



## The Creative Industries in Wisconsin

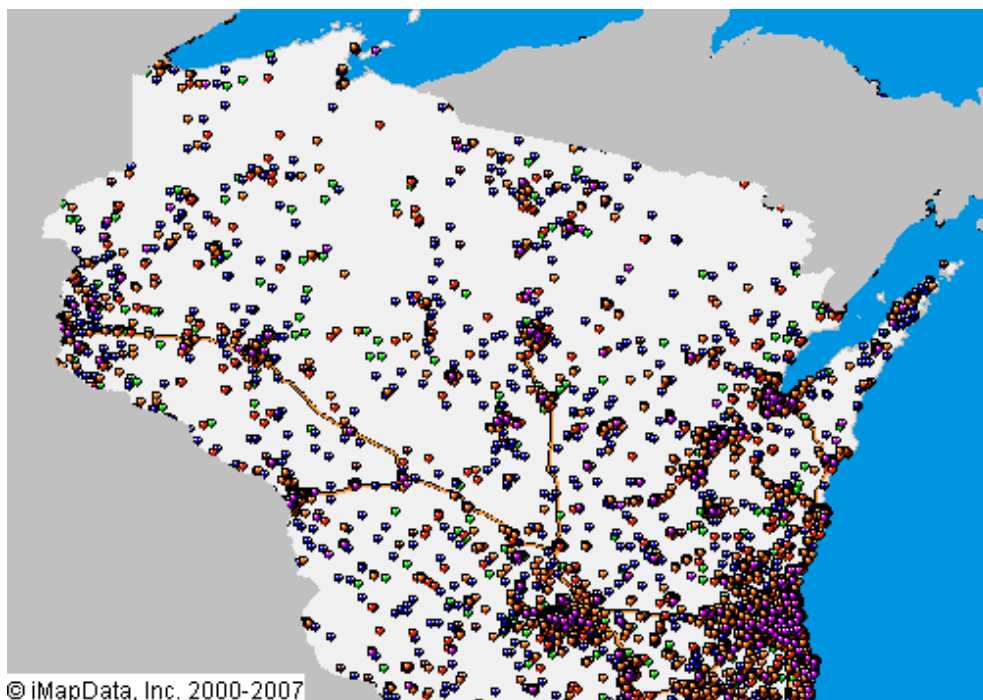
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Wisconsin**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

**As of January 2008, Wisconsin is home to 9,755 arts-related businesses that employ 45,386 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.

### 9,755 Arts-Related Businesses in Wisconsin Employ 45,386 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 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>315</b>	<b>2,919</b>
Museums	253	2,272
Zoos and Botanical	24	249
Historical Society	37	396
Planetarium	1	2
<b>Performing Arts</b>	<b>1,639</b>	<b>8,097</b>
Music	891	3,885
Theater	27	430
Dance	3	29
Opera	6	27
Services & Facilities	356	2,631
Performers	356	1,095
<b>Visual Arts/Photography</b>	<b>3,500</b>	<b>10,748</b>
Crafts	375	1,410
Visual Arts	338	726
Photography	2,121	5,955
Services	666	2,657
<b>Film, Radio and TV</b>	<b>1,503</b>	<b>9,544</b>
Motion Pictures	1,110	5,485
Television	133	3,203
Radio	260	856
<b>Design and Publishing</b>	<b>2,456</b>	<b>12,461</b>
Architecture	495	3,321
Design	1,192	2,467
Publishing	69	691
Advertising	700	5,982
<b>Arts Schools and Services</b>	<b>342</b>	<b>1,617</b>
Arts Councils	12	90
Arts Schools and Instruction	315	1,421
Agents	15	106
<b>GRAND TOTAL</b>	<b>9,755</b>	<b>45,386</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. For more information, maps, and to make sure you are included in our Creative Industries research, visit [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries)



## Arts-Related Business and Employment in Wisconsin 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>308</b>	<b>315</b>	<b>2.27%</b>	<b>3,126</b>	<b>2,919</b>	<b>-6.62%</b>
Museums	251	253	0.80%	2,127	2,272	6.82%
Zoos and Botanical	24	24	0.00%	303	249	-17.82%
Historical Society	32	37	15.63%	694	396	-42.94%
Planetarium	1	1	0.00%	2	2	0.00%
<b>Performing Arts</b>	<b>1,514</b>	<b>1,639</b>	<b>8.26%</b>	<b>8,123</b>	<b>8,097</b>	<b>-0.32%</b>
Music	832	891	7.09%	3,925	3,885	-1.02%
Theater	29	27	-6.90%	446	430	-3.59%
Dance	3	3	0.00%	38	29	-23.68%
Opera	5	6	20.00%	25	27	8.00%
Services & Facilities	340	356	4.71%	2,609	2,631	0.84%
Performers	305	356	16.72%	1,080	1,095	1.39%
<b>Visual Arts/Photography</b>	<b>3,266</b>	<b>3,500</b>	<b>7.16%</b>	<b>10,296</b>	<b>10,748</b>	<b>4.39%</b>
Crafts	363	375	3.31%	1,386	1,410	1.73%
Visual Arts	309	338	9.39%	662	726	9.67%
Photography	1,929	2,121	9.95%	5,655	5,955	5.31%
Services	665	666	0.15%	2,593	2,657	2.47%
<b>Film, Radio and TV</b>	<b>1,341</b>	<b>1,503</b>	<b>12.08%</b>	<b>9,273</b>	<b>9,544</b>	<b>2.92%</b>
Motion Pictures	1,029	1,110	7.87%	5,504	5,485	-0.35%
Television	102	133	30.39%	3,019	3,203	6.09%
Radio	210	260	23.81%	750	856	14.13%
<b>Design and Publishing</b>	<b>2,161</b>	<b>2,456</b>	<b>13.65%</b>	<b>11,330</b>	<b>12,461</b>	<b>9.98%</b>
Architecture	450	495	10.00%	2,841	3,321	16.90%
Design	1,000	1,192	19.20%	2,030	2,467	21.53%
Publishing	70	69	-1.43%	775	691	-10.84%
Advertising	641	700	9.20%	5,684	5,982	5.24%
<b>Arts Schools and Services</b>	<b>302</b>	<b>342</b>	<b>13.25%</b>	<b>1,411</b>	<b>1,617</b>	<b>14.60%</b>
Arts Councils	13	12	-7.69%	88	90	2.27%
Arts Schools and Instruction	273	315	15.38%	1,219	1,421	16.57%
Agents	16	15	-6.25%	104	106	1.92%
<b>GRAND TOTAL</b>	<b>8,892</b>	<b>9,755</b>	<b>9.71%</b>	<b>43,559</b>	<b>45,386</b>	<b>4.19%</b>

Data Source: D&B January 2008 & January 2007

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