

The Creative Industries in WI State Senate District 25 Senator Robert Jauch

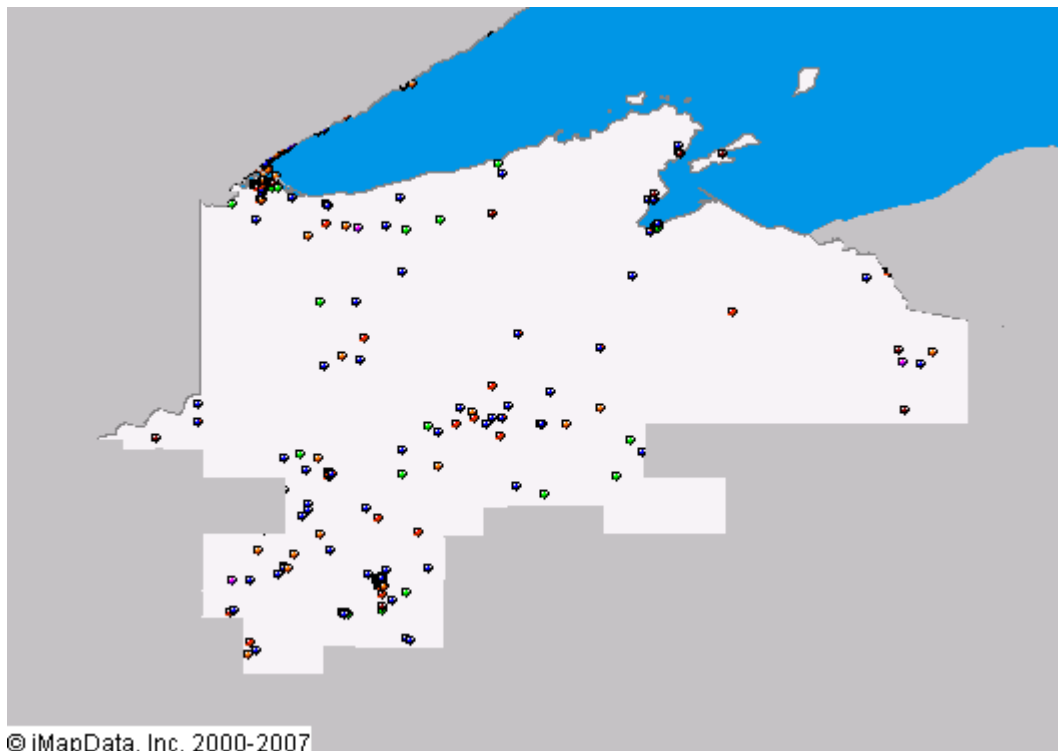
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 25**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 25 is home to 253 arts-related businesses that employ 734 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 25**, with each dot representing an arts-centric business.

253 Arts-Related Businesses in WI State Senate District 25 Employ 734 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 25 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	19	76
Museums	15	52
Historical Society	4	24
Performing Arts	36	114
Music	17	44
Services & Facilities	13	42
Performers	6	28
Visual Arts/Photography	113	276
Crafts	19	75
Visual Arts	14	42
Photography	43	84
Services	37	75
Film, Radio and TV	42	170
Motion Pictures	27	118
Television	6	36
Radio	9	16
Design and Publishing	39	92
Architecture	15	41
Design	10	17
Publishing	2	9
Advertising	12	25
Arts Schools and Services	4	6
Arts Councils	1	2
Arts Schools and Instruction	3	4
GRAND TOTAL	253	734

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 25 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	21	19	-9.52%	80	76	-5.00%
Museums	17	15	-11.76%	53	52	-1.89%
Historical Society	4	4	0.00%	27	24	-11.11%
Performing Arts	36	36	0.00%	103	114	10.68%
Music	18	17	-5.56%	39	44	12.82%
Services & Facilities	13	13	0.00%	37	42	13.51%
Performers	5	6	20.00%	27	28	3.70%
Visual Arts/Photography	114	113	-0.88%	297	276	-7.07%
Crafts	21	19	-9.52%	104	75	-27.88%
Visual Arts	10	14	40.00%	19	42	121.05%
Photography	46	43	-6.52%	98	84	-14.29%
Services	37	37	0.00%	76	75	-1.32%
Film, Radio and TV	43	42	-2.33%	176	170	-3.41%
Motion Pictures	28	27	-3.57%	120	118	-1.67%
Television	6	6	0.00%	32	36	12.50%
Radio	9	9	0.00%	24	16	-33.33%
Design and Publishing	38	39	2.63%	95	92	-3.16%
Architecture	14	15	7.14%	42	41	-2.38%
Design	9	10	11.11%	15	17	13.33%
Publishing	3	2	-33.33%	11	9	-18.18%
Advertising	12	12	0.00%	27	25	-7.41%
Arts Schools and Services	4	4	0.00%	6	6	0.00%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	3	3	0.00%	4	4	0.00%
GRAND TOTAL	256	253	-1.17%	757	734	-3.04%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org