

The Creative Industries in WI State Senate District 30 Senator Dave Hansen

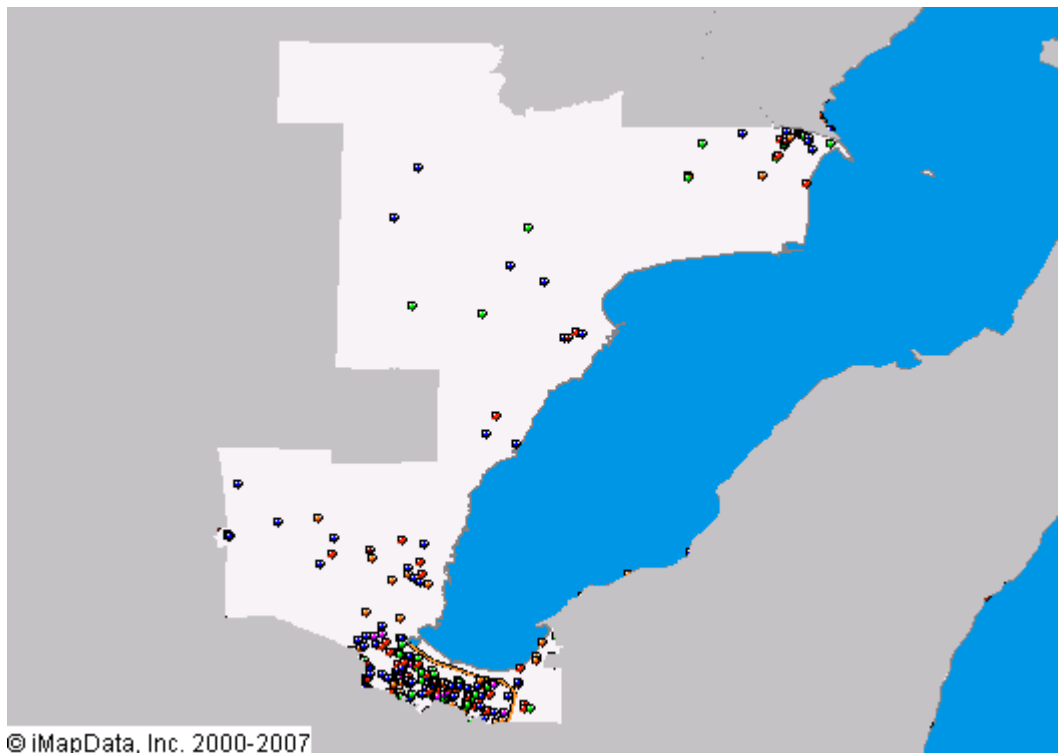
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 30**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 30 is home to 247 arts-related businesses that employ 1,045 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 30**, with each dot representing an arts-centric business.

247 Arts-Related Businesses in WI State Senate District 30 Employ 1,045 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 30 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	36
Museums	5	30
Zoos and Botanical	1	6
Performing Arts	52	196
Music	32	162
Services & Facilities	11	14
Performers	9	20
Visual Arts/Photography	88	259
Crafts	13	39
Visual Arts	5	6
Photography	56	137
Services	14	77
Film, Radio and TV	40	356
Motion Pictures	31	135
Television	3	215
Radio	6	6
Design and Publishing	42	161
Architecture	7	81
Design	24	40
Publishing	2	3
Advertising	9	37
Arts Schools and Services	19	37
Arts Schools and Instruction	18	32
Agents	1	5
GRAND TOTAL	247	1,045

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 30 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	9	6	-33.33%	53	36	-32.08%
Museums	6	5	-16.67%	35	30	-14.29%
Zoos and Botanical	2	1	-50.00%	15	6	-60.00%
Historical Society	1	0	-100.00%	3	0	-300.00%
Performing Arts	59	52	-11.86%	264	196	-25.76%
Music	35	32	-8.57%	224	162	-27.68%
Services & Facilities	14	11	-21.43%	16	14	-12.50%
Performers	10	9	-10.00%	24	20	-16.67%
Visual Arts/Photography	86	88	2.33%	286	259	-9.44%
Crafts	11	13	18.18%	33	39	18.18%
Visual Arts	5	5	0.00%	7	6	-14.29%
Photography	53	56	5.66%	153	137	-10.46%
Services	17	14	-17.65%	93	77	-17.20%
Film, Radio and TV	42	40	-4.76%	591	356	-39.76%
Motion Pictures	30	31	3.33%	258	135	-47.67%
Television	5	3	-40.00%	324	215	-33.64%
Radio	7	6	-14.29%	9	6	-33.33%
Design and Publishing	51	42	-17.65%	235	161	-31.49%
Architecture	11	7	-36.36%	93	81	-12.90%
Design	19	24	26.32%	32	40	25.00%
Publishing	2	2	0.00%	3	3	0.00%
Advertising	19	9	-52.63%	107	37	-65.42%
Arts Schools and Services	19	19	0.00%	38	37	-2.63%
Arts Councils	1	0	-100.00%	2	0	-200.00%
Arts Schools and Instruction	17	18	5.88%	31	32	3.23%
Agents	1	1	0.00%	5	5	0.00%
GRAND TOTAL	266	247	-7.14%	1,467	1,045	-28.77%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org