

The Creative Industries in WI State Senate District 22 Senator Robert W Wirch

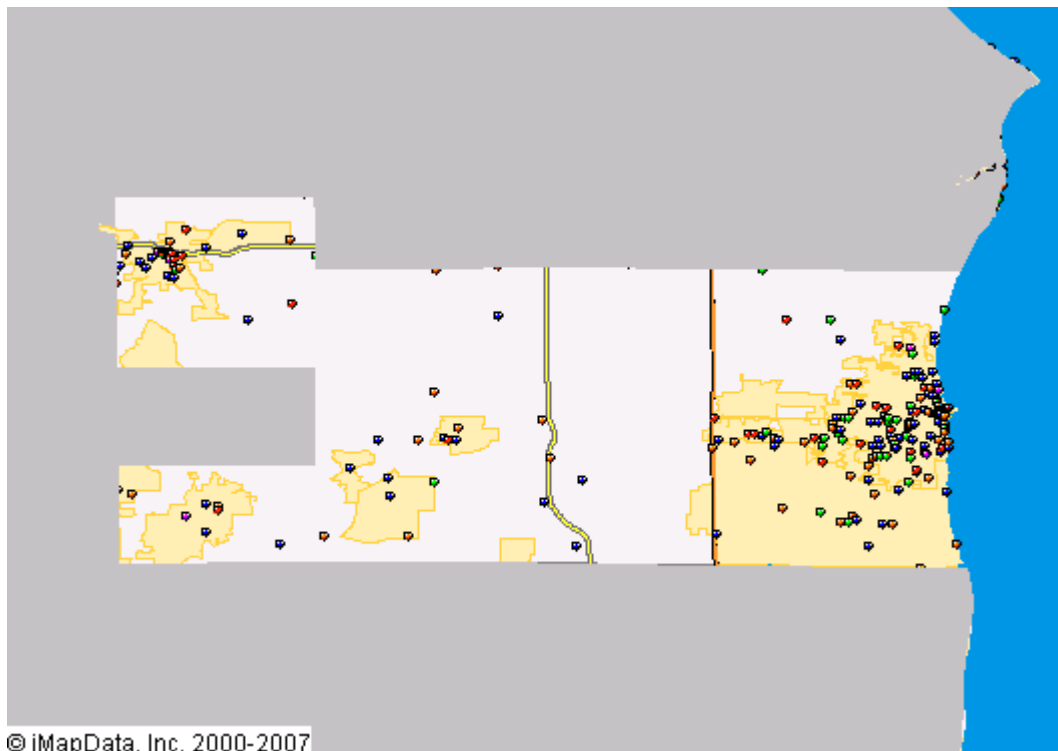
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 22**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 22 is home to 223 arts-related businesses that employ 909 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 22**, with each dot representing an arts-centric business.

223 Arts-Related Businesses in WI State Senate District 22 Employ 909 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 22 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	39
Museums	3	39
Performing Arts	48	296
Music	29	227
Services & Facilities	14	59
Performers	5	10
Visual Arts/Photography	80	197
Crafts	6	10
Visual Arts	15	26
Photography	46	139
Services	13	22
Film, Radio and TV	31	172
Motion Pictures	26	166
Television	1	2
Radio	4	4
Design and Publishing	53	195
Architecture	10	23
Design	25	49
Publishing	2	6
Advertising	16	117
Arts Schools and Services	8	10
Arts Schools and Instruction	8	10
GRAND TOTAL	223	909

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 22 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	4	3	-25.00%	30	39	30.00%
Museums	4	3	-25.00%	30	39	30.00%
Performing Arts	44	48	9.09%	420	296	-29.52%
Music	28	29	3.57%	395	227	-42.53%
Services & Facilities	12	14	16.67%	20	59	195.00%
Performers	4	5	25.00%	5	10	100.00%
Visual Arts/Photography	79	80	1.27%	237	197	-16.88%
Crafts	6	6	0.00%	19	10	-47.37%
Visual Arts	13	15	15.38%	22	26	18.18%
Photography	48	46	-4.17%	145	139	-4.14%
Services	12	13	8.33%	51	22	-56.86%
Film, Radio and TV	33	31	-6.06%	251	172	-31.47%
Motion Pictures	26	26	0.00%	239	166	-30.54%
Television	1	1	0.00%	2	2	0.00%
Radio	6	4	-33.33%	10	4	-60.00%
Design and Publishing	49	53	8.16%	156	195	25.00%
Architecture	8	10	25.00%	21	23	9.52%
Design	25	25	0.00%	51	49	-3.92%
Publishing	1	2	100.00%	5	6	20.00%
Advertising	15	16	6.67%	79	117	48.10%
Arts Schools and Services	5	8	60.00%	16	10	-37.50%
Arts Councils	1	0	-100.00%	10	0	-1,000.00%
Arts Schools and Instruction	4	8	100.00%	6	10	66.67%
GRAND TOTAL	214	223	4.21%	1,110	909	-18.11%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org