NATIONAL ARTS FACTS

**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

**ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION’S GDP**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $764 billion industry, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).


<table>
<thead>
<tr>
<th>GDP</th>
<th>$764 BILLION</th>
<th>Arts &amp; Culture Sector</th>
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</thead>
<tbody>
<tr>
<td>$763 BILLION</td>
<td>Construction</td>
<td></td>
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<tr>
<td>$208 BILLION</td>
<td>Education Services</td>
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**BONUS:** U.S. exports generate a $24.1 billion arts trade SURPLUS.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally, 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.


- **673,656 BUSINESSES** & **3.48M JOBS** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


**ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

**FUNDING**

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just 47¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!


**Q** What about Wisconsin—how much does state government budget to the Wisconsin Arts Board each year?

**A** The state allocated $811,600 to the Wisconsin Arts Board. In FY 2017, the Board also received $787,100 in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. An additional 21 nonprofit arts organizations received direct grants from the NEA totaling $1,245,100.


**Wisconsin Arts Facts**

**THE WISCONSIN ARTS & CULTURE SECTOR REPRESENTS 3.1% OF THE STATE’S GDP**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $9.1 billion to Wisconsin’s economy, representing 3.1% of the state’s GDP—a larger share than some other industries in the state.


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<tr>
<th>Arts &amp; Culture Sector</th>
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<tr>
<td>Arts &amp; Education</td>
<td>$5.5 BILLION</td>
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<tr>
<td>Agriculture &amp; Forestry</td>
<td>$2.8 BILLION</td>
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**BONUS:** In 2015, WI arts and culture jobs $5.3 billion in total compensation.

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

In Wisconsin, 9,171 Arts-Related Businesses employ 50,966 people.

- In Dane County, 1,363 Arts-Related Businesses employ 6,542 people.
- In Milwaukee County, 1,572 Arts-Related Businesses employ 12,752 people.
- In Waukesha County, 699 Arts-Related Businesses employ 5,780 people.


- **9,171 BUSINESSES** & **50,966 JOBS** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

**ECONOMICS**

In 2015, nonprofit arts organizations in the state generated $656.9 million in economic activity annually that supported 26,698 jobs and generated $74.7 million in state and local government revenue.

- In Dane County specifically, nonprofit arts groups generated $145.7 million in economic activity. Audiences of 5.9 million people added another $104.2 million in related spending for a total of $250.0 million for the city in 2015, and this generated $23.9 million in local and state government revenues.


**ART IS A $656.9 MILLION GDP DRIVER OF OUR STATE ECONOMY.**

**JOBS**

In Wisconsin, $656.9 million in local and state government revenues.

- In Dane County, $23.9 million in local and state government revenues.
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- **9,171 BUSINESSES** & **50,966 JOBS** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

**WISCONSIN ARTS FACTS**

**WHY THE ARTS MATTER IN WISCONSIN**

**ARTS & CULTURE SECTOR REPRESENTS 3.1% OF THE STATE’S GDP**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $9.1 billion to Wisconsin’s economy, representing 3.1% of the state’s GDP—a larger share than some other industries in the state.


**BONUS:** U.S. exports generate a $24.1 billion arts trade SURPLUS.

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**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

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IN THE BADGER STATE, THE ARTS UNITE US

Downtown Appleton’s Mile of Music Festival attracted over 70,000 attendees in August 2018 as a catalyst for entertainment, access to the arts for all, and economic impact.

THE WISCONSIN ARTS BOARD—Wisconsin’s state arts agency was established in 1973 and currently operates within the Wisconsin Department of Tourism. The Board nurtures creativity, cultivates expression, promotes the arts, supports the arts in education, stimulates community and economic development and serves as a resource for people of every cultural heritage.

Meet Some Wisconsin Arts Advocates

- Dasha Kelly Hamilton, a nationally-recognized writer, artist, poet, and social entrepreneur, Milwaukee. > More
- Ryan Heise, Village Administrator, Village of Egg Harbor, is the recipient of Arts Wisconsin’s 2018 Arts in the Community Award for championing public art throughout the village. > More
- Melinda Childs ID is Director of Community Programs, Artstart Rhinelander and Nicolet College, Rhinelander. > More
- Alan Nugent, Founder, Widespot Performing Arts Center, Stockholm, is an entrepreneur and activist for creative placemaking, cultural tourism, and small business development. > More
- Mark Fraire, Director, Dane County Cultural Affairs Commission, Madison, is an advocate for the arts economy and community engagement through the arts. > More

The Arts Are Everywhere!

- These artists have been doing art tours since long before they became fashionable! Visit the Fall Art Tour in Spring Green, Dodgeville, Baraboo and Mineral Point.
- Folk art. Self-taught art. Outsider art. Whatever you call it, Wisconsin has long been famous for unique creations of self-taught artists, including Dr. Evermor’s Forevertron in Mineral Point; the Dickeyville Grotto; the Painted Forest in Sauk County’s Spring Green; the John Michael Kohler Arts Center in Sheboygan; and the renowned American Players Theatre in Spring Green.
- The John Michael Kohler Arts Center facilitates creative exchanges between artists and the Sheboygan community.
- Sauk County’s arts destinations include Reedsburg’s Fermentation Festival, an annual celebration of food, farming and fermentation - and Farm/Art D’Tour, a 50+ mile free, self-guided agricultural excursion; the one-of-a-kind Circus World Museum and revitalized Al Ringling Theatre in Baraboo; and the renowned American Players Theatre in Spring Green.
- Lake Superior’s Big Top Chautauqua in Bayfield brings performances by national, regional and touring musicians and original musicals on history and life to the shores of Lake Superior.
- Leigh Yawkey Woodson Art Museum in Wausau is a nationally-recognized museum best known for its annual “Birds in Art” exhibition.
- Door County is one of America’s top cultural tourism destinations, with art galleries, professional performing and visual arts organizations, and a magnificent landscape surrounded by Lake Michigan and Green Bay.
- Frank Lloyd Wright Trail A new trail is taking travelers on a self-guided architectural adventure through nine counties in southern Wisconsin.

To View the Top 10 Reasons to Support the Arts in Wisconsin, Click Here.

WISCONSIN ARTS NEED YOU!

Join the Arts Action Fund for Free Today!

E-mail Us: ArtsActionFund@artsusa.org
Visit Us: ArtsActionFund.org/join
Call Us: 202.371.2830 x2067
Follow Us: Facebook Arts Action Fund | Twitter @ArtsActionFund | #ArtsVote

Americans for the Arts Action Fund

To download this fact sheet, “Why the Arts Matter in Wisconsin,” with corresponding resource links visit www.ArtsActionFund.org/WI.

DRAFT March 1, 2019