

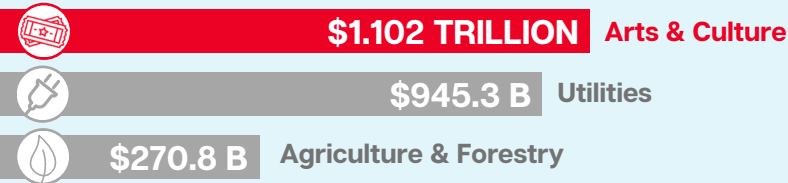
WHY THE ARTS MATTER IN WISCONSIN



NATIONAL ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

4.31% Nation's GDP **5.2 M** Jobs



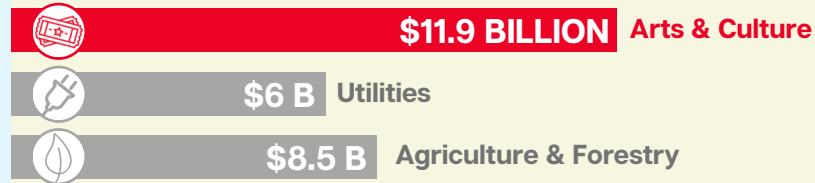
The national arts and culture sector was a **\$1.102 trillion industry** in **2022** (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

WISCONSIN ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

3.01% State's GDP **89,169** Jobs



The Wisconsin arts and culture sector was a **\$11.9 billion industry** in **2022** (3.01% of the state's GDP), representing **89,169 jobs** (2.94% of Wisconsin's workforce and more jobs than the state's Beer, Biotech, and Paper-making industries), and total compensation of **\$6.6 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B Economic activity annually

2.6 M Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#).

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

Statewide

\$933 M Economic activity annually

15,851 Jobs supported by economic activity

\$190.1 M Total tax revenue annually

See **Local Participating Studies**: City of Eau Claire, City of Milwaukee, Dane County, Door County, Greater Green Bay Area, St. Croix Valley. [Wisconsin Arts Board AEP6 Page](#)

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#). 2022 data collected for Wisconsin.

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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](#), 2024.

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

PUBLIC FUNDING RECEIVED FOR WISCONSIN ARTS & CULTURE SECTOR

State Appropriation FY24 **\$1,078,000**

NEA State Grant FY24 **\$1,078,000**

NEA Direct Grants FY23 **\$1,733,000**

Source: [NEA](#), [SBA](#), [NASAA](#), 2024

WISCONSIN ARTS HIGHLIGHTS

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: Brian Kelsey



Learn more here.

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 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: Mal Montoya



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.

3/23/2023



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org

FOLLOW US:

