



# The Creative Industries in Wisconsin

## Governor Scott Walker

2012

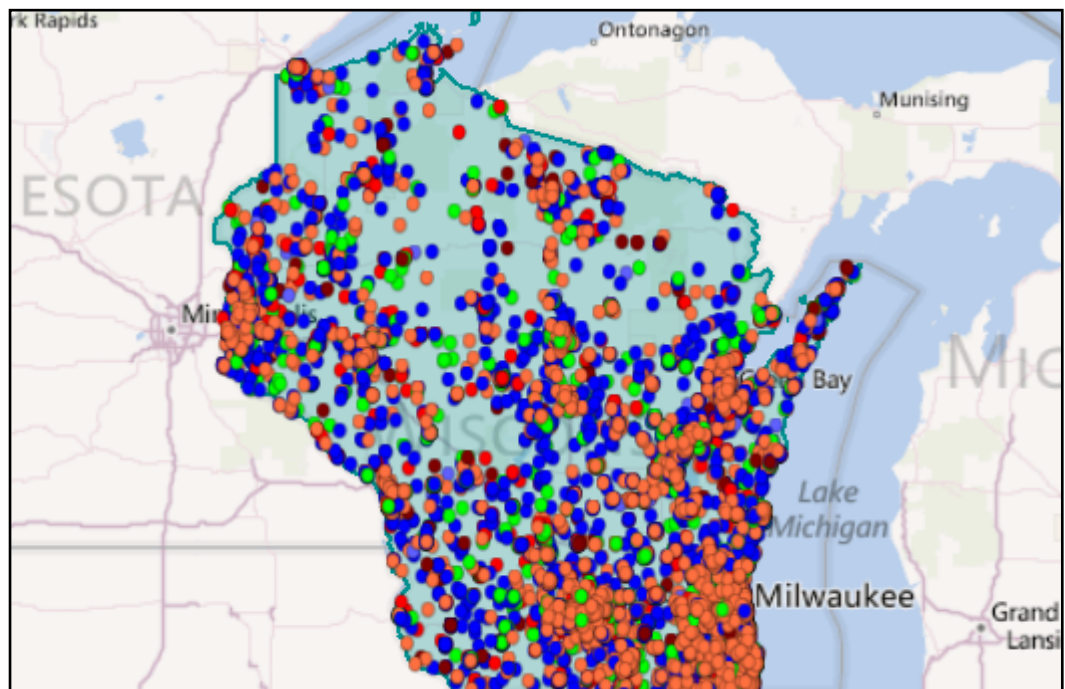
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Wisconsin**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 905,689 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2012, Wisconsin is home to 12,953 arts-related businesses that employ 49,526 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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. The creative industries account for 3.4 percent of the 381,296 total businesses located in Wisconsin and 1.59 percent of the 3,120,411 total people they employ.

### 12,953 Arts-Related Businesses in Wisconsin Employ 49,526 People

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



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# Arts-Related Businesses and Employment in Wisconsin

2012

(Data current as of January 2012)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Arts Schools and Services</b>	<b>377</b>	<b>2,724</b>
Agents	20	1,050
Arts Councils	26	130
Arts Schools and Instruction	331	1,544
<b>Design and Publishing</b>	<b>4,102</b>	<b>13,532</b>
Advertising	661	4,562
Architecture	539	3,313
Design	2,845	4,857
Publishing	57	800
<b>Film, Radio and TV</b>	<b>1,589</b>	<b>10,075</b>
Radio	212	451
Television	136	3,440
Motion Pictures	1,241	6,184
<b>Museums and Collections</b>	<b>425</b>	<b>3,456</b>
Zoos and Botanical	28	241
Planetarium	3	9
Historical Society	63	465
Museums	331	2,741
<b>Performing Arts</b>	<b>2,032</b>	<b>8,371</b>
Music	977	3,383
Theater	28	428
Services & Facilities	439	3,204
Opera	3	66
Dance	3	31
Performers (nec)	582	1,259
<b>Visual Arts/Photography</b>	<b>4,426</b>	<b>11,365</b>
Crafts	414	1,177
Photography	2,946	6,466
Visual Arts	457	1,030
Services	609	2,692
<b>GRAND TOTAL</b>	<b>12,951</b>	<b>49,523</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/sc/CreativeIndustries](http://www.AmericansForTheArts.org/sc/CreativeIndustries).