

The Creative Industries in WI State Senate District 21 Senator John Lehman

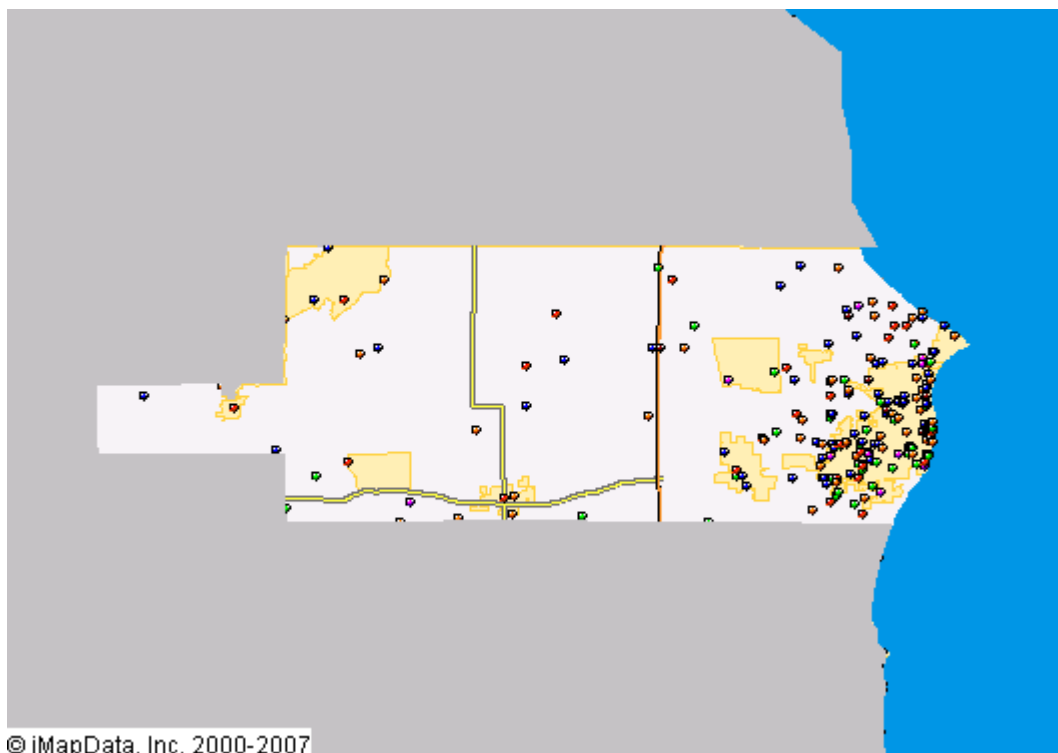
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 21**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 21 is home to 222 arts-related businesses that employ 792 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 21**, with each dot representing an arts-centric business.

222 Arts-Related Businesses in WI State Senate District 21 Employ 792 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 21 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	93
Museums	7	51
Zoos and Botanical	2	42
Performing Arts	44	141
Music	22	60
Services & Facilities	10	54
Performers	12	27
Visual Arts/Photography	72	235
Crafts	9	21
Visual Arts	4	8
Photography	52	150
Services	7	56
Film, Radio and TV	31	152
Motion Pictures	24	141
Radio	7	11
Design and Publishing	54	148
Architecture	9	24
Design	28	51
Publishing	4	5
Advertising	13	68
Arts Schools and Services	12	23
Arts Schools and Instruction	11	21
Agents	1	2
GRAND TOTAL	222	792

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 21 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	8	9	12.50%	91	93	2.20%
Museums	6	7	16.67%	49	51	4.08%
Zoos and Botanical	2	2	0.00%	42	42	0.00%
Performing Arts	38	44	15.79%	130	141	8.46%
Music	20	22	10.00%	53	60	13.21%
Services & Facilities	10	10	0.00%	54	54	0.00%
Performers	8	12	50.00%	23	27	17.39%
Visual Arts/Photography	73	72	-1.37%	266	235	-11.65%
Crafts	10	9	-10.00%	29	21	-27.59%
Visual Arts	7	4	-42.86%	39	8	-79.49%
Photography	48	52	8.33%	141	150	6.38%
Services	8	7	-12.50%	57	56	-1.75%
Film, Radio and TV	27	31	14.81%	142	152	7.04%
Motion Pictures	20	24	20.00%	126	141	11.90%
Television	1	0	-100.00%	4	0	-400.00%
Radio	6	7	16.67%	12	11	-8.33%
Design and Publishing	56	54	-3.57%	146	148	1.37%
Architecture	9	9	0.00%	24	24	0.00%
Design	32	28	-12.50%	55	51	-7.27%
Publishing	3	4	33.33%	4	5	25.00%
Advertising	12	13	8.33%	63	68	7.94%
Arts Schools and Services	12	12	0.00%	22	23	4.55%
Arts Schools and Instruction	11	11	0.00%	20	21	5.00%
Agents	1	1	0.00%	2	2	0.00%
GRAND TOTAL	214	222	3.74%	797	792	-0.63%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org