

The Creative Industries in WI State Senate District 31 Senator Kathleen Vinehout

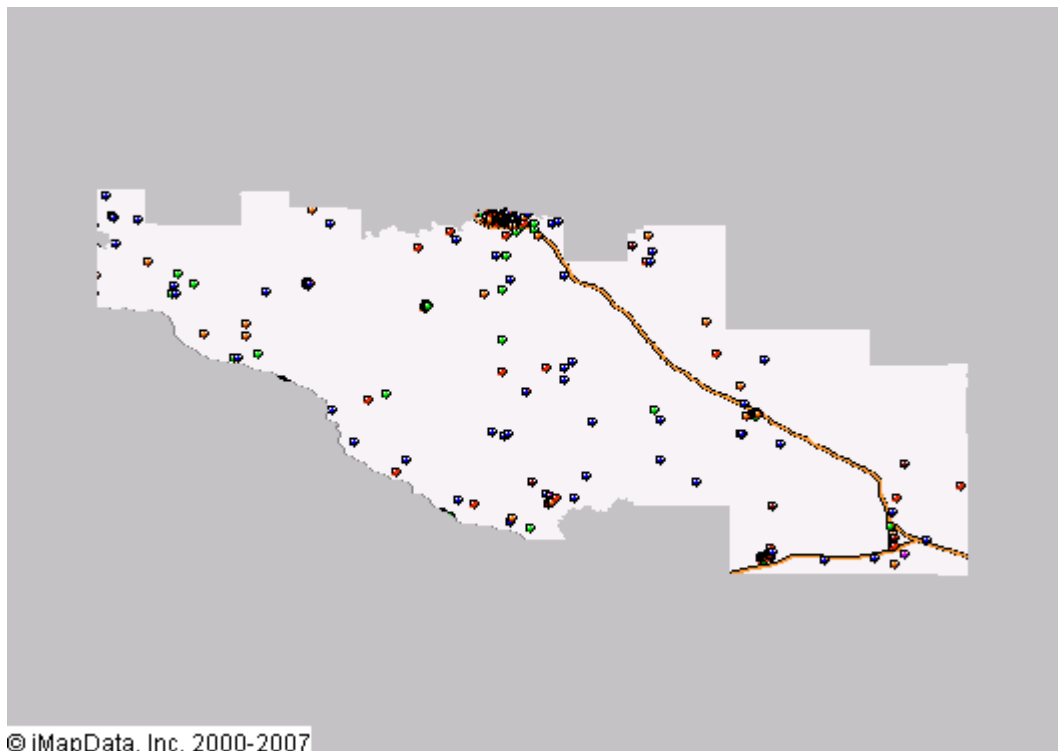
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 31**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 31 is home to 243 arts-related businesses that employ 660 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 31**, with each dot representing an arts-centric business.

243 Arts-Related Businesses in WI State Senate District 31 Employ 660 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 31 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	12	26
Museums	9	20
Historical Society	3	6
Performing Arts	45	156
Music	30	113
Services & Facilities	9	32
Performers	6	11
Visual Arts/Photography	97	191
Crafts	15	46
Visual Arts	10	10
Photography	52	93
Services	20	42
Film, Radio and TV	42	146
Motion Pictures	27	117
Television	3	12
Radio	12	17
Design and Publishing	41	95
Architecture	7	21
Design	21	30
Publishing	1	1
Advertising	12	43
Arts Schools and Services	6	46
Arts Schools and Instruction	6	46
GRAND TOTAL	243	660

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 31 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	13	12	-7.69%	31	26	-16.13%
Museums	10	9	-10.00%	25	20	-20.00%
Historical Society	3	3	0.00%	6	6	0.00%
Performing Arts	38	45	18.42%	153	156	1.96%
Music	29	30	3.45%	123	113	-8.13%
Services & Facilities	6	9	50.00%	28	32	14.29%
Performers	3	6	100.00%	2	11	450.00%
Visual Arts/Photography	96	97	1.04%	208	191	-8.17%
Crafts	16	15	-6.25%	46	46	0.00%
Visual Arts	13	10	-23.08%	20	10	-50.00%
Photography	48	52	8.33%	94	93	-1.06%
Services	19	20	5.26%	48	42	-12.50%
Film, Radio and TV	39	42	7.69%	193	146	-24.35%
Motion Pictures	23	27	17.39%	120	117	-2.50%
Television	5	3	-40.00%	58	12	-79.31%
Radio	11	12	9.09%	15	17	13.33%
Design and Publishing	34	41	20.59%	86	95	10.47%
Architecture	5	7	40.00%	18	21	16.67%
Design	17	21	23.53%	26	30	15.38%
Publishing	1	1	0.00%	1	1	0.00%
Advertising	11	12	9.09%	41	43	4.88%
Arts Schools and Services	7	6	-14.29%	47	46	-2.13%
Arts Schools and Instruction	7	6	-14.29%	47	46	-2.13%
GRAND TOTAL	227	243	7.05%	718	660	-8.08%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org