

The Creative Industries in WI State Senate District 24 Senator Julie M Lassa

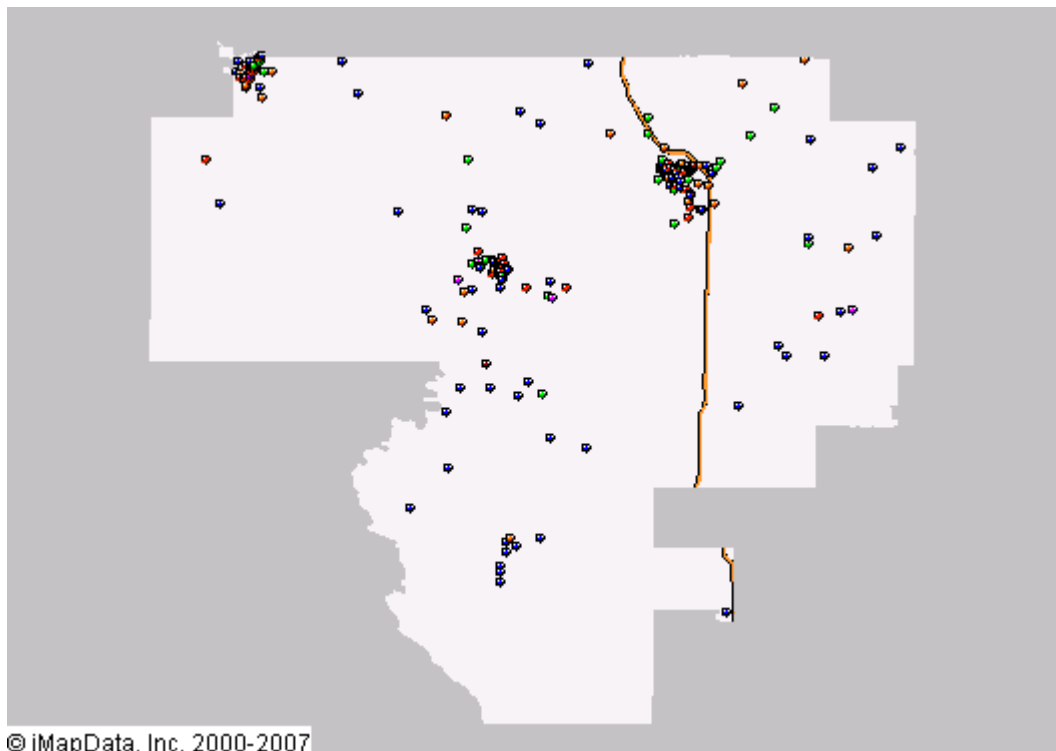
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 24**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 24 is home to 237 arts-related businesses that employ 889 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 24**, with each dot representing an arts-centric business.

237 Arts-Related Businesses in WI State Senate District 24 Employ 889 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 24 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	61
Museums	8	21
Zoos and Botanical	1	40
Performing Arts	45	124
Music	27	100
Services & Facilities	10	16
Performers	8	8
Visual Arts/Photography	100	415
Crafts	17	38
Visual Arts	9	12
Photography	52	157
Services	22	208
Film, Radio and TV	37	141
Motion Pictures	23	105
Television	3	5
Radio	11	31
Design and Publishing	38	130
Architecture	9	61
Design	15	22
Publishing	1	2
Advertising	13	45
Arts Schools and Services	8	18
Arts Schools and Instruction	8	18
GRAND TOTAL	237	889

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 24 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	8	9	12.50%	58	61	5.17%
Museums	7	8	14.29%	18	21	16.67%
Zoos and Botanical	1	1	0.00%	40	40	0.00%
Performing Arts	43	45	4.65%	125	124	-0.80%
Music	28	27	-3.57%	100	100	0.00%
Services & Facilities	10	10	0.00%	16	16	0.00%
Performers	5	8	60.00%	9	8	-11.11%
Visual Arts/Photography	109	100	-8.26%	428	415	-3.04%
Crafts	19	17	-10.53%	37	38	2.70%
Visual Arts	10	9	-10.00%	15	12	-20.00%
Photography	56	52	-7.14%	166	157	-5.42%
Services	24	22	-8.33%	210	208	-0.95%
Film, Radio and TV	33	37	12.12%	121	141	16.53%
Motion Pictures	20	23	15.00%	98	105	7.14%
Television	2	3	50.00%	3	5	66.67%
Radio	11	11	0.00%	20	31	55.00%
Design and Publishing	35	38	8.57%	140	130	-7.14%
Architecture	8	9	12.50%	59	61	3.39%
Design	14	15	7.14%	22	22	0.00%
Publishing	1	1	0.00%	2	2	0.00%
Advertising	12	13	8.33%	57	45	-21.05%
Arts Schools and Services	8	8	0.00%	19	18	-5.26%
Arts Schools and Instruction	8	8	0.00%	19	18	-5.26%
GRAND TOTAL	236	237	0.42%	891	889	-0.22%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org