



WHY THE ARTS MATTER IN WISCONSIN



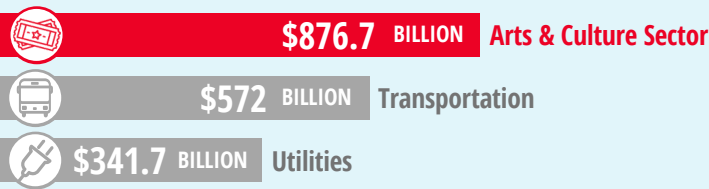
NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: **U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022** (2020 data collected during the pandemic)



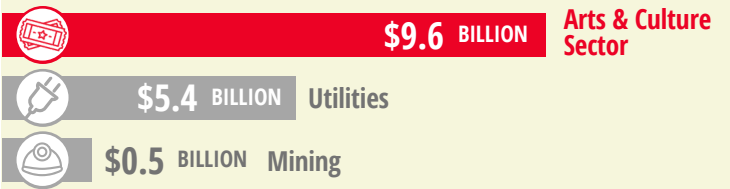
BONUS: In 2020, the arts & culture sector ranked 3rd among comparison sectors.

WISCONSIN ARTS FACTS

WI ARTS & CULTURE SECTOR REPRESENTS 2.8% OF STATE'S GDP & 83,166 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$9.6 billion** to WI's economy in 2020, representing **2.8%** of the state's GDP, **83,166 jobs**, and total compensation of **\$5.7 billion**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, WI arts and culture ranked 3rd among the comparison sectors.

GDP & JOBS

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

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: **U.S. Bureau of Economic Analysis, 2022** (Data collected during the pandemic)
See Americans for the Arts regularly updated **COVID-19 Impact on the Arts Research Update**.



Wisconsin arts and culture value added decreased by **10%** between 2019 and 2020. In addition, arts & culture employment decreased by **13%**, dropping from **96,122** to **83,166**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



COVID-19 IMPACT

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, 2017** (Prior to COVID-19 pandemic)



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.

Source: Americans for the arts, Arts & Economic Prosperity V, **Wisconsin** report, 2017



ECONOMICS

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 allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: **Americans for the Arts Action Fund, 2022**.

Q How much did Wisconsin receive in public funding for the arts and culture?

A In **FY21-22**, the state allocated **\$807,100** to the Wisconsin Arts Board. In The Board also received **\$887,100** in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. An additional **18** nonprofit arts organizations received direct grants from the NEA totaling **\$1,554,487**.

Source: **NEA** and **NASAA, 2022**

FUNDING

"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



WISCONSIN ARTS FACTS

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.

Executive Director: George Tzougros

Chair: Kevin Miller



[Learn more here.](#)

ART 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 ART ORGANIZATIONS

Arts Wisconsin www.artswisconsin.org

Arts for All Wisconsin www.artsforallwi.org

Wisconsin Art Education Association www.wiarted.org

Wisconsin School Music Association www.wsmamusic.org

Wisconsin Visual Artists www.wisconsinvisualartists.org

CREATE 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, Create Wisconsin (formerly 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.

Director: Anne Katz

Chair: Tom Targos

[Join here.](#)



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 Parkin **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.

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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To download this factsheet, "Why the Arts Matter in Wisconsin," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

3/23/2022