# WHY THE ARTS MATTER IN WISCONSIN

## NATIONAL ARTS FACTS

<table>
<thead>
<tr>
<th>Arts &amp; Culture</th>
<th>Arts &amp; Culture</th>
<th>For-Profit &amp; Non-Profit Sectors Represent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.016 trillion</td>
<td>$10.8 billion</td>
<td>4.4% Nation’s GDP 4.85M Jobs</td>
</tr>
<tr>
<td>$945.3 B</td>
<td>$5.3 B</td>
<td>2.9% State’s GDP 87,185 Jobs</td>
</tr>
<tr>
<td>$378.4 B</td>
<td>$15.6 B</td>
<td></td>
</tr>
</tbody>
</table>

The national arts and culture sector was a $1.016 trillion industry in 2021 (4.4% of the nation's GDP), representing 4.85 million jobs (3.2% of nation's workforce), and total compensation of $504.2 billion.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2023 (2021 data collected during the pandemic)

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

<table>
<thead>
<tr>
<th>National</th>
<th>Statewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>$166.3 B</td>
<td>$656.9 M</td>
</tr>
<tr>
<td>$27.5 B</td>
<td>$74.7 M</td>
</tr>
</tbody>
</table>

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

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (New data coming Oct 2023)

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Appropriation</th>
<th>NEA State Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY23</td>
<td>$207 Million</td>
<td>$954,500</td>
</tr>
<tr>
<td>FY21-22</td>
<td>$13 Billion</td>
<td>$954,500</td>
</tr>
</tbody>
</table>

Congress allocated $207 million to the National Endowment for the Arts (NEA) in FY23. This amounts to just 62 cents per capita. Ideally, Congress should index $1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023

## PUBLIC FUNDING RECEIVED FOR WISCONSIN ARTS & CULTURE SECTOR

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Appropriation</th>
<th>NEA State Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY23</td>
<td>$807,100</td>
<td>$954,500</td>
</tr>
<tr>
<td>FY21-22</td>
<td>$1,909,487</td>
<td>$954,500</td>
</tr>
</tbody>
</table>

State Appropriation FY23 $807,100
NEA State Grant FY23 $954,500
NEA Direct Grants FY22 $1,909,487
SBA SVOG Grants FY21-22 $233,207,549

Source: NEA, SBA, NASAA, 2023

View the Top 10 Reasons to Support the Arts [HERE](#)
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

**BE SURE TO CHECK OUT**

- 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](#).

**Arts Wisconsin**  
[www.artswisconsin.org](http://www.artswisconsin.org)  
Arts for All Wisconsin  
[www.artsforallwi.org](http://www.artsforallwi.org)  
Wisconsin Art Education Association  
[www.wiaeted.org](http://www.wiaeted.org)  
Wisconsin School Music Association  
[www.wsmamusic.org](http://www.wsmamusic.org)  
Wisconsin Visual Artists  
[www.wisconsinvisualartists.org](http://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

**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.