

The Creative Industries in WI State Senate District 17 Senator Dale W Schultz

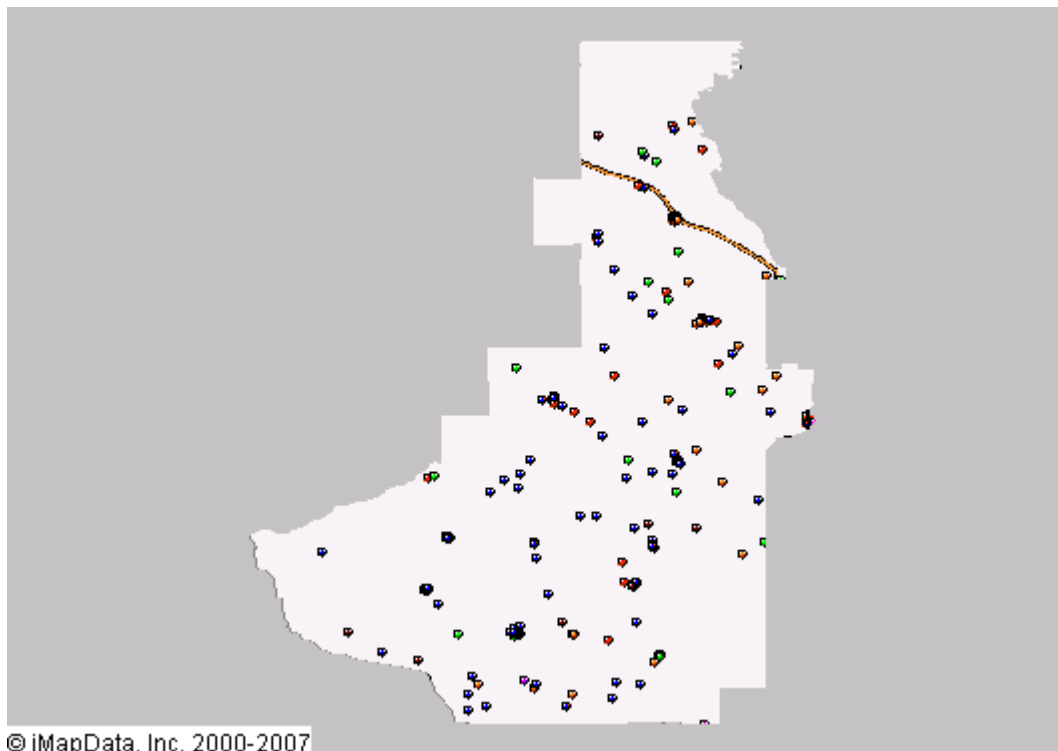
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 17**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 17 is home to 246 arts-related businesses that employ 804 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 17**, with each dot representing an arts-centric business.

246 Arts-Related Businesses in WI State Senate District 17 Employ 804 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 17 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	20	112
Museums	15	81
Zoos and Botanical	1	20
Historical Society	4	11
Performing Arts	31	212
Music	15	25
Theater	2	158
Opera	1	2
Services & Facilities	5	17
Performers	8	10
Visual Arts/Photography	115	203
Crafts	10	18
Visual Arts	15	21
Photography	56	102
Services	34	62
Film, Radio and TV	35	143
Motion Pictures	27	126
Television	2	2
Radio	6	15
Design and Publishing	39	128
Architecture	11	49
Design	11	20
Publishing	2	10
Advertising	15	49
Arts Schools and Services	6	6
Arts Schools and Instruction	6	6
GRAND TOTAL	246	804

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 17 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	17	20	17.65%	76	112	47.37%
Museums	13	15	15.38%	65	81	24.62%
Zoos and Botanical	0	1	100.00%	0	20	2,000.00%
Historical Society	4	4	0.00%	11	11	0.00%
Performing Arts	25	31	24.00%	273	212	-22.34%
Music	14	15	7.14%	20	25	25.00%
Theater	2	2	0.00%	158	158	0.00%
Opera	0	1	100.00%	0	2	200.00%
Services & Facilities	4	5	25.00%	90	17	-81.11%
Performers	5	8	60.00%	5	10	100.00%
Visual Arts/Photography	117	115	-1.71%	214	203	-5.14%
Crafts	14	10	-28.57%	29	18	-37.93%
Visual Arts	11	15	36.36%	14	21	50.00%
Photography	56	56	0.00%	104	102	-1.92%
Services	36	34	-5.56%	67	62	-7.46%
Film, Radio and TV	31	35	12.90%	98	143	45.92%
Motion Pictures	23	27	17.39%	77	126	63.64%
Television	2	2	0.00%	0	2	200.00%
Radio	6	6	0.00%	21	15	-28.57%
Design and Publishing	29	39	34.48%	113	128	13.27%
Architecture	10	11	10.00%	49	49	0.00%
Design	7	11	57.14%	13	20	53.85%
Publishing	2	2	0.00%	10	10	0.00%
Advertising	10	15	50.00%	41	49	19.51%
Arts Schools and Services	6	6	0.00%	6	6	0.00%
Arts Schools and Instruction	6	6	0.00%	6	6	0.00%
GRAND TOTAL	225	246	9.33%	780	804	3.08%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org