



The Creative Industries in WI State House District 14

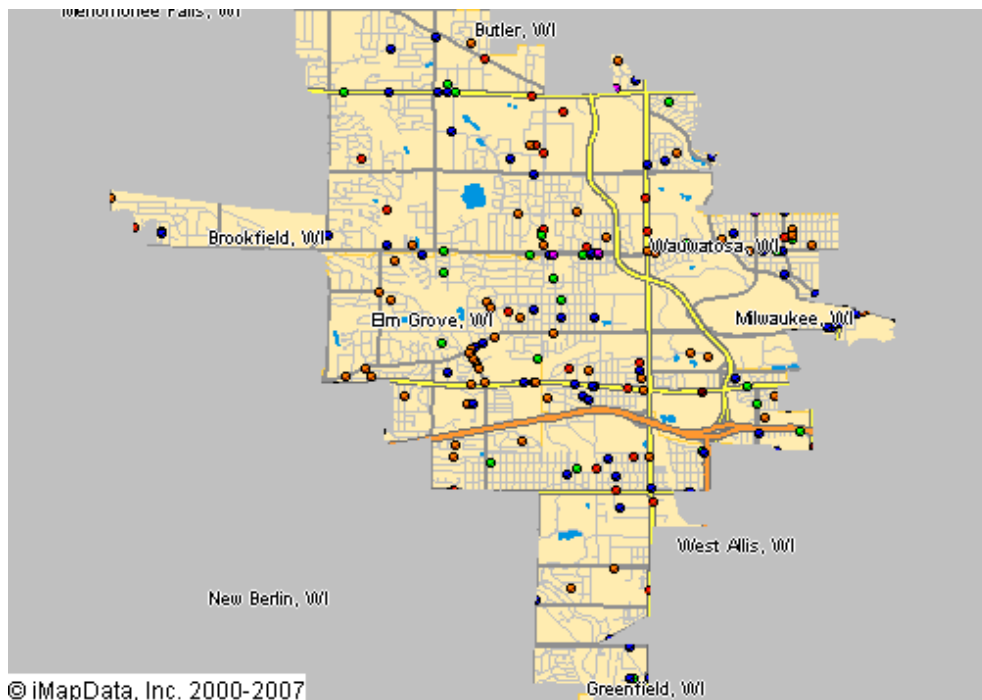
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 14**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, WI State House District 14 is home to 188 arts-related businesses that employ 824 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 House District 14**, with each dot representing an arts-centric business.

188 Arts-Related Businesses in WI State House District 14 Employ 824 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 House District 14 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	5
Museums	1	1
Zoos and Botanical	1	4
Performing Arts	31	165
Music	18	122
Theater	1	8
Services & Facilities	7	29
Performers	5	6
Visual Arts/Photography	65	213
Crafts	3	11
Visual Arts	3	4
Photography	49	188
Services	10	10
Film, Radio and TV	25	159
Motion Pictures	23	158
Television	1	0
Radio	1	1
Design and Publishing	62	279
Architecture	8	49
Design	34	58
Publishing	1	20
Advertising	19	152
Arts Schools and Services	3	3
Arts Schools and Instruction	3	3
GRAND TOTAL	188	824

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

www.AmericansForTheArts.org



Arts-Related Business and Employment in WI State House District 14 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	2	2	0.00%	5	5	0.00%
Museums	1	1	0.00%	1	1	0.00%
Zoos and Botanical	1	1	0.00%	4	4	0.00%
Performing Arts	31	31	0.00%	193	165	-14.51%
Music	19	18	-5.26%	149	122	-18.12%
Theater	1	1	0.00%	8	8	0.00%
Services & Facilities	8	7	-12.50%	32	29	-9.38%
Performers	3	5	66.67%	4	6	50.00%
Visual Arts/Photography	62	65	4.84%	209	213	1.91%
Crafts	4	3	-25.00%	20	11	-45.00%
Visual Arts	2	3	50.00%	2	4	100.00%
Photography	45	49	8.89%	170	188	10.59%
Services	11	10	-9.09%	17	10	-41.18%
Film, Radio and TV	20	25	25.00%	141	159	12.77%
Motion Pictures	19	23	21.05%	141	158	12.06%
Television	1	1	0.00%	0	0	0.00%
Radio	0	1	100.00%	0	1	100.00%
Design and Publishing	57	62	8.77%	315	279	-11.43%
Architecture	9	8	-11.11%	75	49	-34.67%
Design	28	34	21.43%	50	58	16.00%
Publishing	1	1	0.00%	20	20	0.00%
Advertising	19	19	0.00%	170	152	-10.59%
Arts Schools and Services	2	3	50.00%	2	3	50.00%
Arts Schools and Instruction	2	3	50.00%	2	3	50.00%
GRAND TOTAL	174	188	8.05%	865	824	-4.74%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org