

The Creative Industries in WI State Senate District 16 Senator Mark Miller

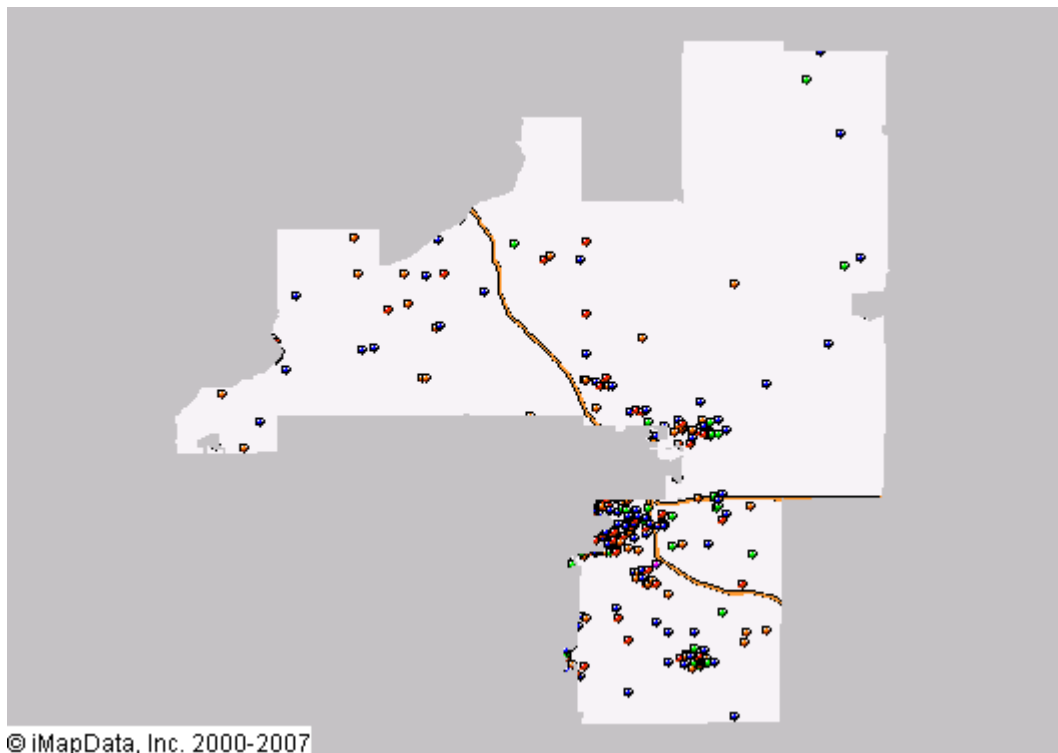
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 16**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 16 is home to 272 arts-related businesses that employ 1,281 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 16**, with each dot representing an arts-centric business.

272 Arts-Related Businesses in WI State Senate District 16 Employ 1,281 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services



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Arts-Related Business and Employment in WI State Senate District 16 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	37
Museums	4	7
Zoos and Botanical	1	30
Performing Arts	48	129
Music	20	65
Services & Facilities	11	38
Performers	17	26
Visual Arts/Photography	98	200
Crafts	6	6
Visual Arts	10	12
Photography	66	120
Services	16	62
Film, Radio and TV	43	169
Motion Pictures	32	121
Television	3	22
Radio	8	26
Design and Publishing	75	727
Architecture	11	36
Design	38	57
Publishing	3	17
Advertising	23	617
Arts Schools and Services	3	19
Arts Schools and Instruction	3	19
GRAND TOTAL	272	1,281

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 16 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	5	5	0.00%	37	37	0.00%
Museums	4	4	0.00%	7	7	0.00%
Zoos and Botanical	1	1	0.00%	30	30	0.00%
Performing Arts	43	48	11.63%	118	129	9.32%
Music	19	20	5.26%	62	65	4.84%
Services & Facilities	11	11	0.00%	37	38	2.70%
Performers	13	17	30.77%	19	26	36.84%
Visual Arts/Photography	93	98	5.38%	195	200	2.56%
Crafts	4	6	50.00%	4	6	50.00%
Visual Arts	11	10	-9.09%	14	12	-14.29%
Photography	63	66	4.76%	115	120	4.35%
Services	15	16	6.67%	62	62	0.00%
Film, Radio and TV	43	43	0.00%	159	169	6.29%
Motion Pictures	31	32	3.23%	110	121	10.00%
Television	3	3	0.00%	22	22	0.00%
Radio	9	8	-11.11%	27	26	-3.70%
Design and Publishing	57	75	31.58%	164	727	343.29%
Architecture	8	11	37.50%	30	36	20.00%
Design	29	38	31.03%	73	57	-21.92%
Publishing	2	3	50.00%	14	17	21.43%
Advertising	18	23	27.78%	47	617	1,212.77%
Arts Schools and Services	4	3	-25.00%	20	19	-5.00%
Arts Schools and Instruction	4	3	-25.00%	20	19	-5.00%
GRAND TOTAL	245	272	11.02%	693	1,281	84.85%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org