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

**Sociability**
- Street life
- Evening use
- Volunteerism

**Uses & Activities**
- Business ownership
- Property values
- Land-use patterns
- Retail sales

**Access & Linkages**
- Welcoming
- Cooperative
- Neighboley
- Connected
- Walkable
- Convenient
- Accessible

**Comfort & Image**
- Fun
- Active
- Vital
- Special
- Real
- Safe
- Charm
- Clean
- Attractive
- Historic
- Crime stats
- Sanitation rating
- Building conditions
- Environmental data

**Transit usage**
**Pedestrian activity**
**Parking usage patterns**
### 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*

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>26,695</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$555.5 million</td>
</tr>
<tr>
<td>Local and State Government Revenue</td>
<td>$75 million</td>
</tr>
</tbody>
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Arts & Culture: 4.2 Percent of national GDP

$729.6 B contributed to the U.S. economy in 2014

4.2% OF GDP

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
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.