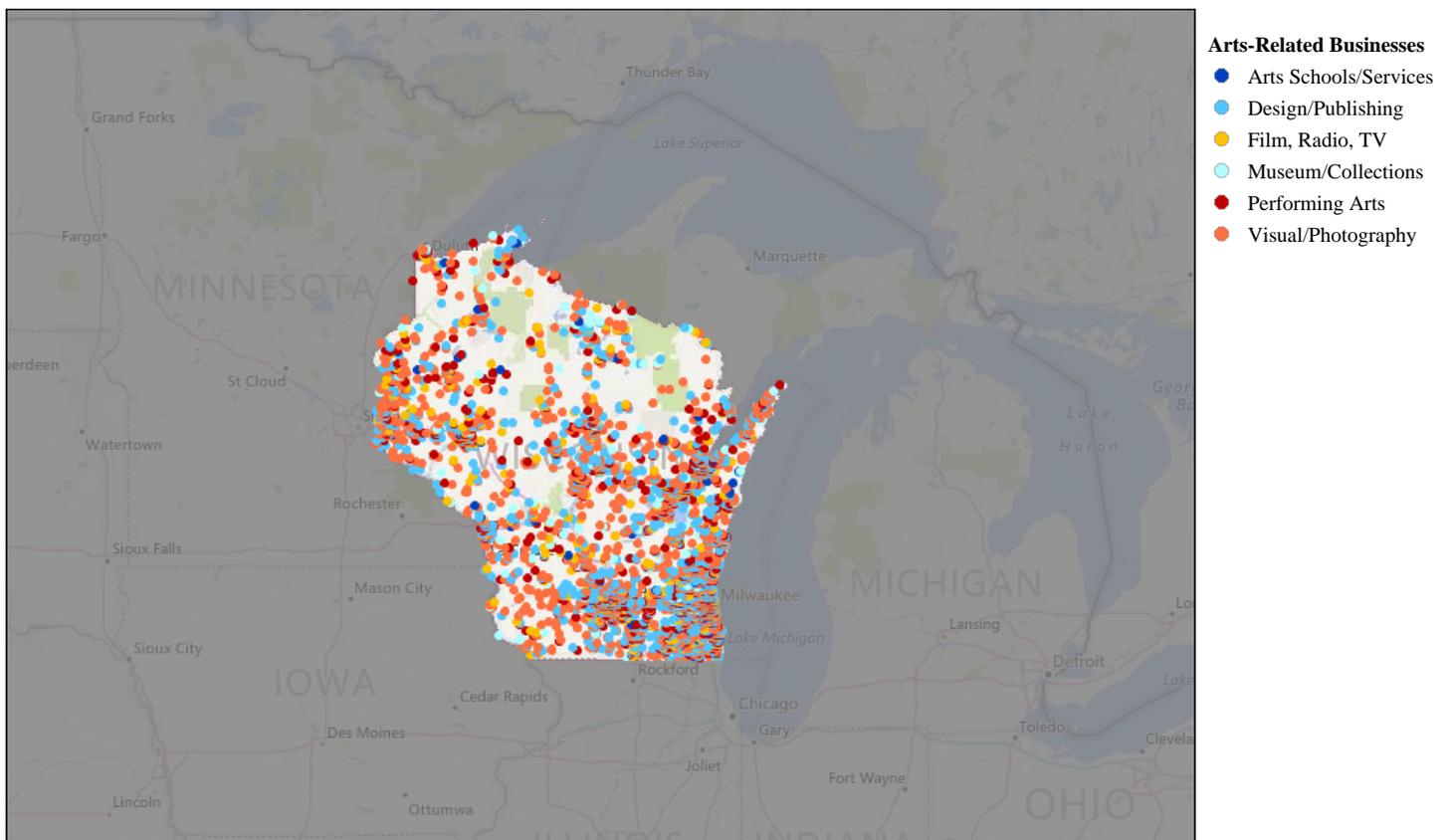


The Creative Industries in Wisconsin Governor Scott Walker

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. In a global economy, the creative industries are durable and enduring local employers.

9,171 Arts-Related Businesses Employ 50,966 People



Wisconsin is home to 9,171 arts-related businesses that employ 50,966 people. The creative industries account for 3.3 percent of the total number of businesses located in Wisconsin and 1.5 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 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 April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

**The Creative Industries Represent
3.3 Percent of All Businesses and 1.5 Percent of All Employees in
Wisconsin**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	270	2,840
Agents	10	1,036
Arts Councils	17	112
Arts Schools and Instruction	243	1,692
Design and Publishing	2,785	13,239
Advertising	457	4,043
Architecture	433	3,599
Design	1,855	4,529
Publishing	40	1,068
Film, Radio and TV	1,017	9,374
Motion Pictures	793	5,305
Radio	127	479
Television	97	3,590
Museums and Collections	365	3,256
Historical Society	55	449
Museums	285	2,646
Planetarium	3	9
Zoos and Botanical	22	152
Performing Arts	1,550	7,842
Dance	1	2
Music	724	2,736
Opera	2	63
Performers (nec)	440	1,122
Services & Facilities	351	3,574
Theater	32	345
Visual Arts/Photography	3,184	14,415
Crafts	286	902
Photography	2,155	6,038
Services	410	2,062
Visual Arts	333	5,413
GRAND TOTAL	9,171	50,966

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, 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, are an undercount.
- 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 6,766 state legislative districts, and all 3,141 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.