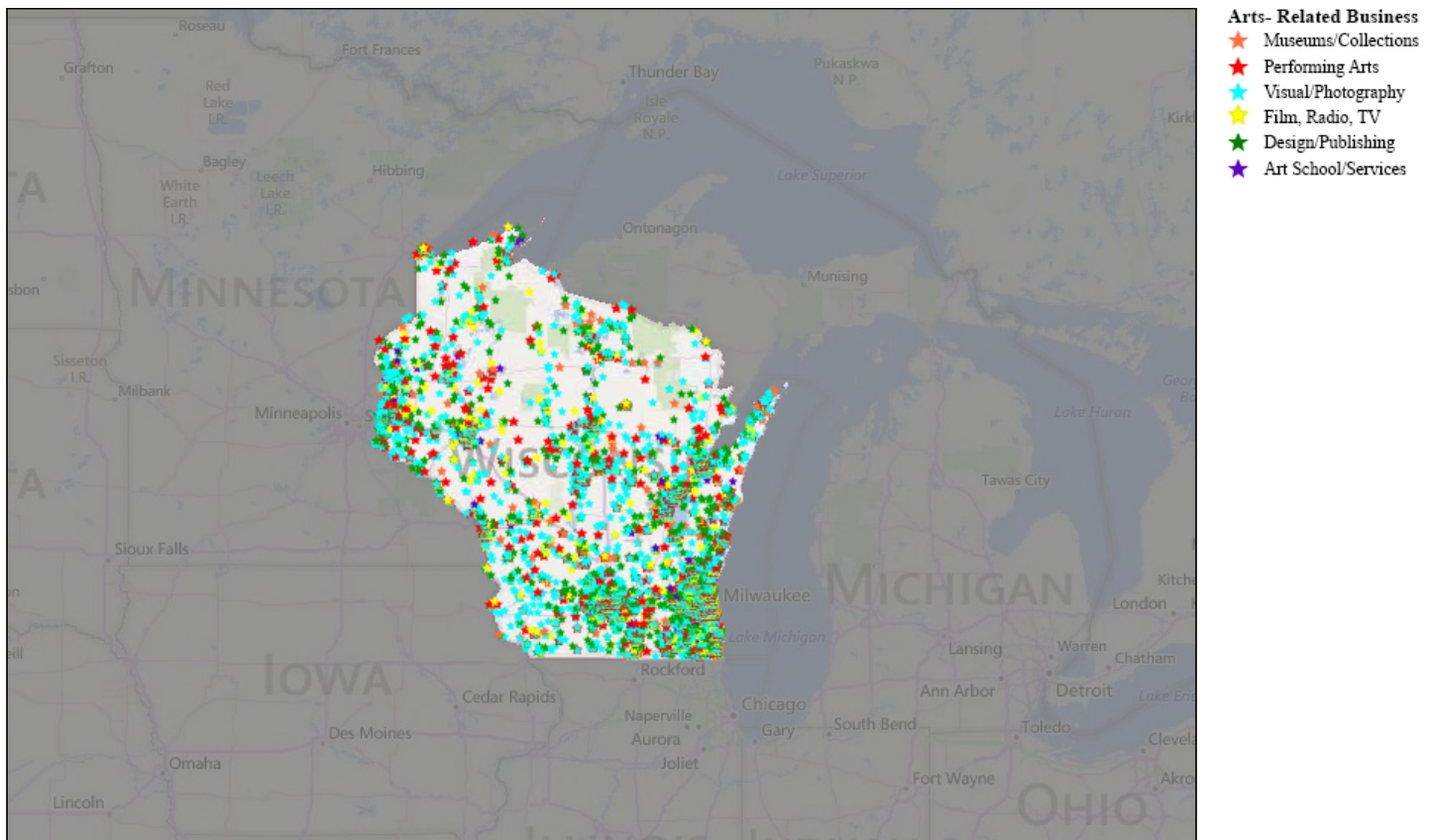


The Creative Industries in Wisconsin

Governor Scott Walker

This *Creative Industries: Business & Employment in the Arts* report provides 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 nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

9,885 Arts-Related Businesses Employ 42,183 People



Wisconsin is home to 9,885 arts-related businesses that employ 42,183 people. The creative industries account for 3.2 percent of the total number of businesses located in Wisconsin and 1.4 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

**The Creative Industries Represent
3.2 Percent of All Businesses and 1.4 Percent of All Employees in
Wisconsin
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	314	2,713
Agents	12	1,039
Arts Councils	19	114
Arts Schools and Instruction	283	1,560
Design and Publishing	3,067	12,195
Advertising	473	3,684
Architecture	439	3,368
Design	2,104	4,321
Publishing	51	822
Film, Radio and TV	1,166	8,323
Motion Pictures	899	4,815
Radio	153	346
Television	114	3,162
Museums and Collections	357	3,153
Historical Society	57	419
Museums	273	2,570
Planetarium	3	9
Zoos and Botanical	24	155
Performing Arts	1,555	7,008
Dance	2	17
Music	740	2,877
Opera	2	63
Performers (nec)	430	1,041
Services & Facilities	355	2,600
Theater	26	410
Visual Arts/Photography	3,426	8,791
Crafts	312	933
Photography	2,240	4,843
Services	458	2,032
Visual Arts	416	983
GRAND TOTAL	9,885	42,183

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500 state legislative districts, and all 3,143 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.