



- ✓ *Celebrating 25 years in 2017*
- ✓ *Mission:* Wisconsin's community cultural development organization
- ✓ *Vision:* Everyone, everywhere in Wisconsin should have the opportunity to enjoy, participate in and benefit from the arts, and the arts and creativity are essential to economic vitality, education for the 21st century, healthy, vibrant communities, and engaged residents
- ✓ *Purpose:* Advocacy, service and development, to keep Wisconsin growing and thriving artistically and creatively



“WHATEVER MAY BE THE LIMITATIONS WHICH TRAMMEL INQUIRY ELSEWHERE, WE BELIEVE THAT THE GREAT STATE UNIVERSITY OF WISCONSIN SHOULD EVER ENCOURAGE THAT CONTINUAL AND FEARLESS SIFTING AND WINNOWING BY WHICH ALONE THE TRUTH CAN BE FOUND.” (TAKEN FROM A REPORT OF THE BOARD OF REGENTS IN 1894)
MEMORIAL, CLASS OF 1910.



ARTS WISCONSIN | www.artswisconsin.org



ART IS NOT A FRILL.



The arts and cultural industry

- ✓ A local industry
- ✓ Attracts visitors/keeps residents
- ✓ Engages residents and strengthens relationships
- ✓ Is all about lifelong learning for the 21st century
- ✓ Keeps communities vibrant, healthy, “livable”
- ✓ Integral to business/community development
- ✓ Supports and adds jobs
- ✓ Leverages public and private revenue



Statistics

- ✓ US Bureau of Economic Analysis with Arts and Culture Satellite Production Account – in 2013 resulted in 4.2% contribution to GDP or \$704 billion – a 32% increase from 1998 - 2013. Selected aspects of America’s creative economy are now being directly measured in GDP calculation.
- ✓ In 2015, arts-related businesses comprised 3.9% of all businesses and 1.9% of all workers in America (Americans for the Arts)
- ✓ There are nearly 10,000 arts businesses and over 42,000 full time jobs in the arts in Wisconsin, according to Dun and Bradstreet.
- ✓ Creativity now being included as a core competency skill for the American workforce – US Department of Labor, OECD 21st Century Skills and Competency Survey.





Strategies for creative economy development

- Arts as community resources - human, financial, social, economic, educational
- Investment in the arts and creativity as foundation of civic agenda
- Incorporate arts and creativity into civic planning
- Invest in arts infrastructure and people
- Diverse mix of opportunities and access to the arts for all
- Inventory and consider upkeep for arts and cultural assets
- Diversify economic, educational and civic opportunities
- Strive for playful and unexpected (in other words, be creative!)
- Encourage interactions and gathering spaces
- Invest in arts and creativity in education for all students
- Focus on a good quality of life for ALL.

Wisconsin *Creates*

www.wisconsincreates.net



Arts.
Creativity.
Community. Quality of life.
Innovation. Future.
Engagement.
Access for all.
Imagination. Partnerships.
Entrepreneurship.
Transformation.

