

The arts – part of the solution for Wisconsin!

Creativity. Innovation. Imagination. Entrepreneurship. That's what Wisconsin needs, and that's what the arts provide. *That's why the arts in Wisconsin are part of the solution.* The arts in Wisconsin generate jobs, create economic stimulus, attract businesses, improve education, drive tourism, and enhance our quality of life. The arts, arts education and creative economy are critical to Wisconsin's future success, especially in these tough economic times.

It is increasingly evident that investment in the arts, arts education and creative economy:

- Encourages creativity, innovation and entrepreneurship, which are hallmarks of the 21st century economy and are gained through experience and involvement in the arts.
- Enriches the lives of Wisconsin residents with outstanding cultural experiences and important educational opportunities, helping to build and sustain the workforce Wisconsin businesses need in this complex economy.
- Provides that strong cultural heartbeat communities across the state needed to attract and retain successful businesses.
- Promotes cultural understanding to help us all maneuver complex changes in our local, statewide and global economies.

Information on the arts, arts education and creative economy in Wisconsin

- [The Arts and the Creative Economy: 21st Century Growth in Wisconsin](#)
- [Making the Case for the Arts, Arts Education and Creative Economy in Wisconsin](#)
- Ten Characteristics of a Healthy Arts Community: <http://www.artswisconsin.org/research/activistcenter/tencharacteristics.cfm>

Resources from thought-leaders and decision-makers

- **American Planning Association:** "[Community Character - how arts and cultural strategies create, reinforce, and enhance sense of place](#)"
- **The Creative Community Builders Handbook**, by Tom Borrup, 2006 <http://www.amazon.com/Creative-Community-Builders-Handbook-Communities/dp/0940069474>
- **The Arts in the Small Community**, by Robert Gard, updated 2006 by Maryo Gard Ewell and Michael Warlum (available from Arts Wisconsin)
- **Art-related economic development strategies in small towns:** Impacts on Downtown Economic Revitalization (it's from 1999, but still relevant) - <http://www.travelmontana.mt.gov/conference/PresentationArchive/jvillani.htm>
- **Cultural and Heritage Tourism** - <http://yakimavalleytourism.wordpress.com/2009/10/23/cultural-and-heritage-tourism/>
- **An Arts-Based State Rural Development Policy** - http://www.hhh.umn.edu/projects/prie/pdf/270_rural_state_arts_policy.pdf
- **Rural Tourism Marketing** - <http://ruraltourismmarketing.com/>
- **National Assembly of State Arts Agencies** – Creative Economy Resource Center: <http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Creative-Economic-Development-Resource-Center.php>
- **National Governors Association** research

1. Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development: <http://www.nga.org/files/live/sites/NGA/files/pdf/0901ARTSANDECONOMY.PDF>
 2. Strengthening Rural Economies through the Arts: <http://www.nga.org/files/live/sites/NGA/files/pdf/RURALARTS.pdf>
 3. Culture and Commerce: Traditional Arts in Economic Development: http://www.urban.org/UploadedPDF/410812_culture_and_commerce.pdf
- **Ann Markusen, University of Minnesota – major researcher and writer on the arts, creative entrepreneurship, and creative economy**
 1. Arts and Culture in Urban/Regional Planning: <http://www.hhh.umn.edu/projects/prie/pdf/271CulturalPlanningResearch.pdf>
 2. Defining the Creative Economy: http://www.hhh.umn.edu/projects/prie/pdf/268%20DefineCreativeEcon_IndOcc.pdf
 3. Building the Creative Economy for Minnesota's artists and communities: http://www.hhh.umn.edu/projects/prie/pdf/268%20DefineCreativeEcon_IndOcc.pdf
 4. Creative Placemaking – a white paper for the National Endowment for the Arts' Mayors Institute on City Design: <http://www.nea.gov/pub/CreativePlacemaking-Executive-Summary.pdf>

Contact Arts Wisconsin for more information on how the creative economy can work for your community!

Anne Katz, Executive Director | Arts Wisconsin
 Box 1054 | Madison, WI 53701-1054
 608 255 8316 | akatz@artswisconsin.org
<http://www.artswisconsin.org>



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solution