

The Creative Industries in WI State Senate District 11 Senator Neil Kedzie

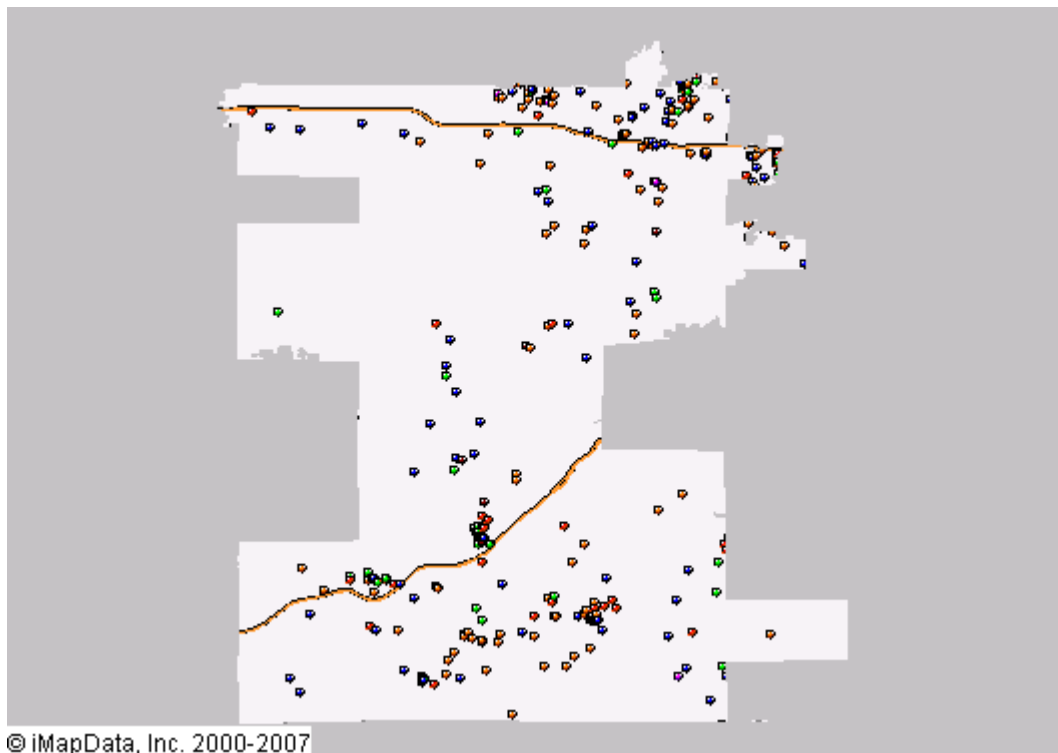
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 11**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 11 is home to 307 arts-related businesses that employ 1,071 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 11**, with each dot representing an arts-centric business.

307 Arts-Related Businesses in WI State Senate District 11 Employ 1,071 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 11 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	11	45
Museums	9	23
Zoos and Botanical	1	2
Historical Society	1	20
Performing Arts	46	390
Music	25	297
Services & Facilities	12	58
Performers	9	35
Visual Arts/Photography	104	219
Crafts	12	41
Visual Arts	14	17
Photography	56	109
Services	22	52
Film, Radio and TV	36	104
Motion Pictures	31	83
Radio	5	21
Design and Publishing	103	299
Architecture	22	72
Design	52	68
Publishing	3	8
Advertising	26	151
Arts Schools and Services	7	14
Arts Schools and Instruction	7	14
GRAND TOTAL	307	1,071

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 11 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	14	11	-21.43%	196	45	-77.04%
Museums	12	9	-25.00%	174	23	-86.78%
Zoos and Botanical	1	1	0.00%	2	2	0.00%
Historical Society	1	1	0.00%	20	20	0.00%
Performing Arts	50	46	-8.00%	356	390	9.55%
Music	29	25	-13.79%	274	297	8.39%
Services & Facilities	10	12	20.00%	45	58	28.89%
Performers	11	9	-18.18%	37	35	-5.41%
Visual Arts/Photography	105	104	-0.95%	199	219	10.05%
Crafts	12	12	0.00%	37	41	10.81%
Visual Arts	14	14	0.00%	14	17	21.43%
Photography	55	56	1.82%	94	109	15.96%
Services	24	22	-8.33%	54	52	-3.70%
Film, Radio and TV	32	36	12.50%	94	104	10.64%
Motion Pictures	26	31	19.23%	72	83	15.28%
Radio	6	5	-16.67%	22	21	-4.55%
Design and Publishing	97	103	6.19%	352	299	-15.06%
Architecture	22	22	0.00%	133	72	-45.86%
Design	41	52	26.83%	49	68	38.78%
Publishing	4	3	-25.00%	43	8	-81.40%
Advertising	30	26	-13.33%	127	151	18.90%
Arts Schools and Services	8	7	-12.50%	16	14	-12.50%
Arts Schools and Instruction	8	7	-12.50%	16	14	-12.50%
GRAND TOTAL	306	307	0.33%	1,213	1,071	-11.71%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org