

## The Creative Industries in WI State Senate District 20 Senator Glenn Grothman

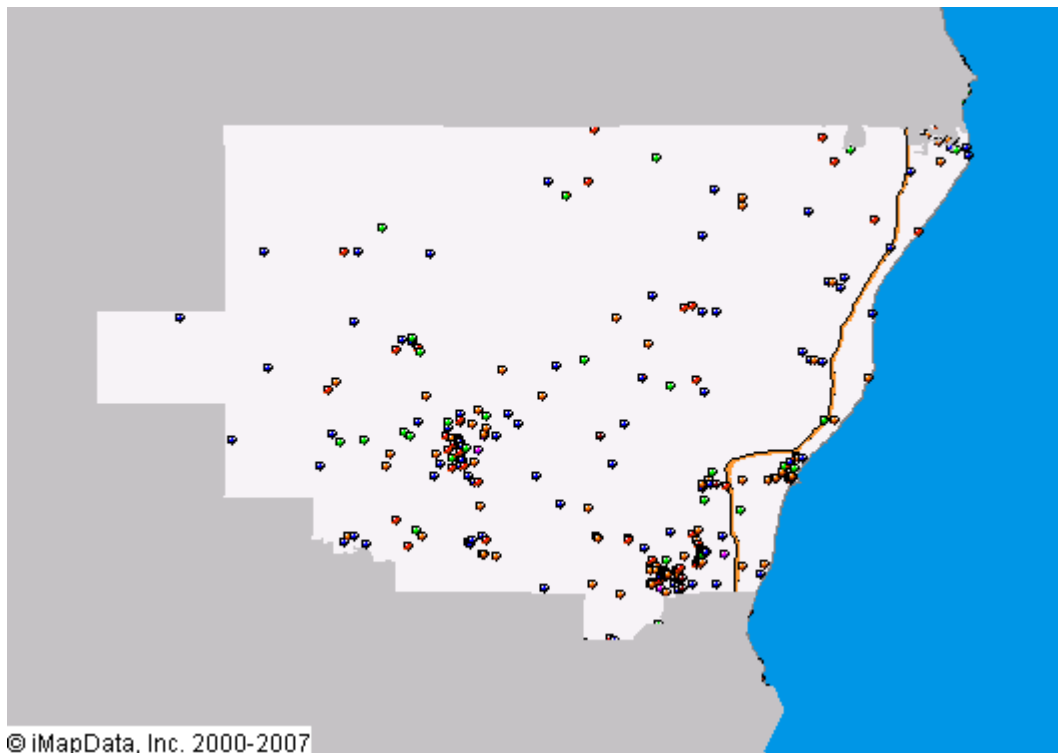
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 20**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 20 is home to 292 arts-related businesses that employ 1,189 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 20**, with each dot representing an arts-centric business.

### 292 Arts-Related Businesses in WI State Senate District 20 Employ 1,189 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 20 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>8</b>	<b>25</b>
Museums	8	25
<b>Performing Arts</b>	<b>36</b>	<b>129</b>
Music	19	47
Dance	1	15
Services & Facilities	12	59
Performers	4	8
<b>Visual Arts/Photography</b>	<b>120</b>	<b>647</b>
Crafts	16	74
Visual Arts	13	28
Photography	77	477
Services	14	68
<b>Film, Radio and TV</b>	<b>41</b>	<b>119</b>
Motion Pictures	33	103
Television	2	5
Radio	6	11
<b>Design and Publishing</b>	<b>79</b>	<b>230</b>
Architecture	16	90
Design	43	58
Publishing	1	4
Advertising	19	78
<b>Arts Schools and Services</b>	<b>8</b>	<b>39</b>
Arts Schools and Instruction	8	39
<b>GRAND TOTAL</b>	<b>292</b>	<b>1,189</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 20 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>9</b>	<b>8</b>	<b>-11.11%</b>	<b>28</b>	<b>25</b>	<b>-10.71%</b>
Museums	9	8	-11.11%	28	25	-10.71%
<b>Performing Arts</b>	<b>37</b>	<b>36</b>	<b>-2.70%</b>	<b>139</b>	<b>129</b>	<b>-7.19%</b>
Music	21	19	-9.52%	59	47	-20.34%
Dance	1	1	0.00%	15	15	0.00%
Services & Facilities	11	12	9.09%	57	59	3.51%
Performers	4	4	0.00%	8	8	0.00%
<b>Visual Arts/Photography</b>	<b>117</b>	<b>120</b>	<b>2.56%</b>	<b>683</b>	<b>647</b>	<b>-5.27%</b>
Crafts	15	16	6.67%	65	74	13.85%
Visual Arts	15	13	-13.33%	33	28	-15.15%
Photography	74	77	4.05%	518	477	-7.92%
Services	13	14	7.69%	67	68	1.49%
<b>Film, Radio and TV</b>	<b>40</b>	<b>41</b>	<b>2.50%</b>	<b>165</b>	<b>119</b>	<b>-27.88%</b>
Motion Pictures	34	33	-2.94%	158	103	-34.81%
Television	1	2	100.00%	1	5	400.00%
Radio	5	6	20.00%	6	11	83.33%
<b>Design and Publishing</b>	<b>64</b>	<b>79</b>	<b>23.44%</b>	<b>183</b>	<b>230</b>	<b>25.68%</b>
Architecture	15	16	6.67%	76	90	18.42%
Design	33	43	30.30%	59	58	-1.69%
Publishing	1	1	0.00%	4	4	0.00%
Advertising	15	19	26.67%	44	78	77.27%
<b>Arts Schools and Services</b>	<b>6</b>	<b>8</b>	<b>33.33%</b>	<b>12</b>	<b>39</b>	<b>225.00%</b>
Arts Schools and Instruction	6	8	33.33%	12	39	225.00%
<b>GRAND TOTAL</b>	<b>273</b>	<b>292</b>	<b>6.96%</b>	<b>1,210</b>	<b>1,189</b>	<b>-1.74%</b>

Data Source: D&B January 2007 & January 2006

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)