

The Creative Industries in WI State House District 80

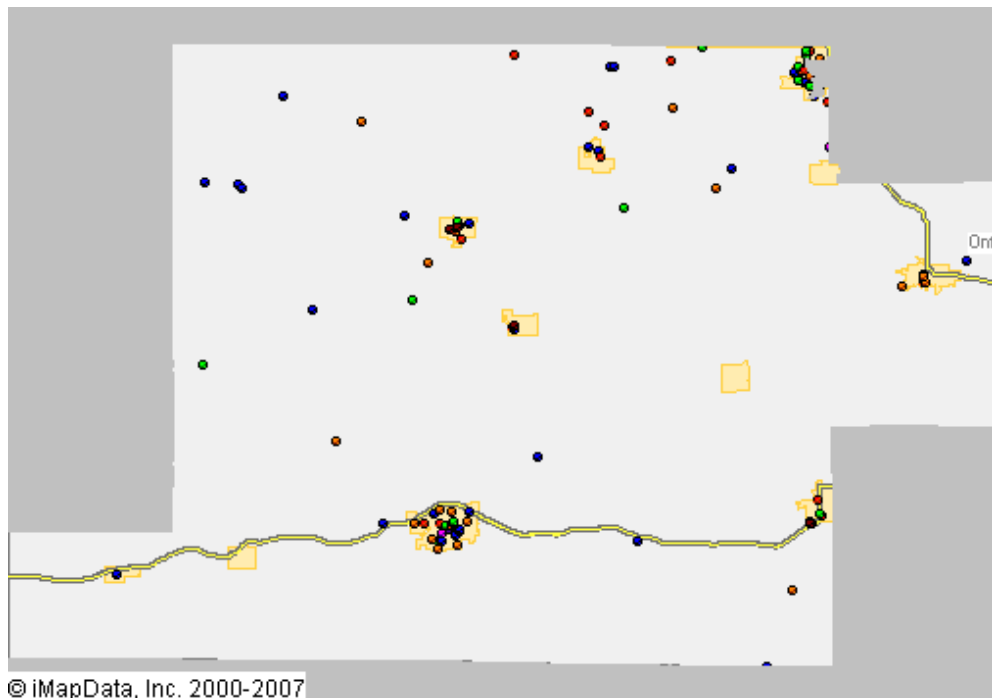
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 80**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 80 is home to 103 arts-related businesses that employ 321 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 80**, with each dot representing an arts-centric business.

103 Arts-Related Businesses in WI State House District 80 Employ 321 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 80 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	29
Museums	4	27
Historical Society	1	2
Performing Arts	13	35
Music	10	24
Services & Facilities	1	8
Performers	2	3
Visual Arts/Photography	40	98
Crafts	9	18
Visual Arts	5	11
Photography	21	52
Services	5	17
Film, Radio and TV	19	120
Motion Pictures	16	116
Radio	3	4
Design and Publishing	24	37
Architecture	6	9
Design	10	15
Publishing	1	1
Advertising	7	12
Arts Schools and Services	2	2
Arts Schools and Instruction	2	2
GRAND TOTAL	103	321

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 80 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	5	25.00%	27	29	7.41%
Museums	4	4	0.00%	27	27	0.00%
Historical Society	0	1	100.00%	0	2	200.00%
Performing Arts	9	13	44.44%	27	35	29.63%
Music	7	10	42.86%	17	24	41.18%
Services & Facilities	1	1	0.00%	8	8	0.00%
Performers	1	2	100.00%	2	3	50.00%
Visual Arts/Photography	38	40	5.26%	100	98	-2.00%
Crafts	7	9	28.57%	16	18	12.50%
Visual Arts	6	5	-16.67%	14	11	-21.43%
Photography	19	21	10.53%	52	52	0.00%
Services	6	5	-16.67%	18	17	-5.56%
Film, Radio and TV	16	19	18.75%	109	120	10.09%
Motion Pictures	14	16	14.29%	107	116	8.41%
Radio	2	3	50.00%	2	4	100.00%
Design and Publishing	20	24	20.00%	28	37	32.14%
Architecture	6	6	0.00%	9	9	0.00%
Design	8	10	25.00%	11	15	36.36%
Publishing	1	1	0.00%	1	1	0.00%
Advertising	5	7	40.00%	7	12	71.43%
Arts Schools and Services	2	2	0.00%	5	2	-60.00%
Arts Schools and Instruction	2	2	0.00%	5	2	-60.00%
GRAND TOTAL	89	103	15.73%	296	321	8.45%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org