



## NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## WISCONSIN ARTS FACTS

### THE WISCONSIN ARTS & CULTURE SECTOR REPRESENTS 3.1% OF THE STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$9.1 billion** to Wisconsin's economy, representing 3.1% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.

**\$9.1 BILLION** Arts & Culture Sector

**\$5.5 BILLION** Agriculture & Forestry

**\$2.8 BILLION** Education Services

**BONUS:** In 2015, WI arts and culture jobs \$5.3 billion in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

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.

Source: Americans for the Arts, *Creative Industries*, 2017.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

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**.

Source: Americans for the Arts, *Creative Industries*, *Wisconsin report*, 2017.

**9,171** & **50,966** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

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.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations 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.

ART IS A **\$656.9 MILLION** GDP DRIVER OF OUR STATE ECONOMY.

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 has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ 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**!!

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

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

**A** The state allocated **\$811,600** to the Wisconsin Arts Board. In FY 2017, the Board also received **\$787,100** in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. An additional 21 nonprofit arts organizations received direct grants from the NEA totaling **\$1,245,100**.

Source: NEA and NASAA, 2017.

Read: *21st Century Wisconsin*, Arts Wisconsin and the League of Wisconsin Municipalities, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“Now is the 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 70,000 attendees in August 2018 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

- **Dasha Kelly Hamilton**, is a nationally-respected writer, artist, poet, and social entrepreneur, Milwaukee. > [More](#)
- **Ryan Heise**, Village Administrator, Village of Egg Harbor, is the recipient of Arts Wisconsin’s 2018 *Arts in the Community Award* for championing public art throughout the village. > [More](#)
- **Melinda Childs ID** is Director of Community Programs, Artstart Rhinelander and Nicolet College, Rhinelander. > [More](#)
- **Alan Nugent**, Founder, Widespot Performing Arts Center, Stockholm, is an entrepreneur and activist for creative placemaking, cultural tourism, and small business development. > [More](#)
- **Mark Fraire**, Director, Dane County Cultural Affairs Commission, Madison, is an advocate for the arts economy and community engagement through the arts. > [More](#)

#### 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](#).
- Wisconsin Academy will introduce you to the wonderful accomplishments of the state’s innovators and artists [here](#).

#### WISCONSIN ARTS ORGANIZATIONS

Arts Wisconsin [www.artswisconsin.org](http://www.artswisconsin.org)

VSA Wisconsin [www.vsawis.org](http://www.vsawis.org)

Wisconsin Art Education Association [www.wiarted.org](http://www.wiarted.org)

Wisconsin School Music Association [www.vsawis.org](http://www.vsawis.org)

Wisconsin Visual Arts [www.wisconsinvisualartists.org](http://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](#).
- [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.
- [Frank Lloyd Wright Trail](#) A new trail is taking travelers on a self-guided architectural adventure through nine counties in southern Wisconsin.

To View the [Top 10 Reasons to Support the Arts in Wisconsin](#), [Click Here](#).

## WISCONSIN ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Wisconsin,” with corresponding resource links visit [www.ArtsActionFund.org/WI](http://www.ArtsActionFund.org/WI).