

The Creative Industries in WI State Senate District 12 Senator Roger M Breske

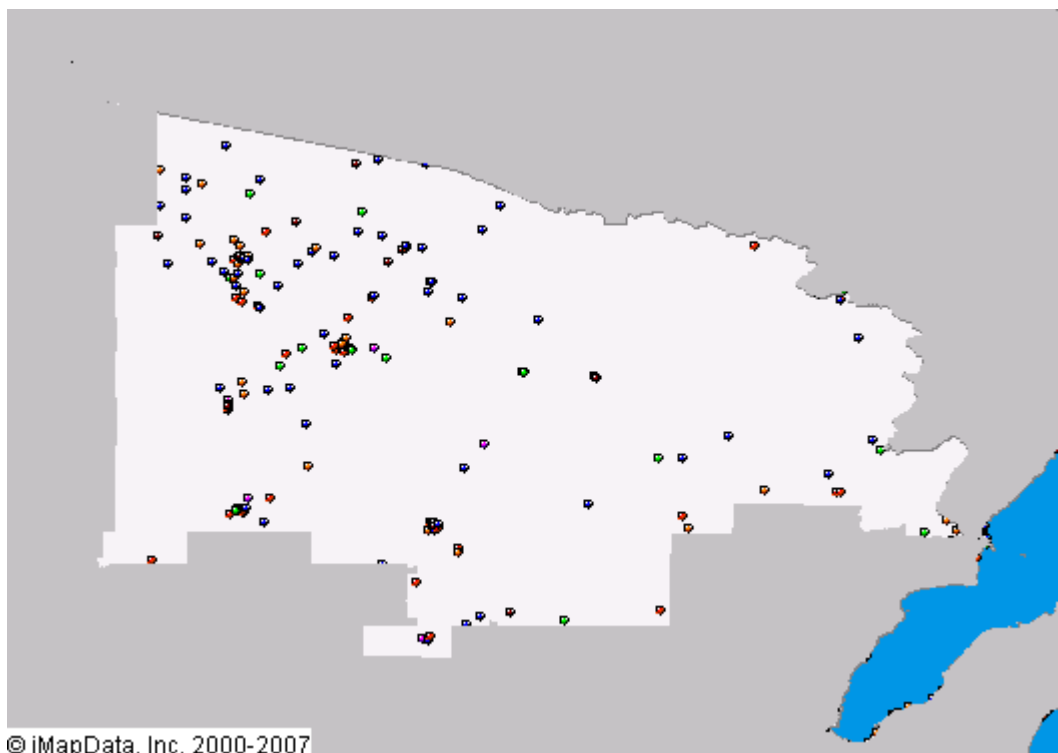
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 12**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 12 is home to 233 arts-related businesses that employ 699 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 12**, with each dot representing an arts-centric business.

233 Arts-Related Businesses in WI State Senate District 12 Employ 699 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 12 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	23	158
Museums	21	154
Zoos and Botanical	1	2
Planetarium	1	2
Performing Arts	25	91
Music	21	81
Services & Facilities	2	5
Performers	2	5
Visual Arts/Photography	92	169
Crafts	15	26
Visual Arts	8	15
Photography	44	71
Services	25	57
Film, Radio and TV	37	128
Motion Pictures	27	94
Television	3	26
Radio	7	8
Design and Publishing	45	120
Architecture	7	9
Design	23	31
Publishing	6	45
Advertising	9	35
Arts Schools and Services	11	33
Arts Councils	1	4
Arts Schools and Instruction	9	28
Agents	1	1
GRAND TOTAL	233	699

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 12 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	22	23	4.55%	147	158	7.48%
Museums	21	21	0.00%	145	154	6.21%
Zoos and Botanical	1	1	0.00%	2	2	0.00%
Planetarium	0	1	100.00%	0	2	200.00%
Performing Arts	22	25	13.64%	87	91	4.60%
Music	18	21	16.67%	77	81	5.19%
Services & Facilities	2	2	0.00%	5	5	0.00%
Performers	2	2	0.00%	5	5	0.00%
Visual Arts/Photography	99	92	-7.07%	188	169	-10.11%
Crafts	15	15	0.00%	28	26	-7.14%
Visual Arts	6	8	33.33%	12	15	25.00%
Photography	47	44	-6.38%	81	71	-12.35%
Services	31	25	-19.35%	67	57	-14.93%
Film, Radio and TV	37	37	0.00%	107	128	19.63%
Motion Pictures	27	27	0.00%	77	94	22.08%
Television	2	3	50.00%	23	26	13.04%
Radio	8	7	-12.50%	7	8	14.29%
Design and Publishing	43	45	4.65%	120	120	0.00%
Architecture	7	7	0.00%	8	9	12.50%
Design	20	23	15.00%	28	31	10.71%
Publishing	6	6	0.00%	47	45	-4.26%
Advertising	10	9	-10.00%	37	35	-5.41%
Arts Schools and Services	11	11	0.00%	17	33	94.12%
Arts Councils	1	1	0.00%	4	4	0.00%
Arts Schools and Instruction	9	9	0.00%	12	28	133.33%
Agents	1	1	0.00%	1	1	0.00%
GRAND TOTAL	234	233	-0.43%	666	699	4.96%

Data Source: D&B January 2007 & January 2006