

For immediate release
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CELEBRATE CREATIVE ECONOMY WEEK THROUGHOUT WISCONSIN MAY 13-20

[Arts Wisconsin](#) and the [League of Wisconsin Municipalities](#) are partnering to celebrate the second annual **Creative Economy Week, May 13-20**, a week-long celebration of the power, impact and benefits of the arts, creativity and culture in Wisconsin and all of its communities. Cities and villages around the state are celebrating with [municipal proclamations](#), [community murals](#), and performances, exhibits, and events. *Creative Economy Week 2017* kicks off on Saturday, May 13, with the statewide [Downtown Open House](#), hosted by the Wisconsin Economic Development Corporation (WEDC), Wisconsin Main Street, and Wisconsin Downtown Action Council (WDAC).



In these rapidly changing and oh-so-interesting times, creativity, innovation, imagination and entrepreneurship are the hallmarks of the new economy, in Wisconsin and around the world. That means that investment in the arts and creativity is critical to economic, educational and civic success.

A bill to invest in Wisconsin's creative economy is under consideration in the State Legislature. [Wisconsin Creates](#) will support economic development through the arts, arts and creativity in education for 21st century workforce skill development, and quality of life infrastructure support. *Investment in the arts, creativity and education is critically important to Wisconsin's local and statewide success:*

- Arts and cultural experiences account for a significant number of small businesses that help stimulate the economy through tourism and neighborhood development, as well as creating community assets that improve quality of life measures that businesses and their employee's value. This in turn helps to incubate and grow additional businesses, broadens the tax base, and attracts tourists.
- The nonprofit arts and cultural sector in Wisconsin generates \$535 million in economic activity, \$65 million in local and state revenue, \$479 million in resident income, and employs nearly 50,000 full-time jobs among 12,000 businesses. Creative development is evident and growing in your district and every corner of the state.
- According to Dun & Bradstreet, Wisconsin's creative sector currently encompasses almost 10,000 businesses and employs nearly 43,000 people in full-time jobs - mostly with small, entrepreneurial companies. There's great potential for growth in sustainable, community-based jobs and businesses in this sector.
- The U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA) have announced that \$729.6 billion of current-dollar GDP in 2014 was attributable to arts and culture. The Arts and Cultural Production Satellite Account is the first federal effort to provide in-depth analysis of the arts and cultural sector's contributions to current-dollar gross domestic product (GDP) as a measure of the final dollar value of all goods and services produced in the United States.

Wisconsin has all the assets it needs to succeed in the 21st century economy. Increasing our focus on creative economy development will help Wisconsin's communities compete in the global economy, educate our children, engage residents, and to develop, attract and retain entrepreneurs and a high skilled work force through healthy, vibrant communities where people want to live, work, learn, and play.

Go to www.artswisconsin.org/actioncenter/creative-economy-week/ to learn more about *Creative Economy Week* activities, Wisconsin's amazing creative sector, and creative economy development in Wisconsin.