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 humancentric, comprehensive, and locally informed

~ ArtPlace America



What Makes a Great Place?

Key Attributes
Intangibles



street life evening use volunteerism

> Welcoming Cooperative Neighborly

sociability

business ownership property values Iand-use patterns Fun retail sales Active Vital

Special Real

uses & activities

PLACE

access & linkages

Connected
Walkable
Convenient
Accessible

transit usage pedestrian activity parking usage patterns

comfort & image

Safe
Charm Clean
Attractive
Historic cr

crime stats
sanitation rating
building conditions
environmental data



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

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

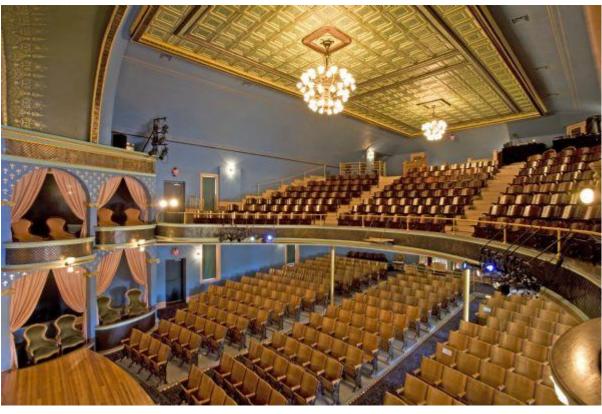






Invest in community resources





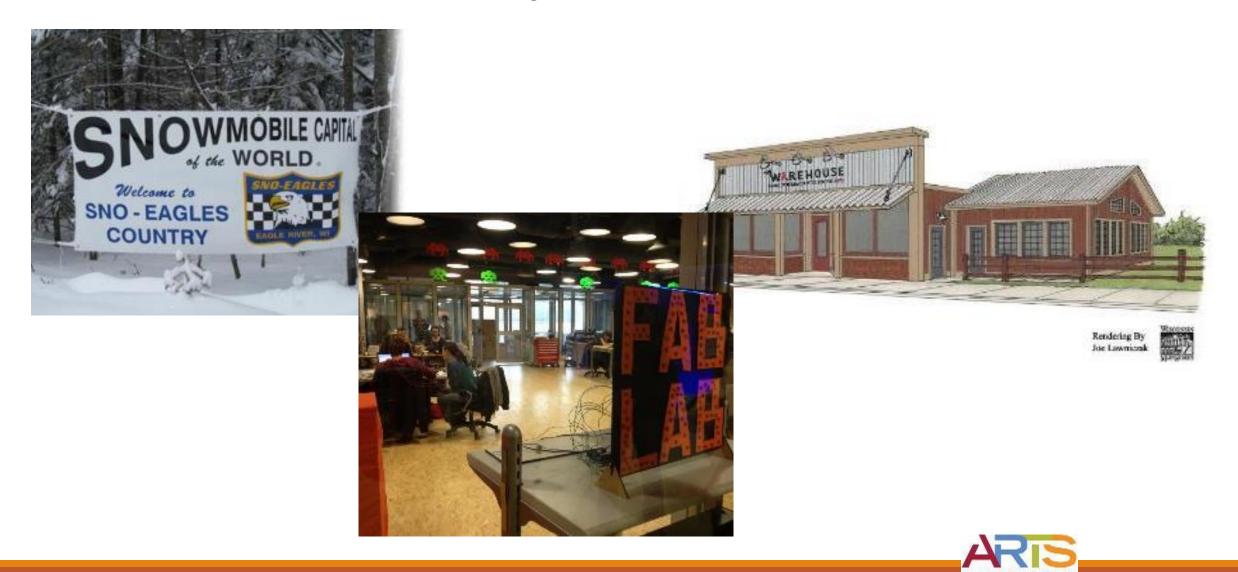


Invest in arts as community resources





Diversify economic base



Strive for the playful and unexpected





Encourage interactions and gathering spaces





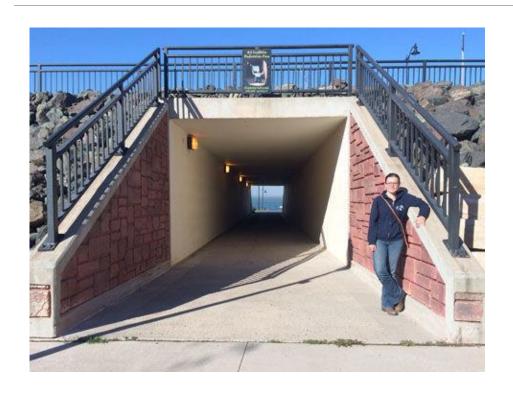
Incorporate arts and creativity into civic planning







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.





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