**WHY THE ARTS MATTER IN WISCONSIN**

### National Arts Facts

#### Arts & Culture Sector's Percentage of U.S. Economy

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP Percentage</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>4.5%</td>
<td>5.1 Million</td>
</tr>
<tr>
<td>Construction</td>
<td>4.6%</td>
<td>4.6 Million</td>
</tr>
<tr>
<td>Education Services</td>
<td>3.5%</td>
<td>3.5 Billion</td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $29.7 billion arts trade surplus.

#### Number of Arts-Related Businesses and Jobs

- **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.
  
  - In Wisconsin, 9,171 Arts-Related Businesses employ 50,966 people.
  - In Dane County specifically, nonprofit arts groups generated $145.7 million in economic activity.

#### 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 $275 billion in federal, state, and local government revenue.
  - In Wisconsin, 5,780 nonprofit arts groups received direct grants from the Wisconsin Arts Board each year.

- Nonprofit arts organizations in the state generated $656.9 million in economic activity annually that supported 26,698 jobs and generated $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 state and local government revenues.

**BONUS:** In 2017 WI arts and culture jobs generated $5.8 billion in total compensation.

### Wisconsin Arts Facts

#### Arts & Culture Sector's Percentage of State's Economy

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<th>Jobs</th>
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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>3.1%</td>
<td>96,651</td>
</tr>
<tr>
<td>Construction</td>
<td>4.7%</td>
<td>4.7 Million</td>
</tr>
<tr>
<td>Agriculture &amp; Forestry</td>
<td>4.6%</td>
<td>4.6 Billion</td>
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**BONUS:** Congress has proposed allocating $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amount to just 49¢ 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** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

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

**A** The state allocated $790,000 to the Wisconsin Arts Board. In FY 2019/20, the Board also received $313,700 in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. An additional 37 nonprofit arts organizations received direct grants from the NEA totaling $659,500.

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

• George Tzougros is the long time executive director of the Wisconsin Arts Board. > More
• Anne Katz is the longtime executive director of the state’s community cultural development organization Arts Wisconsin. > More
• Marci Reynolds is a musician and President of the Waupaca Area Arts and Culture Network, a coalition of people, organizations, and businesses working to enliven this small rural community through the arts. She and other Waupaca advocates received the 2019 Arts in the Community Award from Arts Wisconsin. > More
• Melanie Tallmadge Sainz is a member of the Ho-Chunk Nation, a nationally-known tribal artist and advocate, and director of the Little Eagle Arts Foundation in Wisconsin Dells. > More
• David Lee is the executive director of the new Milwaukee creative development and advocacy organization Imagine MKE. > More
• Mark Fraire, Director, Dane County Cultural Affairs Commission, Madison, is an advocate for the creative 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. E. E. Everson’s “Forevertron in North Freedom; Fred Smith’s Wisconsin Concrete Park in Phillips; the Dickeyville Grotto; the Painted Forest in Spring Green; 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. > More
• Lake Superior 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. > More
• Leigh Yawkey Woodson Art Museum in Wausau is a nationally-recognized museum best known for its annual “Birds in Art” exhibition. > More
• 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. > More

THE ARTS IN WISCONSIN

• Travel Wisconsin will point you towards the best arts and cultural destinations here.
• Find out more about Wisconsin’s communities through the nation’s longest running tourism show here.
• Wisconsin Life celebrates what makes Wisconsin unique through the diverse stories of its people here.
• The Wisconsin Academy of Sciences, Arts and Letters will introduce you to the wonderful accomplishments of the state’s innovators and artists here.

WISCONSIN ARTS ORGANIZATIONS

Arts Wisconsin www.artswisconsin.org
VSA Wisconsin www.vsawis.org
Wisconsin Art Education Association www.wisted.org
Wisconsin School Music Association www.wisavas.org
Wisconsin Visual Arts www.wisconsinvisualartists.org

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