• **Founded in 1992, incorporated in 1994**
• **Mission:** Wisconsin’s voice and service organization for the arts
• **Vision:** Everyone, everywhere in Wisconsin should have the opportunity to enjoy, participate in and benefit from the arts.
• **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.
The 21\textsuperscript{st} century economy

- Creative economy is now.
- Essential to Wisconsin industries and communities of all sizes.
- Wisconsin’s creative economy assets are significant.
- Arts and creativity in education are essential to educating people as workers and citizens in the 21\textsuperscript{st} century economy and growing Wisconsin’s creative economy.
- Happening in Wisconsin’s downtowns and communities of all sizes.
- Statewide creative economy “strategy” is currently uncoordinated and investment is minimal.
- Other states and countries are intentionally and strategically pursuing creative economy development.
The arts and cultural industry

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

... the leveraging of cultural assets to strengthen the social fabric of a community

~ Artspace
What is the creative economy?

The enterprises and people involved in the production and distribution of goods and services in which the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace.

~ Massachusetts Housing and Economic Development Office
What is the creative economy?

...socio-economic potential of activities that trade with creativity, knowledge and information.

~ British Council
What is the creative economy?

Creative industries
Creative workforce
Creative communities, regions, states, countries

...the intersection of the three is the Creative Economy.

~ Professor Jerry Hembd, UW Superior
What is the creative economy?

Asset Based Community Development...local assets as the primary building blocks of sustainable community development.

Building on the skills of local residents, the power of local associations, and the supportive functions of local institutions, asset-based community development draws upon existing community strengths to build stronger, more sustainable communities for the future.

~ The Asset-Based Community Development Institute
What is 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 is Creative Placemaking?

... getting artists and designers, community culture groups, arts research groups, cultural affairs offices, and arts organizations out of their silos and into the neighborhoods and regions around them

~ National Endowment for the Arts
... **placemaking** inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.

More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

~ Partners for Public Spaces
### Economic impact of Wisconsin’s nonprofit arts and cultural industry

**$535 Million in Annual Expenditures**

Arts and Economic Prosperity IV, 2012  
source: Americans for the Arts and Wisconsin Arts Board, 2012

<table>
<thead>
<tr>
<th>Economic Impact</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>22,872</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$ 479 million</td>
</tr>
<tr>
<td>Local and State Government Revenue</td>
<td>$ 65 million</td>
</tr>
</tbody>
</table>
Wisconsin’s Creative Industries 2016

- Performing Arts
  - Music
  - Theater
  - Dance
  - Opera
  - Services and Facilities
  - Performers

- Film, Radio and TV
  - Motion Pictures
  - Television
  - Radio

- Arts Schools & Services
  - Arts Councils
  - School/Instruction
  - Agents

- Museums and Collections
  - Museums
  - Zoos/Botanical Gardens
  - Historical Sites
  - Planetariums

- Design and Publishing
  - Architecture
  - Design
  - Publishing
  - Advertising

- Visual Arts & Photography
  - Crafts
  - Visual Arts
  - Photography
  - Supplies and Services
Creative Industries in Wisconsin

9,885 Arts-Related Business Employ 42,183 People

3.2% of all businesses
1.4% of all employees
THE ARTS AND ECONOMIC GROWTH

$704.2 B contributed to the U.S. economy in 2013

4.2% OF GDP

32.5% growth in GDP contribution from arts and cultural production between 1998 and 2013.
Strategies for the successful creative downtown

✓ Arts as community assets - human, financial, social, economic, educational
✓ Diverse mix of opportunities and access to the arts for all
✓ Investment in the arts as foundation of civic agenda
✓ Inventory arts and cultural assets
✓ Incorporate arts and creativity into civic planning
✓ Invest in arts infrastructure and people
✓ Arts and creativity in education for all students
✓ Focus on quality of life for all