

## The Creative Industries in WI State Senate District 28 Senator Mary A Lazich

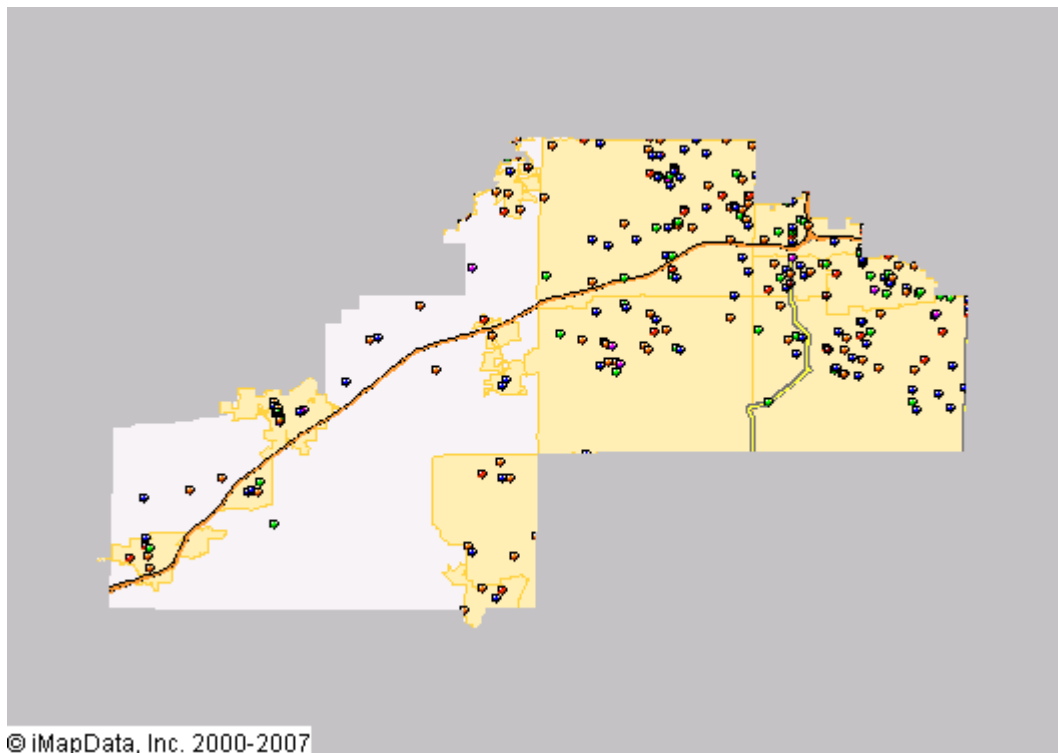
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 28**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 28 is home to 276 arts-related businesses that employ 1,312 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 28**, with each dot representing an arts-centric business.

### 276 Arts-Related Businesses in WI State Senate District 28 Employ 1,312 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 28 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>5</b>	<b>36</b>
Museums	2	15
Zoos and Botanical	2	19
Historical Society	1	2
<b>Performing Arts</b>	<b>51</b>	<b>366</b>
Music	26	163
Theater	1	25
Services & Facilities	11	164
Performers	13	14
<b>Visual Arts/Photography</b>	<b>101</b>	<b>322</b>
Crafts	9	16
Visual Arts	7	9
Photography	61	227
Services	24	70
<b>Film, Radio and TV</b>	<b>29</b>	<b>163</b>
Motion Pictures	24	154
Television	1	1
Radio	4	8
<b>Design and Publishing</b>	<b>77</b>	<b>378</b>
Architecture	13	69
Design	35	115
Publishing	1	1
Advertising	28	193
<b>Arts Schools and Services</b>	<b>13</b>	<b>47</b>
Arts Schools and Instruction	13	47
<b>GRAND TOTAL</b>	<b>276</b>	<b>1,312</b>

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 28 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>6</b>	<b>5</b>	<b>-16.67%</b>	<b>43</b>	<b>36</b>	<b>-16.28%</b>
Museums	4	2	-50.00%	22	15	-31.82%
Zoos and Botanical	2	2	0.00%	21	19	-9.52%
Historical Society	0	1	100.00%	0	2	200.00%
<b>Performing Arts</b>	<b>50</b>	<b>51</b>	<b>2.00%</b>	<b>320</b>	<b>366</b>	<b>14.38%</b>
Music	26	26	0.00%	178	163	-8.43%
Theater	1	1	0.00%	25	25	0.00%
Services & Facilities	10	11	10.00%	103	164	59.22%
Performers	13	13	0.00%	14	14	0.00%
<b>Visual Arts/Photography</b>	<b>96</b>	<b>101</b>	<b>5.21%</b>	<b>280</b>	<b>322</b>	<b>15.00%</b>
Crafts	8	9	12.50%	12	16	33.33%
Visual Arts	5	7	40.00%	6	9	50.00%
Photography	63	61	-3.17%	206	227	10.19%
Services	20	24	20.00%	56	70	25.00%
<b>Film, Radio and TV</b>	<b>29</b>	<b>29</b>	<b>0.00%</b>	<b>184</b>	<b>163</b>	<b>-11.41%</b>
Motion Pictures	25	24	-4.00%	178	154	-13.48%
Television	1	1	0.00%	1	1	0.00%
Radio	3	4	33.33%	5	8	60.00%
<b>Design and Publishing</b>	<b>69</b>	<b>77</b>	<b>11.59%</b>	<b>359</b>	<b>378</b>	<b>5.29%</b>
Architecture	11	13	18.18%	65	69	6.15%
Design	31	35	12.90%	87	115	32.18%
Publishing	1	1	0.00%	1	1	0.00%
Advertising	26	28	7.69%	206	193	-6.31%
<b>Arts Schools and Services</b>	<b>12</b>	<b>13</b>	<b>8.33%</b>	<b>41</b>	<b>47</b>	<b>14.63%</b>
Arts Schools and Instruction	12	13	8.33%	41	47	14.63%
<b>GRAND TOTAL</b>	<b>262</b>	<b>276</b>	<b>5.34%</b>	<b>1,227</b>	<b>1,312</b>	<b>6.93%</b>

Data Source: D&B January 2007 & January 2006

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)