

The Creative Industries in WI State Senate District 14 Senator Luther S Olsen

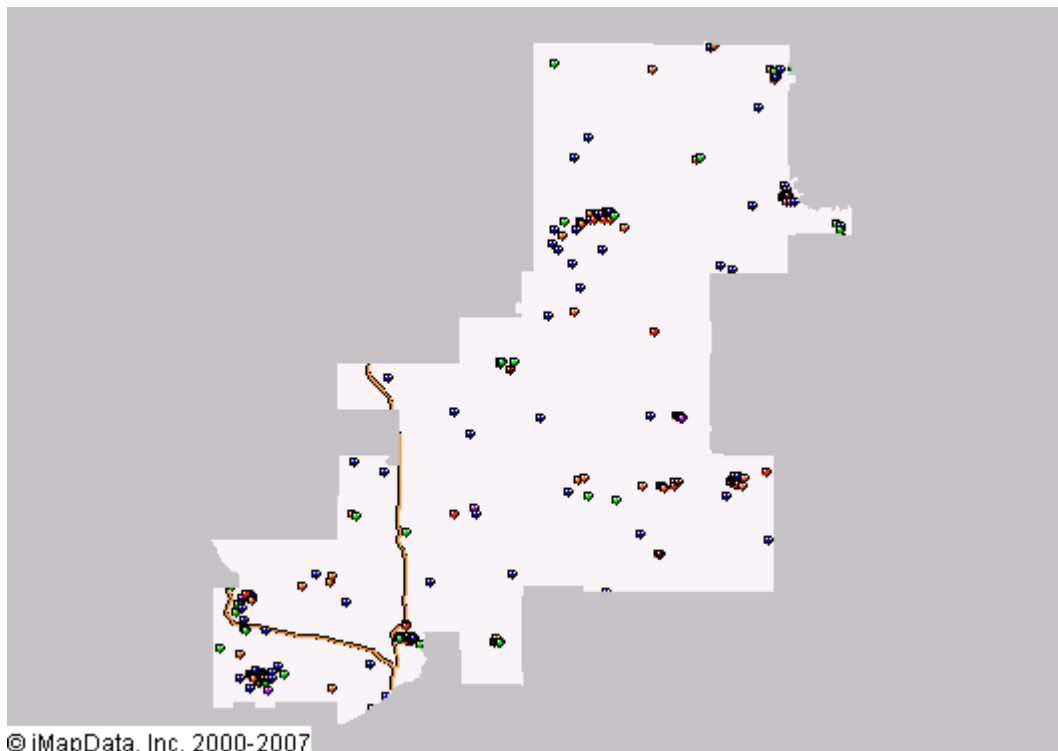
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 14**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 14 is home to 250 arts-related businesses that employ 646 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 14**, with each dot representing an arts-centric business.

250 Arts-Related Businesses in WI State Senate District 14 Employ 646 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 14 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	78
Museums	7	71
Zoos and Botanical	1	1
Historical Society	1	6
Performing Arts	39	127
Music	21	36
Opera	1	3
Services & Facilities	9	62
Performers	8	26
Visual Arts/Photography	104	205
Crafts	19	32
Visual Arts	8	17
Photography	55	103
Services	22	53
Film, Radio and TV	37	127
Motion Pictures	30	121
Television	1	0
Radio	6	6
Design and Publishing	48	91
Architecture	6	10
Design	29	58
Publishing	1	1
Advertising	12	22
Arts Schools and Services	13	18
Arts Schools and Instruction	11	13
Agents	2	5
GRAND TOTAL	250	646

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 14 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	13	9	-30.77%	127	78	-38.58%
Museums	10	7	-30.00%	104	71	-31.73%
Zoos and Botanical	2	1	-50.00%	21	1	-95.24%
Historical Society	1	1	0.00%	2	6	200.00%
Performing Arts	36	39	8.33%	73	127	73.97%
Music	20	21	5.00%	35	36	2.86%
Opera	1	1	0.00%	3	3	0.00%
Services & Facilities	6	9	50.00%	8	62	675.00%
Performers	9	8	-11.11%	27	26	-3.70%
Visual Arts/Photography	106	104	-1.89%	211	205	-2.84%
Crafts	17	19	11.76%	29	32	10.34%
Visual Arts	11	8	-27.27%	16	17	6.25%
Photography	54	55	1.85%	113	103	-8.85%
Services	24	22	-8.33%	53	53	0.00%
Film, Radio and TV	34	37	8.82%	137	127	-7.30%
Motion Pictures	28	30	7.14%	131	121	-7.63%
Television	0	1	100.00%	0	0	0.00%
Radio	6	6	0.00%	6	6	0.00%
Design and Publishing	45	48	6.67%	87	91	4.60%
Architecture	4	6	50.00%	6	10	66.67%
Design	27	29	7.41%	56	58	3.57%
Publishing	0	1	100.00%	0	1	100.00%
Advertising	14	12	-14.29%	25	22	-12.00%
Arts Schools and Services	14	13	-7.14%	20	18	-10.00%
Arts Schools and Instruction	12	11	-8.33%	15	13	-13.33%
Agents	2	2	0.00%	5	5	0.00%
GRAND TOTAL	248	250	0.81%	655	646	-1.37%

Data Source: D&B January 2007 & January 2006