

## The Creative Industries in WI State Senate District 32 Senator Dan Kapanke

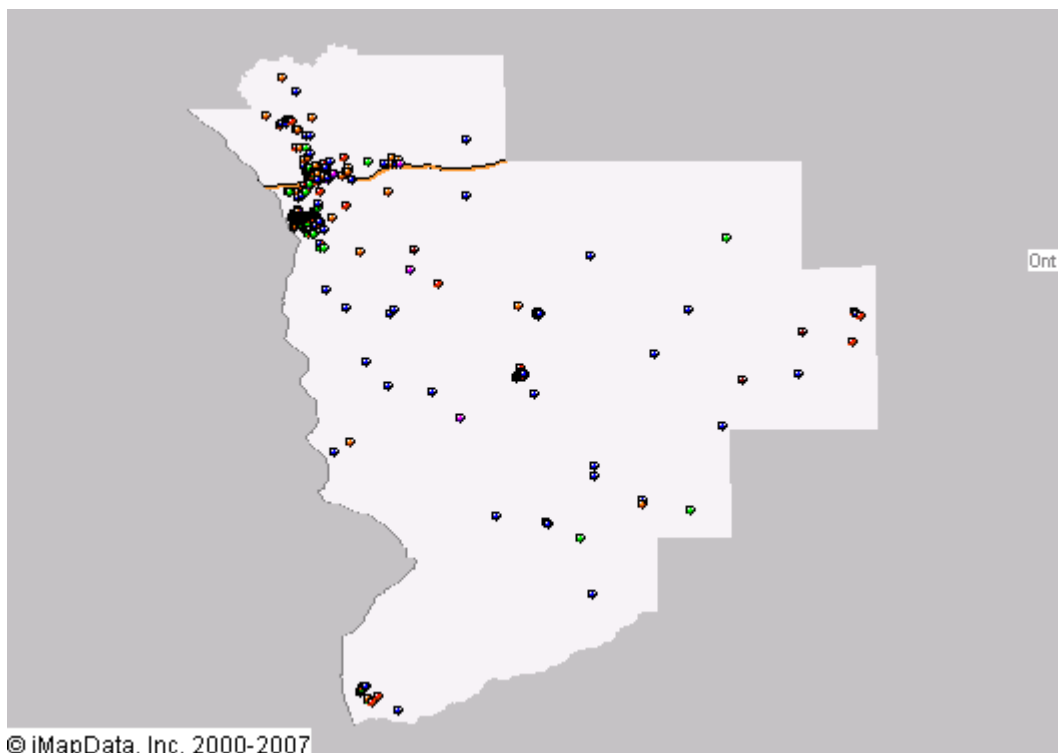
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 32**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 32 is home to 286 arts-related businesses that employ 1,787 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 32**, with each dot representing an arts-centric business.

### 286 Arts-Related Businesses in WI State Senate District 32 Employ 1,787 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 32 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>8</b>	<b>51</b>
Museums	7	46
Historical Society	1	5
<b>Performing Arts</b>	<b>44</b>	<b>504</b>
Music	27	100
Services & Facilities	5	376
Performers	12	28
<b>Visual Arts/Photography</b>	<b>111</b>	<b>332</b>
Crafts	13	38
Visual Arts	7	37
Photography	71	159
Services	20	98
<b>Film, Radio and TV</b>	<b>45</b>	<b>363</b>
Motion Pictures	30	147
Television	7	196
Radio	8	20
<b>Design and Publishing</b>	<b>66</b>	<b>499</b>
Architecture	17	89
Design	28	57
Advertising	21	353
<b>Arts Schools and Services</b>	<b>12</b>	<b>38</b>
Arts Schools and Instruction	12	38
<b>GRAND TOTAL</b>	<b>286</b>	<b>1,787</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 32 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>9</b>	<b>8</b>	<b>-11.11%</b>	<b>59</b>	<b>51</b>	<b>-13.56%</b>
Museums	8	7	-12.50%	54	46	-14.81%
Historical Society	1	1	0.00%	5	5	0.00%
<b>Performing Arts</b>	<b>45</b>	<b>44</b>	<b>-2.22%</b>	<b>494</b>	<b>504</b>	<b>2.02%</b>
Music	28	27	-3.57%	100	100	0.00%
Theater	1	0	-100.00%	1	0	-100.00%
Services & Facilities	4	5	25.00%	369	376	1.90%
Performers	12	12	0.00%	24	28	16.67%
<b>Visual Arts/Photography</b>	<b>110</b>	<b>111</b>	<b>0.91%</b>	<b>304</b>	<b>332</b>	<b>9.21%</b>
Crafts	13	13	0.00%	35	38	8.57%
Visual Arts	4	7	75.00%	4	37	825.00%
Photography	74	71	-4.05%	165	159	-3.64%
Services	19	20	5.26%	100	98	-2.00%
<b>Film, Radio and TV</b>	<b>40</b>	<b>45</b>	<b>12.50%</b>	<b>364</b>	<b>363</b>	<b>-0.27%</b>
Motion Pictures	27	30	11.11%	148	147	-0.68%
Television	7	7	0.00%	198	196	-1.01%
Radio	6	8	33.33%	18	20	11.11%
<b>Design and Publishing</b>	<b>61</b>	<b>66</b>	<b>8.20%</b>	<b>455</b>	<b>499</b>	<b>9.67%</b>
Architecture	17	17	0.00%	103	89	-13.59%
Design	22	28	27.27%	40	57	42.50%
Advertising	22	21	-4.55%	312	353	13.14%
<b>Arts Schools and Services</b>	<b>15</b>	<b>12</b>	<b>-20.00%</b>	<b>42</b>	<b>38</b>	<b>-9.52%</b>
Arts Schools and Instruction	14	12	-14.29%	41	38	-7.32%
Agents	1	0	-100.00%	1	0	-100.00%
<b>GRAND TOTAL</b>	<b>280</b>	<b>286</b>	<b>2.14%</b>	<b>1,718</b>	<b>1,787</b>	<b>4.02%</b>

Data Source: D&B January 2007 & January 2006

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