

The Creative Industries in WI State Senate District 27 Senator Jon Erpenbach

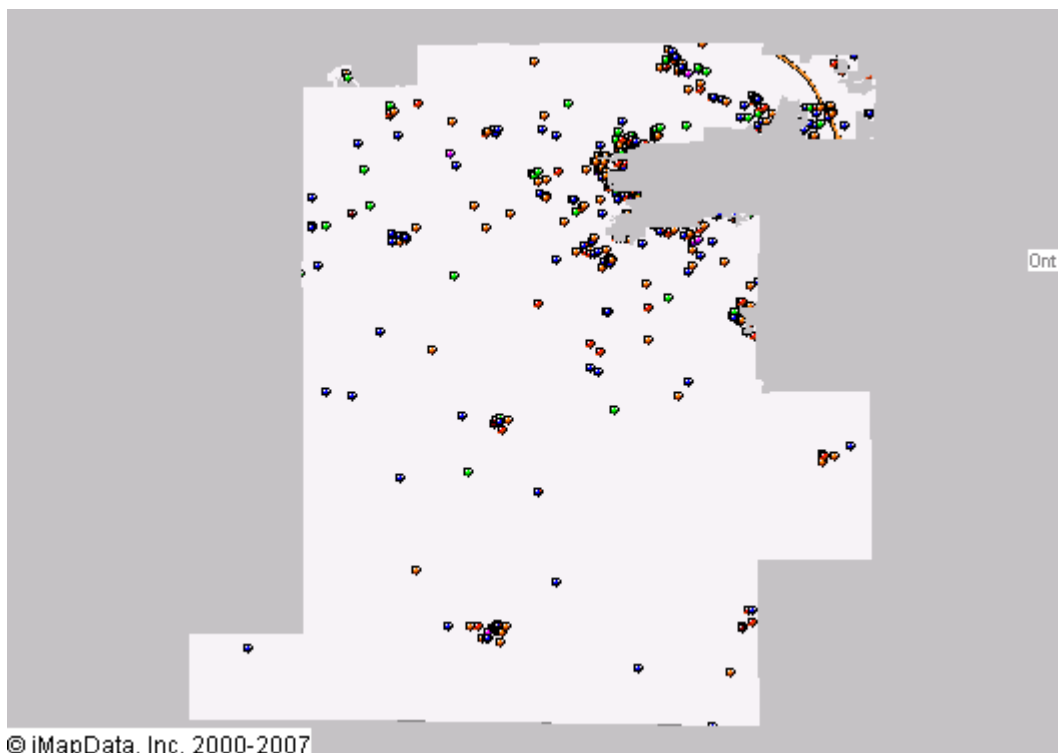
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 27**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 27 is home to 377 arts-related businesses that employ 1,207 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 27**, with each dot representing an arts-centric business.

377 Arts-Related Businesses in WI State Senate District 27 Employ 1,207 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 27 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	61
Museums	7	61
Performing Arts	44	101
Music	30	75
Services & Facilities	5	13
Performers	9	13
Visual Arts/Photography	150	441
Crafts	15	28
Visual Arts	10	27
Photography	101	238
Services	24	148
Film, Radio and TV	57	243
Motion Pictures	51	223
Television	1	6
Radio	5	14
Design and Publishing	108	319
Architecture	30	95
Design	44	74
Publishing	5	28
Advertising	29	122
Arts Schools and Services	11	42
Arts Schools and Instruction	11	42
GRAND TOTAL	377	1,207

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 27 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	7	7	0.00%	53	61	15.09%
Museums	7	7	0.00%	53	61	15.09%
Performing Arts	43	44	2.33%	106	101	-4.72%
Music	26	30	15.38%	65	75	15.38%
Services & Facilities	6	5	-16.67%	19	13	-31.58%
Performers	11	9	-18.18%	22	13	-40.91%
Visual Arts/Photography	145	150	3.45%	430	441	2.56%
Crafts	15	15	0.00%	28	28	0.00%
Visual Arts	10	10	0.00%	32	27	-15.63%
Photography	91	101	10.99%	213	238	11.74%
Services	29	24	-17.24%	157	148	-5.73%
Film, Radio and TV	62	57	-8.06%	254	243	-4.33%
Motion Pictures	53	51	-3.77%	234	223	-4.70%
Television	1	1	0.00%	3	6	100.00%
Radio	8	5	-37.50%	17	14	-17.65%
Design and Publishing	101	108	6.93%	276	319	15.58%
Architecture	28	30	7.14%	108	95	-12.04%
Design	46	44	-4.35%	77	74	-3.90%
Publishing	3	5	66.67%	7	28	300.00%
Advertising	24	29	20.83%	84	122	45.24%
Arts Schools and Services	15	11	-26.67%	50	42	-16.00%
Arts Councils	1	0	-100.00%	1	0	-100.00%
Arts Schools and Instruction	14	11	-21.43%	49	42	-14.29%
GRAND TOTAL	373	377	1.07%	1,169	1,207	3.25%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org