

For immediate release

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May 6, 2018

CELEBRATE CREATIVE ECONOMY WEEK THROUGHOUT WISCONSIN MAY 11-18, 2019

[Arts Wisconsin](#) and the [League of Wisconsin Municipalities](#) are partnering to celebrate the fourth annual **Creative Economy Week, May 11-18, 2019** - a week-long celebration of the power, impact and benefits of the arts, creativity and culture in Wisconsin and all of its communities. Wisconsin is celebrating with state, city and village proclamations, a spotlight on museums throughout the state, and performances, exhibits, and events.

The focus during **Creative Economy Week** is on Wisconsin's museums – arts, science, history, children's, and many more. **Creative Economy Week** is happening in conjunction with Wisconsin Museums Week May 11-18, [Milwaukee Museum Mile Day](#) on Sunday, March 12, and [International Museums Day 2019](#), [Armed Forces Day](#), and Wisconsin's annual Downtown Open House on Saturday, May 18. The League of Wisconsin Municipalities featured [Wisconsin's museums and creative economy in its May 2019 "The Municipality" magazine](#).

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. **Investment in the arts and creativity is critically important to Wisconsin's local and statewide success:**

- **The arts promote true prosperity and are fundamental to humanity**—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache. In addition, the 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, helping to incubate and grow additional businesses, broadens the tax base, and attracts tourists.
- The nonprofit arts and cultural sector in Wisconsin generates \$657 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. [Click here for more info.](#)
- 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. [Click here for more info.](#)
- **The arts contribute more than \$804 billion to the U.S. economy, and over \$9.7 billion to Wisconsin's economy.** Data released in March 2019 by the U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA) offers an insightful picture of the impact the arts have on the nation's economy. The Arts and Cultural Production Satellite Account (ACSPA) tracks the annual economic impact of arts and cultural production from 35 industries, both commercial and nonprofit. The arts and cultural sector contributed \$804.2 billion or 4.3 percent to the nation's gross domestic product (GDP) in 2016. **For Wisconsin, the arts and cultural sector impact is \$9,749,065,000 and 3.1% of the Wisconsin economy, contributing 94,167 jobs** ((compared to 31,000 jobs in the papermaking industry and 35,000 jobs in the biotech industry). [Click here for more info.](#)

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.

