

The Creative Industries in WI State Senate District 29 Senator Russell S Decker

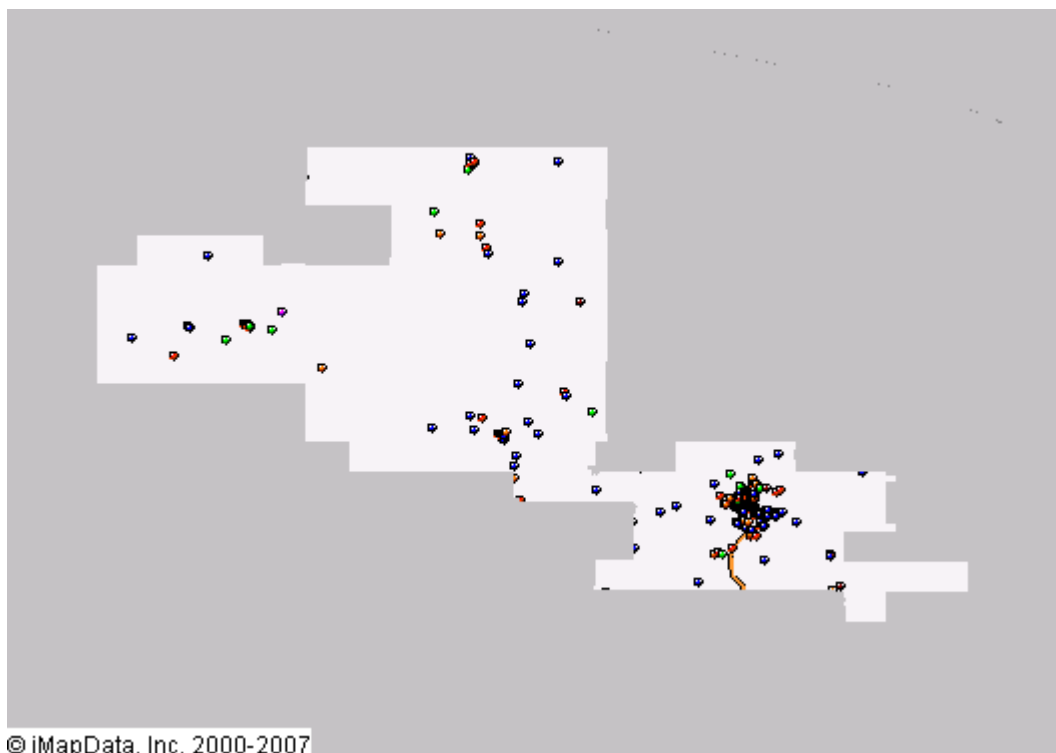
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 29**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 29 is home to 232 arts-related businesses that employ 793 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 29**, with each dot representing an arts-centric business.

232 Arts-Related Businesses in WI State Senate District 29 Employ 793 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 29 January 2007

| CATEGORY | BUSINESSES | EMPLOYEES |
|----------------------------------|------------|------------|
| Museums and Collections | 6 | 75 |
| Museums | 2 | 32 |
| Zoos and Botanical | 2 | 3 |
| Historical Society | 2 | 40 |
| Performing Arts | 35 | 109 |
| Music | 24 | 76 |
| Theater | 1 | 2 |
| Services & Facilities | 6 | 26 |
| Performers | 4 | 5 |
| Visual Arts/Photography | 90 | 153 |
| Crafts | 4 | 6 |
| Visual Arts | 3 | 6 |
| Photography | 59 | 83 |
| Services | 24 | 58 |
| Film, Radio and TV | 43 | 224 |
| Motion Pictures | 23 | 59 |
| Television | 6 | 149 |
| Radio | 14 | 16 |
| Design and Publishing | 47 | 170 |
| Architecture | 7 | 29 |
| Design | 20 | 60 |
| Publishing | 3 | 4 |
| Advertising | 17 | 77 |
| Arts Schools and Services | 11 | 62 |
| Arts Councils | 1 | 20 |
| Arts Schools and Instruction | 10 | 42 |
| GRAND TOTAL | 232 | 793 |

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 29 2006 to 2007

| CATEGORY | BUSINESSES | | | EMPLOYEES | | |
|----------------------------------|------------|------------|----------------|------------|------------|----------------|
| | 2006 | 2007 | % Change | 2006 | 2007 | % Change |
| Museums and Collections | 7 | 6 | -14.29% | 54 | 75 | 38.89% |
| Museums | 2 | 2 | 0.00% | 32 | 32 | 0.00% |
| Zoos and Botanical | 3 | 2 | -33.33% | 11 | 3 | -72.73% |
| Historical Society | 2 | 2 | 0.00% | 11 | 40 | 263.64% |
| Performing Arts | 38 | 35 | -7.89% | 112 | 109 | -2.68% |
| Music | 26 | 24 | -7.69% | 79 | 76 | -3.80% |
| Theater | 1 | 1 | 0.00% | 2 | 2 | 0.00% |
| Services & Facilities | 7 | 6 | -14.29% | 27 | 26 | -3.70% |
| Performers | 4 | 4 | 0.00% | 4 | 5 | 25.00% |
| Visual Arts/Photography | 92 | 90 | -2.17% | 169 | 153 | -9.47% |
| Crafts | 4 | 4 | 0.00% | 5 | 6 | 20.00% |
| Visual Arts | 4 | 3 | -25.00% | 7 | 6 | -14.29% |
| Photography | 61 | 59 | -3.28% | 90 | 83 | -7.78% |
| Services | 23 | 24 | 4.35% | 67 | 58 | -13.43% |
| Film, Radio and TV | 40 | 43 | 7.50% | 227 | 224 | -1.32% |
| Motion Pictures | 22 | 23 | 4.55% | 58 | 59 | 1.72% |
| Television | 5 | 6 | 20.00% | 152 | 149 | -1.97% |
| Radio | 13 | 14 | 7.69% | 17 | 16 | -5.88% |
| Design and Publishing | 46 | 47 | 2.17% | 169 | 170 | 0.59% |
| Architecture | 5 | 7 | 40.00% | 26 | 29 | 11.54% |
| Design | 21 | 20 | -4.76% | 62 | 60 | -3.23% |
| Publishing | 2 | 3 | 50.00% | 3 | 4 | 33.33% |
| Advertising | 18 | 17 | -5.56% | 78 | 77 | -1.28% |
| Arts Schools and Services | 12 | 11 | -8.33% | 70 | 62 | -11.43% |
| Arts Councils | 1 | 1 | 0.00% | 20 | 20 | 0.00% |
| Arts Schools and Instruction | 10 | 10 | 0.00% | 43 | 42 | -2.33% |
| Agents | 1 | 0 | -100.00% | 7 | 0 | -700.00% |
| GRAND TOTAL | 235 | 232 | -1.28% | 801 | 793 | -1.00% |

Data Source: D&B January 2007 & January 2006