

*Arts. Creativity.
Community. Vitality.
Power. Impact. Place.
Transformation.*



About Arts Wisconsin

- *Celebrating 25 years:* founded 1992, incorporated 1994
- *Vision:* In Wisconsin, everyone, everywhere in should have the opportunity to enjoy, participate in and benefit from the arts, and every community should benefit from its creative and cultural assets.
- *Mission:* Community cultural development, visibility, technical assistance, and service
- *Purpose:* Advocacy, service and development, to keep Wisconsin growing and thriving artistically and creatively

The Creative Economy

- ✓ The creative economy is the economy we live in now.
- ✓ Essential to Wisconsin industries and communities of all sizes.
- ✓ Wisconsin's creative economy assets are significant.
- ✓ Arts and creativity is a core component of a well-rounded education that prepares kids for the 21st century world and workforce.
- ✓ Widespread throughout the state, in communities of all sizes.
- ✓ Statewide creative economy "strategy" is currently uncoordinated and investment is minimal.
- ✓ Other states and countries are intentionally and strategically pursuing and investing in creative economy development.

Creative Placemaking

... the arts improving the quality of a place through social offerings and aesthetics that positively impact that place's people, activities, and values...community planning and development that is human-centric, comprehensive, and locally informed

~ **ArtPlace America**

What Makes a Great Place?

- Key Attributes
- Intangibles
- Measurements



Economic impact of Wisconsin's nonprofit arts and cultural industry

\$657 Million in Annual Expenditures

Arts and Economic Prosperity V, 2017

source: Americans for the Arts and Wisconsin Arts Board, 2017

Full-Time Equivalent Jobs	26,695
Resident Household Income	\$ 555.5 million
Local and State Government Revenue	\$ 75 million

Arts & Culture: 4.2 Percent of national GDP

\$729.6 B

contributed to the U.S. economy in 2014



35.1%

growth in GDP contribution from arts and cultural production between 1998 and 2014.



Public/private partnerships



Look to the future...build on the past



Invest in community resources



Invest in arts as community resources



Diversify economic base



Rendering By
Joe Lawmick



Strive for the playful and unexpected



Encourage interactions and gathering spaces



Incorporate arts and creativity into civic planning



Invest in people and entrepreneurship



Inventory community cultural assets



Plan for community cultural growth and strength



Investment in the arts as foundation of civic agenda



Investment in the arts and culture

- Infuses creativity, energy and innovation to enhance the economic and civic capital of the community
- Creates hubs of economic and civic activity and energy
- Lures residents and visitors as an appealing place to live, work, visit and play
- Provides focus for community engagement
- Showcases a sense of place based on unique, authentic identity
- Showcases local arts, cultural and heritage opportunities and amenities
- Revitalizes and moves forward a healthy, vibrant community
- Positively impacts quality of life for all community residents.

ARTS

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CELEBRATING 25 YEARS

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