>Visual Arts/Photography</b>	<b>127</b>	<b>357</b>
Crafts	18	52
Visual Arts	7	17
Photography	77	137
Services	25	151
<b>Film, Radio and TV</b>	<b>44</b>	<b>250</b>
Motion Pictures	36	220
Television	4	25
Radio	4	5
<b>Design and Publishing</b>	<b>62</b>	<b>136</b>
Architecture	11	37
Design	38	69
Advertising	13	30
<b>Arts Schools and Services</b>	<b>13</b>	<b>45</b>
Arts Schools and Instruction	13	45
<b>GRAND TOTAL</b>	<b>301</b>	<b>1,242</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 10 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>12</b>	<b>15</b>	<b>25.00%</b>	<b>39</b>	<b>346</b>	<b>787.18%</b>
Museums	10	13	30.00%	36	45	25.00%
Historical Society	2	2	0.00%	3	301	9,933.33%
<b>Performing Arts</b>	<b>44</b>	<b>40</b>	<b>-9.09%</b>	<b>102</b>	<b>108</b>	<b>5.88%</b>
Music	22	20	-9.09%	40	39	-2.50%
Theater	1	1	0.00%	27	27	0.00%
Services & Facilities	8	9	12.50%	18	29	61.11%
Performers	13	10	-23.08%	17	13	-23.53%
<b>Visual Arts/Photography</b>	<b>112</b>	<b>127</b>	<b>13.39%</b>	<b>306</b>	<b>357</b>	<b>16.67%</b>
Crafts	17	18	5.88%	29	52	79.31%
Visual Arts	3	7	133.33%	11	17	54.55%
Photography	69	77	11.59%	121	137	13.22%
Services	23	25	8.70%	145	151	4.14%
<b>Film, Radio and TV</b>	<b>40</b>	<b>44</b>	<b>10.00%</b>	<b>222</b>	<b>250</b>	<b>12.61%</b>
Motion Pictures	30	36	20.00%	187	220	17.65%
Television	5	4	-20.00%	29	25	-13.79%
Radio	5	4	-20.00%	6	5	-16.67%
<b>Design and Publishing</b>	<b>62</b>	<b>62</b>	<b>0.00%</b>	<b>134</b>	<b>136</b>	<b>1.49%</b>
Architecture	10	11	10.00%	31	37	19.35%
Design	37	38	2.70%	70	69	-1.43%
Advertising	15	13	-13.33%	33	30	-9.09%
<b>Arts Schools and Services</b>	<b>13</b>	<b>13</b>	<b>0.00%</b>	<b>47</b>	<b>45</b>	<b>-4.26%</b>
Arts Schools and Instruction	13	13	0.00%	47	45	-4.26%
<b>GRAND TOTAL</b>	<b>283</b>	<b>301</b>	<b>6.36%</b>	<b>850</b>	<b>1,242</b>	<b>46.12%</b>

Data Source: D&B January 2007 & January 2006

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