

The Creative Industries in WI State Senate District 33 Senator Theodore J Kanavas

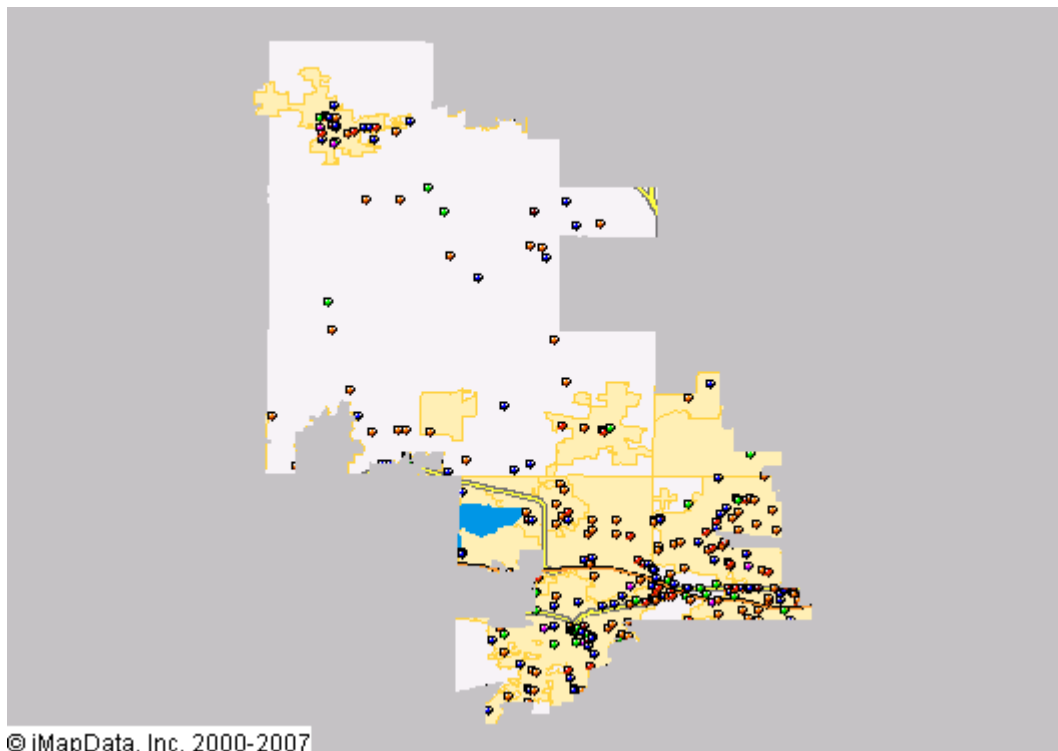
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State Senate District 33**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 33 is home to 304 arts-related businesses that employ 1,815 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 33**, with each dot representing an arts-centric business.

304 Arts-Related Businesses in WI State Senate District 33 Employ 1,815 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 33 January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	33
Museums	6	31
Historical Society	1	2
Performing Arts	44	228
Music	23	162
Dance	1	0
Services & Facilities	10	35
Performers	10	31
Visual Arts/Photography	97	518
Crafts	10	67
Visual Arts	4	5
Photography	65	363
Services	18	83
Film, Radio and TV	40	382
Motion Pictures	35	336
Radio	5	46
Design and Publishing	103	606
Architecture	13	174
Design	53	94
Publishing	3	11
Advertising	34	327
Arts Schools and Services	13	48
Arts Councils	2	28
Arts Schools and Instruction	9	18
Agents	2	2
GRAND TOTAL	304	1,815

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 33 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	5	7	40.00%	19	33	73.68%
Museums	5	6	20.00%	19	31	63.16%
Historical Society	0	1	100.00%	0	2	200.00%
Performing Arts	46	44	-4.35%	299	228	-23.75%
Music	26	23	-11.54%	190	162	-14.74%
Dance	1	1	0.00%	0	0	0.00%
Services & Facilities	11	10	-9.09%	83	35	-57.83%
Performers	8	10	25.00%	26	31	19.23%
Visual Arts/Photography	93	97	4.30%	499	518	3.81%
Crafts	9	10	11.11%	61	67	9.84%
Visual Arts	5	4	-20.00%	7	5	-28.57%
Photography	62	65	4.84%	349	363	4.01%
Services	17	18	5.88%	82	83	1.22%
Film, Radio and TV	34	40	17.65%	378	382	1.06%
Motion Pictures	30	35	16.67%	334	336	0.60%
Radio	4	5	25.00%	44	46	4.55%
Design and Publishing	93	103	10.75%	528	606	14.77%
Architecture	13	13	0.00%	177	174	-1.69%
Design	46	53	15.22%	79	94	18.99%
Publishing	3	3	0.00%	11	11	0.00%
Advertising	31	34	9.68%	261	327	25.29%
Arts Schools and Services	13	13	0.00%	80	48	-40.00%
Arts Councils	2	2	0.00%	28	28	0.00%
Arts Schools and Instruction	8	9	12.50%	12	18	50.00%
Agents	3	2	-33.33%	40	2	-95.00%
GRAND TOTAL	284	304	7.04%	1,803	1,815	0.67%

Data Source: D&B January 2007 & January 2006

www.AmericansForTheArts.org