

The Creative Industries in WI State Senate District 23 Senator Pat Kreitlow

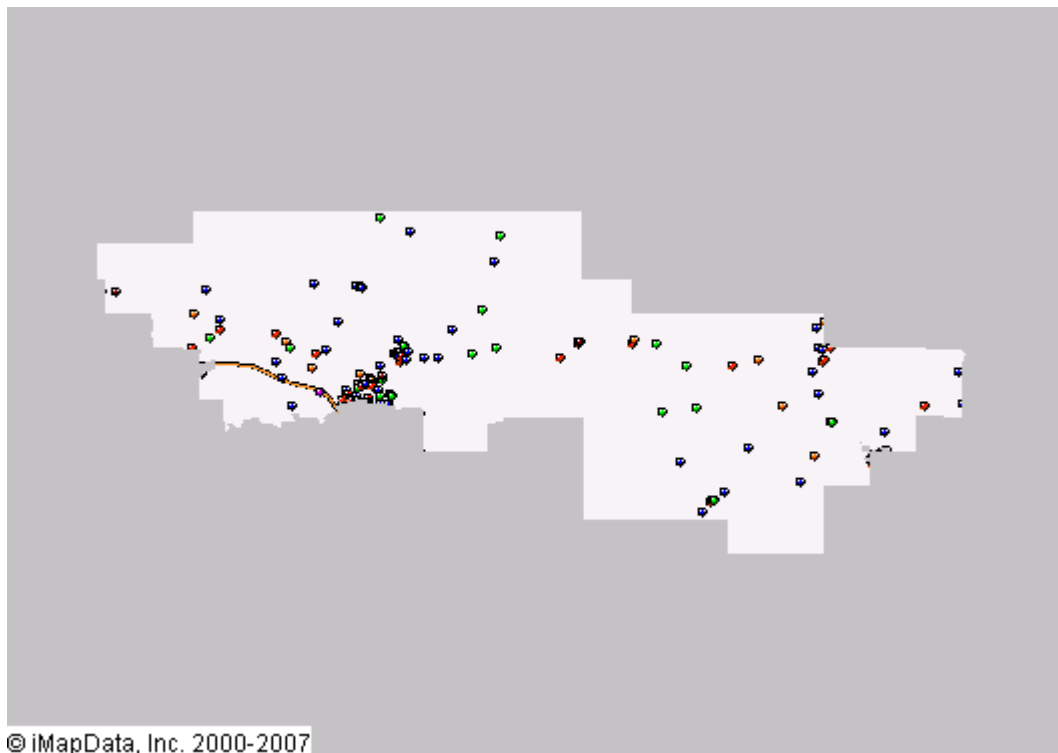
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 23**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 23 is home to 150 arts-related businesses that employ 503 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 23**, with each dot representing an arts-centric business.

150 Arts-Related Businesses in WI State Senate District 23 Employ 503 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 23 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	33
Museums	9	33
Performing Arts	28	73
Music	17	43
Theater	1	7
Services & Facilities	5	13
Performers	5	10
Visual Arts/Photography	51	83
Crafts	9	16
Visual Arts	4	4
Photography	26	49
Services	12	14
Film, Radio and TV	32	194
Motion Pictures	20	91
Television	4	82
Radio	8	21
Design and Publishing	25	111
Architecture	6	33
Design	9	26
Publishing	2	21
Advertising	8	31
Arts Schools and Services	5	9
Arts Schools and Instruction	5	9
GRAND TOTAL	150	503

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 23 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	7	9	28.57%	34	33	-2.94%
Museums	7	9	28.57%	34	33	-2.94%
Performing Arts	27	28	3.70%	76	73	-3.95%
Music	18	17	-5.56%	46	43	-6.52%
Theater	1	1	0.00%	6	7	16.67%
Services & Facilities	5	5	0.00%	10	13	30.00%
Performers	3	5	66.67%	14	10	-28.57%
Visual Arts/Photography	53	51	-3.77%	91	83	-8.79%
Crafts	6	9	50.00%	9	16	77.78%
Visual Arts	4	4	0.00%	4	4	0.00%
Photography	30	26	-13.33%	61	49	-19.67%
Services	13	12	-7.69%	17	14	-17.65%
Film, Radio and TV	29	32	10.34%	186	194	4.30%
Motion Pictures	19	20	5.26%	89	91	2.25%
Television	3	4	33.33%	77	82	6.49%
Radio	7	8	14.29%	20	21	5.00%
Design and Publishing	21	25	19.05%	98	111	13.27%
Architecture	5	6	20.00%	32	33	3.13%
Design	7	9	28.57%	25	26	4.00%
Publishing	2	2	0.00%	21	21	0.00%
Advertising	7	8	14.29%	20	31	55.00%
Arts Schools and Services	3	5	66.67%	6	9	50.00%
Arts Schools and Instruction	3	5	66.67%	6	9	50.00%
GRAND TOTAL	140	150	7.14%	491	503	2.44%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org