

## The Creative Industries in WI State Senate District 15 Senator Judith Robson

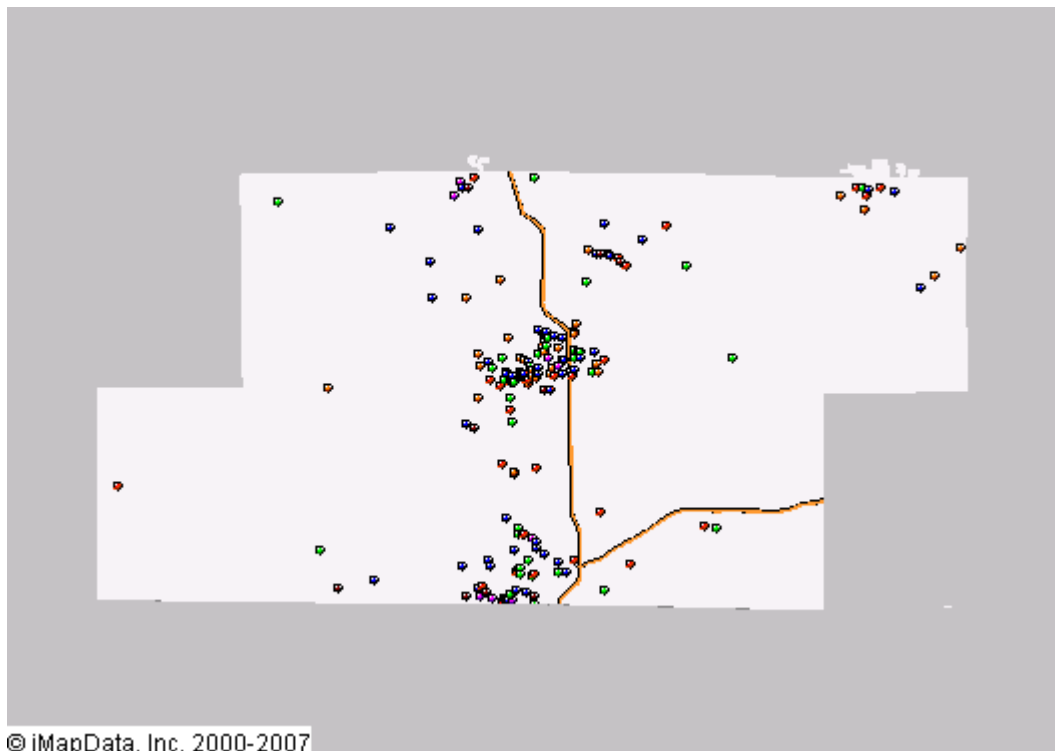
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 15**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 15 is home to 210 arts-related businesses that employ 817 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 15**, with each dot representing an arts-centric business.

### 210 Arts-Related Businesses in WI State Senate District 15 Employ 817 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 15 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>11</b>	<b>22</b>
Museums	9	15
Zoos and Botanical	1	7
Historical Society	1	0
<b>Performing Arts</b>	<b>53</b>	<b>179</b>
Music	26	79
Theater	3	6
Services & Facilities	12	48
Performers	12	46
<b>Visual Arts/Photography</b>	<b>61</b>	<b>288</b>
Crafts	4	154
Visual Arts	5	8
Photography	35	89
Services	17	37
<b>Film, Radio and TV</b>	<b>40</b>	<b>161</b>
Motion Pictures	30	143
Television	4	8
Radio	6	10
<b>Design and Publishing</b>	<b>35</b>	<b>141</b>
Architecture	9	32
Design	14	19
Publishing	1	2
Advertising	11	88
<b>Arts Schools and Services</b>	<b>10</b>	<b>26</b>
Arts Councils	2	4
Arts Schools and Instruction	7	21
Agents	1	1
<b>GRAND TOTAL</b>	<b>210</b>	<b>817</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 15 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>11</b>	<b>11</b>	<b>0.00%</b>	<b>23</b>	<b>22</b>	<b>-4.35%</b>
Museums	9	9	0.00%	16	15	-6.25%
Zoos and Botanical	1	1	0.00%	7	7	0.00%
Historical Society	1	1	0.00%	0	0	0.00%
<b>Performing Arts</b>	<b>50</b>	<b>53</b>	<b>6.00%</b>	<b>172</b>	<b>179</b>	<b>4.07%</b>
Music	23	26	13.04%	68	79	16.18%
Theater	2	3	50.00%	3	6	100.00%
Services & Facilities	13	12	-7.69%	49	48	-2.04%
Performers	12	12	0.00%	52	46	-11.54%
<b>Visual Arts/Photography</b>	<b>71</b>	<b>61</b>	<b>-14.08%</b>	<b>308</b>	<b>288</b>	<b>-6.49%</b>
Crafts	4	4	0.00%	154	154	0.00%
Visual Arts	6	5	-16.67%	12	8	-33.33%
Photography	39	35	-10.26%	98	89	-9.18%
Services	22	17	-22.73%	44	37	-15.91%
<b>Film, Radio and TV</b>	<b>34</b>	<b>40</b>	<b>17.65%</b>	<b>149</b>	<b>161</b>	<b>8.05%</b>
Motion Pictures	25	30	20.00%	132	143	8.33%
Television	4	4	0.00%	8	8	0.00%
Radio	5	6	20.00%	9	10	11.11%
<b>Design and Publishing</b>	<b>35</b>	<b>35</b>	<b>0.00%</b>	<b>145</b>	<b>141</b>	<b>-2.76%</b>
Architecture	7	9	28.57%	29	32	10.34%
Design	14	14	0.00%	18	19	5.56%
Publishing	2	1	-50.00%	3	2	-33.33%
Advertising	12	11	-8.33%	95	88	-7.37%
<b>Arts Schools and Services</b>	<b>10</b>	<b>10</b>	<b>0.00%</b>	<b>26</b>	<b>26</b>	<b>0.00%</b>
Arts Councils	2	2	0.00%	4	4	0.00%
Arts Schools and Instruction	7	7	0.00%	21	21	0.00%
Agents	1	1	0.00%	1	1	0.00%
<b>GRAND TOTAL</b>	<b>211</b>	<b>210</b>	<b>-0.47%</b>	<b>823</b>	<b>817</b>	<b>-0.73%</b>

Data Source: D&B January 2007 & January 2006