

The Creative Industries in Wisconsin

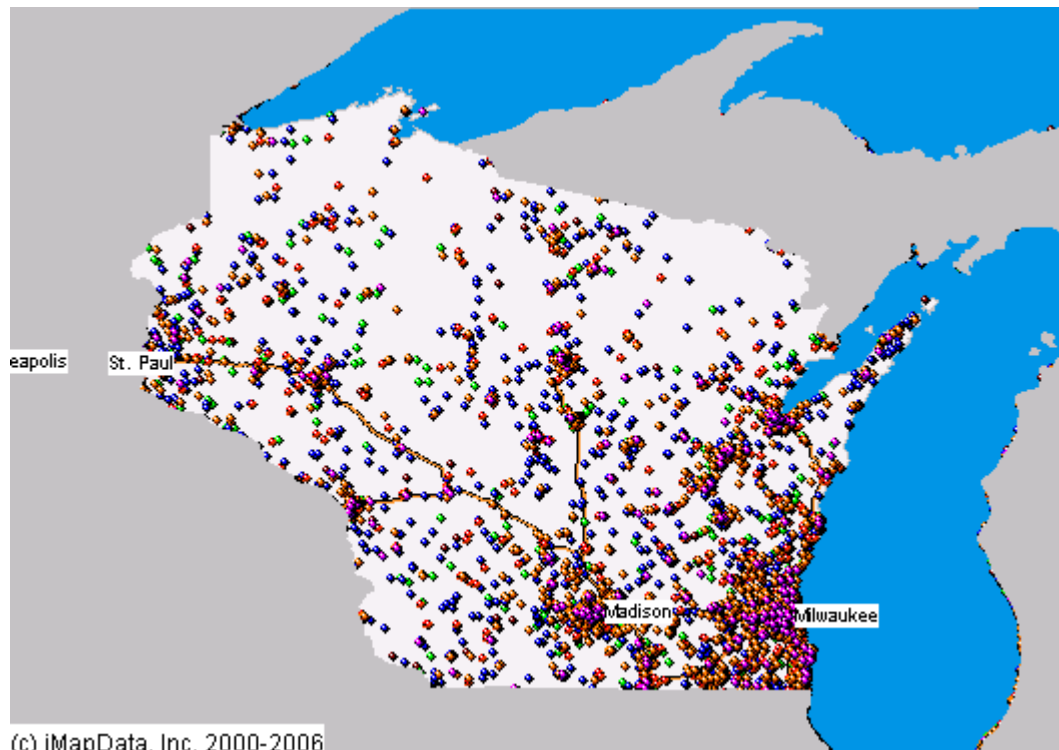
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Wisconsin**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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. 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, Wisconsin is home to 8,892 arts-related businesses that employ 43,559 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 **Wisconsin**, with each dot representing an arts-centric business.

8,892 Arts-Related Businesses in Wisconsin Employ 43,559 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services



Arts-Related Business and Employment in Wisconsin January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	308	3,126
Museums	251	2,127
Zoos and Botanical	24	303
Historical Society	32	694
Planetarium	1	2
Performing Arts	1,514	8,123
Music	832	3,925
Theater	29	446
Dance	3	38
Opera	5	25
Services & Facilities	340	2,609
Performers	305	1,080
Visual Arts/Photography	3,266	10,296
Crafts	363	1,386
Visual Arts	309	662
Photography	1,929	5,655
Services	665	2,593
Film, Radio and TV	1,341	9,273
Motion Pictures	1,029	5,504
Television	102	3,019
Radio	210	750
Design and Publishing	2,161	11,330
Architecture	450	2,841
Design	1,000	2,030
Publishing	70	775
Advertising	641	5,684
Arts Schools and Services	302	1,411
Arts Councils	13	88
Arts Schools and Instruction	273	1,219
Agents	16	104
GRAND TOTAL	8,892	43,559

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 Wisconsin 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	302	308	1.99%	2,662	3,126	17.43%
Museums	252	251	-0.40%	2,072	2,127	2.65%
Zoos and Botanical	22	24	9.09%	283	303	7.07%
Historical Society	28	32	14.29%	307	694	126.06%
Planetarium	0	1	100.00%	0	2	200.00%
Performing Arts	1,472	1,514	2.85%	8,062	8,123	0.76%
Music	833	832	-0.12%	4,177	3,925	-6.03%
Theater	27	29	7.41%	438	446	1.83%
Dance	3	3	0.00%	38	38	0.00%
Opera	4	5	25.00%	24	25	4.17%
Services & Facilities	320	340	6.25%	2,422	2,609	7.72%
Performers	285	305	7.02%	963	1,080	12.15%
Visual Arts/Photography	3,244	3,266	0.68%	10,468	10,296	-1.64%
Crafts	358	363	1.40%	1,347	1,386	2.90%
Visual Arts	282	309	9.57%	581	662	13.94%
Photography	1,909	1,929	1.05%	5,701	5,655	-0.81%
Services	695	665	-4.32%	2,839	2,593	-8.67%
Film, Radio and TV	1,270	1,341	5.59%	10,283	9,273	-9.82%
Motion Pictures	962	1,029	6.96%	6,503	5,504	-15.36%
Television	98	102	4.08%	2,944	3,019	2.55%
Radio	210	210	0.00%	836	750	-10.29%
Design and Publishing	2,024	2,161	6.77%	10,546	11,330	7.43%
Architecture	419	450	7.40%	2,893	2,841	-1.80%
Design	900	1,000	11.11%	1,930	2,030	5.18%
Publishing	70	70	0.00%	700	775	10.71%
Advertising	635	641	0.94%	5,023	5,684	13.16%
Arts Schools and Services	303	302	-0.33%	1,362	1,411	3.60%
Arts Councils	15	13	-13.33%	100	88	-12.00%
Arts Schools and Instruction	270	273	1.11%	1,137	1,219	7.21%
Agents	18	16	-11.11%	125	104	-16.80%
GRAND TOTAL	8,615	8,892	3.22%	43,383	43,559	0.41%

Data Source: D&B January 2007 & January 2006