

The Creative Industries in WI State Senate District 19 Senator Michael G Ellis

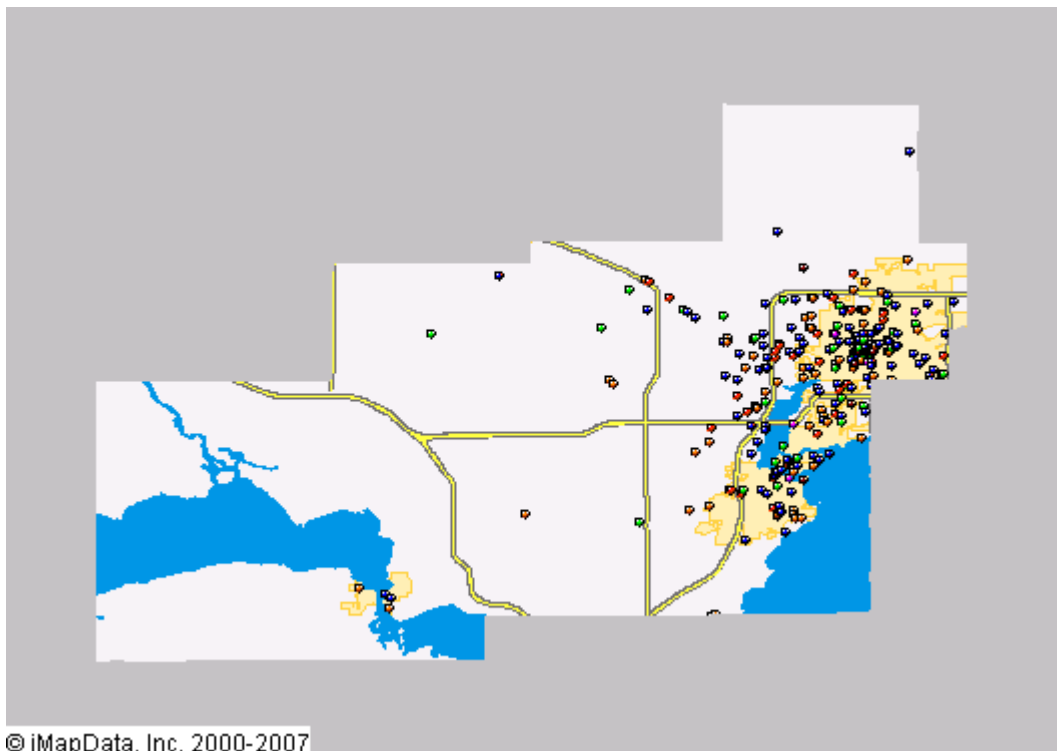
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 19**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 19 is home to 332 arts-related businesses that employ 1,624 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 19**, with each dot representing an arts-centric business.

332 Arts-Related Businesses in WI State Senate District 19 Employ 1,624 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 19 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	11	202
Museums	9	195
Zoos and Botanical	2	7
Performing Arts	58	385
Music	31	218
Theater	1	6
Services & Facilities	12	68
Performers	14	93
Visual Arts/Photography	142	566
Crafts	9	21
Visual Arts	11	12
Photography	98	437
Services	24	96
Film, Radio and TV	37	185
Motion Pictures	27	143
Television	4	18
Radio	6	24
Design and Publishing	77	268
Architecture	11	41
Design	42	101
Publishing	4	13
Advertising	20	113
Arts Schools and Services	7	18
Arts Schools and Instruction	7	18
GRAND TOTAL	332	1,624

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 19 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	9	11	22.22%	187	202	8.02%
Museums	7	9	28.57%	181	195	7.73%
Zoos and Botanical	2	2	0.00%	6	7	16.67%
Performing Arts	56	58	3.57%	345	385	11.59%
Music	29	31	6.90%	221	218	-1.36%
Theater	1	1	0.00%	6	6	0.00%
Services & Facilities	11	12	9.09%	68	68	0.00%
Performers	15	14	-6.67%	50	93	86.00%
Visual Arts/Photography	134	142	5.97%	669	566	-15.40%
Crafts	10	9	-10.00%	23	21	-8.70%
Visual Arts	8	11	37.50%	8	12	50.00%
Photography	89	98	10.11%	368	437	18.75%
Services	27	24	-11.11%	270	96	-64.44%
Film, Radio and TV	37	37	0.00%	341	185	-45.75%
Motion Pictures	24	27	12.50%	276	143	-48.19%
Television	5	4	-20.00%	18	18	0.00%
Radio	8	6	-25.00%	47	24	-48.94%
Design and Publishing	81	77	-4.94%	313	268	-14.38%
Architecture	9	11	22.22%	46	41	-10.87%
Design	43	42	-2.33%	115	101	-12.17%
Publishing	6	4	-33.33%	20	13	-35.00%
Advertising	23	20	-13.04%	132	113	-14.39%
Arts Schools and Services	8	7	-12.50%	16	18	12.50%
Arts Schools and Instruction	8	7	-12.50%	16	18	12.50%
GRAND TOTAL	325	332	2.15%	1,871	1,624	-13.20%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org