WHY THE ARTS MATTER IN WISCONSIN

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $919.7 billion industry in 2019, representing 4.3% of the nation’s GDP, 5.2 million jobs, and total compensation of $466 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

WISCONSIN ARTS FACTS

WI ARTS & CULTURE SECTOR REPRESENTS 3.1% OF STATE’S GDP & 96,450 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $10.9 billion to WI’s economy in 2019, representing 3.1% of the state’s GDP, 96,450 jobs, and total compensation of $6.1 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.


$150B LOST REVENUE & 52% OF UNEMPLOYMENT

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.


NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

$166.3 BILLION

In WI, COVID-19 has devastated creative economy businesses with a loss of $1.9 billion in revenue. In addition, 52% of all creative workers in WI became unemployed (50,400 people) as of July 2020.


$1.9B LOST REVENUE & 52% OF UNEMPLOYMENT

$656.9 BILLION DRIVERS OF JUST ONE OF OUR LOCAL ECONOMIES.

$656.9 MILLION

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

A Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amount amounts to just 51¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. 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 In FY 20-21, the state allocated $813,097 to the Wisconsin Arts Board. In The Board also received $859,400 in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. An additional 54 nonprofit arts organizations received direct grants from the NEA totaling $1,340,000.

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.

ARTS WISCONSIN
Vision: A creative Wisconsin that benefits all.
Mission: To serve and enrich people and communities as Wisconsin’s community cultural development organization. Founded in 1992, Arts Wisconsin is the only independent statewide organization providing a leadership forum for advancing the local and statewide creative economy, integrating the arts and creativity in education, educating entrepreneurs and activists, and engaging policy-makers and the public as a catalyst for dialogue, information, and action.

Executive Director: George Tzougros
Chair: Kevin Miller

WISCONSIN ART ORGANIZATIONS
- Arts Wisconsin www.artswisconsin.org
- Arts for All Wisconsin www.artsforallwi.org
- Wisconsin Art Education Association www.waed.org
- Wisconsin School Music Association www.wsmamusic.org
- Wisconsin Visual Artists www.wisconsinvisualartists.org

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 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.

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.

Executive Director: George Tzougros
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WISCONSIN ARTS NEED YOU!
To View the Top 10 Reasons to Support the Arts, Click Here.

JOIN THE ARTS ACTION FUND FOR FREE TODAY!
E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
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