

The Creative Industries in WI State House District 96

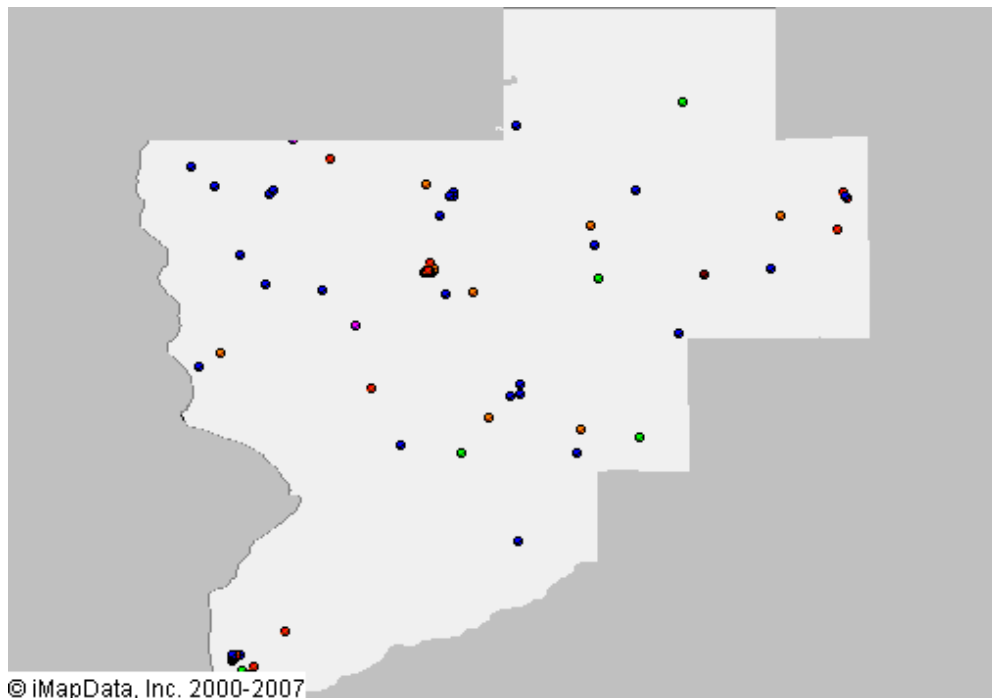
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **WI State House District 96**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 96 is home to 80 arts-related businesses that employ 225 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 96**, with each dot representing an arts-centric business.

80 Arts-Related Businesses in WI State House District 96 Employ 225 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 96 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	13
Museums	3	13
Performing Arts	9	19
Music	7	17
Performers	2	2
Visual Arts/Photography	39	67
Crafts	5	7
Visual Arts	4	5
Photography	21	31
Services	9	24
Film, Radio and TV	15	99
Motion Pictures	11	90
Television	2	6
Radio	2	3
Design and Publishing	12	25
Architecture	2	5
Design	5	5
Advertising	5	15
Arts Schools and Services	2	2
Arts Schools and Instruction	2	2
GRAND TOTAL	80	225

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 96 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	3	-25.00%	14	13	-7.14%
Museums	4	3	-25.00%	14	13	-7.14%
Performing Arts	7	9	28.57%	18	19	5.56%
Music	5	7	40.00%	16	17	6.25%
Performers	2	2	0.00%	2	2	0.00%
Visual Arts/Photography	38	39	2.63%	63	67	6.35%
Crafts	5	5	0.00%	7	7	0.00%
Visual Arts	4	4	0.00%	5	5	0.00%
Photography	21	21	0.00%	29	31	6.90%
Services	8	9	12.50%	22	24	9.09%
Film, Radio and TV	14	15	7.14%	96	99	3.13%
Motion Pictures	11	11	0.00%	78	90	15.38%
Television	2	2	0.00%	16	6	-62.50%
Radio	1	2	100.00%	2	3	50.00%
Design and Publishing	10	12	20.00%	22	25	13.64%
Architecture	2	2	0.00%	5	5	0.00%
Design	4	5	25.00%	4	5	25.00%
Advertising	4	5	25.00%	13	15	15.38%
Arts Schools and Services	2	2	0.00%	2	2	0.00%
Arts Schools and Instruction	2	2	0.00%	2	2	0.00%
GRAND TOTAL	75	80	6.67%	215	225	4.65%

Data Source: D&B January 2008 & January 2007

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