NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION’S GDP & 5.1 MILLION JOBS**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.


<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>$878 BILLION</th>
<th>Construction</th>
<th>$790.4 BILLION</th>
<th>Education Services</th>
<th>$246 BILLION</th>
</tr>
</thead>
</table>

**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.


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<tr>
<th>673,656 BUSINESSES &amp; 3.48M EMPLOYEES</th>
<th>ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS</th>
</tr>
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**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.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, report.

<table>
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<tr>
<th>NONPROFIT ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE &amp; LOCAL ECONOMY</th>
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**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

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

**A** Congress has proposed allocating $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49c 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!


**WISCONSIN ARTS FACTS**

**WISCONSIN ARTS & CULTURE SECTOR REPRESENTS 3.1% OF THE STATE’S GDP & 96,651 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $10 billion to Wisconsin’s economy, representing 3.1% of the state’s GDP—a larger share than the state’s beer, biotech, and paper-making industries.


<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>$10 BILLION</th>
<th>Agriculture &amp; Forestry</th>
<th>$4.6 BILLION</th>
<th>Education Services</th>
<th>$3.5 BILLION</th>
</tr>
</thead>
</table>

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS**

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.


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**ECONOMICS**

In 2015, nonprofit arts organizations alone 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.


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<tr>
<th>NONPROFIT ART IS A $656.9 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES</th>
</tr>
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</table>

**FUNDING**

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

**A** In FY 2020, the state allocated $790,000 to the Wisconsin Arts Board. In The Board also received $813,700 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.

IN THE BADGER STATE, THE ARTS UNITE US

Downtown Appleton’s Mile of Music Festival attracted over 75,000 attendees in August 2019 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.

Learn more: here

MEET SOME WISCONSIN ARTS ADVOCATES

• George Tzougros is the longtime 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
• Marcie 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. Ewermor’s Forevertron in North Freedom; Fred Smith’s Wisconsin Concrete Park in Phillips; the Dickeyville Grotto; the Painted Forest in Valton; and Nick Engelbert’s Grandview in Hollandale. Learn more by visiting Wandering Wisconsin.
• The Hamilton Wood Type Museum in Two Rivers is the only museum dedicated to the preservation, study, production and printing of wood type.
• The John Michael Kohler Arts Center facilitates creative exchanges between artists and the Sheboygan community.
• Sauk County’s arts destinations include Reedsburg’s Fermentation Fest, 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 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.

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

WISCONSIN ARTS ORGANIZATIONS

Arts Wisconsin www.artswisconsin.org
VSA Wisconsin www.vsawis.org
Wisconsin Art Education Association www.wiacared.org
Wisconsin School Music Association www.wisconsinschoolmusic.org
Wisconsin Visual Arts www.wisconsinvisualartists.org

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: Arts Action Fund | @ArtsActionFund | #ArtsVote

“it’s time to invest in Wisconsin’s local and regional arts and creative economy, to benefit the economic and civic vitality of the entire state and strengthen local economies and community life.”
— Jerry Deschane, Director, League of Wisconsin Municipalities