



# Warren Petryk

State Representative • 93rd Assembly District

Date: October 18, 2017

To: Members of the Committee on Jobs and the Economy

From: Representative Petryk

Re: Testimony regarding Assembly Bill 393 – “Creative Economy”

Good morning Chairman Neylon and members of the committee. I appreciate this opportunity to come before you today to speak in favor of Assembly Bill 393 which I authored with Senator Sheila Harsdorf. I also want to thank Representatives Joan Ballweg, Ed Brooks, Bob Kulp, Pat Snyder, Tod Ohnstad, and Chris Sinicki for their support of this important piece of legislation.

As Chairman of the Jobs and the Economy Committee, a large focus of mine is to help cultivate job growth in Wisconsin and improving our economy. We have already taken several steps towards attaining this goal and Assembly Bill 393 will continue to assist in moving Wisconsin forward. As an artist and small business owner myself, I know firsthand the impact this industry can have both personally and for the state and local community.

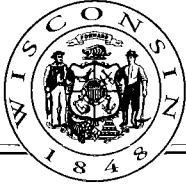
Arts and cultural experiences account for a significant number of small business that stimulate Wisconsin's economy. According to Arts Wisconsin, the nonprofit arts and cultural sector in Wisconsin generates \$535 million annually in economic activity, of which \$65 million is local and state revenue and \$479 million is resident income. The industry also employs over 42,000 full-time workers among 10,000 businesses.

In the 93<sup>rd</sup> Assembly District is the very small Village of Stockholm with just 66 residents. However, this small community offers large and substantial arts and cultural experiences through their Fall Fresh Tour, Flyway Film Festival, and the Summer Art Fair. Their motto is “Small Village...Big Arts” and this couldn't be more true. Communities like Stockholm deserve the support of our state to help them continue to grow their public offerings while giving back to the state through generated revenues. If you would like more information on the events occurring in this wonderful community, please visit their comprehensive website at <https://www.stockholmwisconsin.com/>.

Under Assembly Bill 393, applicants can apply for funds through this grant program for up to \$40,000 and must have secured at least a two-to-one match of non-state funds for the project.

Under the legislation, the Arts Board would be required to not only develop a process for the grants but also report back on the effectiveness of the grant program to the Joint Finance Committee.

I am proud of the work done on this legislation alongside my colleague Senator Harsdorf and for the bipartisan support this legislation has received. Thank you for your time and consideration.



## State Senator Sheila Harsdorf

Date: October 18, 2017  
To: Assembly Committee on Jobs and the Economy  
From: Senator Sheila Harsdorf  
Re: Assembly Bill 393- Wisconsin Creates

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Dear Chair Neylon and Committee Members:

Thank you for holding a public hearing on Assembly Bill 393 (AB 393,) known as Wisconsin Creates. This legislation seeks to establish a grant program through the Wisconsin Arts Board to boost creative industries and job creation in our state. I appreciate the opportunity to testify in support of AB 393.

Today's young professionals and other workers are often looking to the amenities of a community before considering where they want to live and work. Thus attracting businesses, and individuals through art and other entertainment is becoming increasingly more important. AB 393 is designed to promote economic development for businesses and local arts agencies which provide products or services which are based in artistic, cultural, creative, or aesthetic content. This bill proposes to develop a creative economy grant program through the Wisconsin Arts Board under the Department of Tourism. The biennial appropriation of \$500,000 would allow the Arts Board to award grants on a competitive basis to businesses, arts organizations, local arts agencies, and business development organizations that promote creative industries, job creation, and economic development. Applicants applying for the grants are eligible to receive up to \$40,000 and must have secured at least a two-to-one match of non-state funds for the project. The appropriation is one-time funding and requires the Arts Board to develop a process to score the effectiveness of the grants and report back to the Joint Committee on Finance.

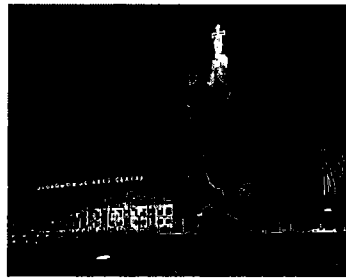
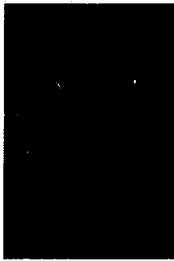
Arts and cultural experiences account for a significant number of small businesses that help stimulate the economy through tourism and neighborhood development, as well as creating community assets that improve quality of life measures that businesses and their employees value. According to Arts Wisconsin, the nonprofit arts and cultural sector in Wisconsin generates \$535 million in economic activity resulting in \$65 million in local and state revenues and employs over 42,000 full-time jobs among 10,000 businesses.

Creative development is happening all over the state. An example in my district is the *In a New Light Gallery* which showcases artwork done by at-risk youth. The *In a New Light* program, through the art of photography, helps students better understand themselves and provides a therapeutic outlet. The success of this program has provided the opportunity to open the *In a New Light Gallery* which adds to the culture amenities in Northwest Wisconsin. Later, you will hear from Arts Wisconsin who will highlight projects and developments occurring around the state that are creating jobs and adding to our quality of life.

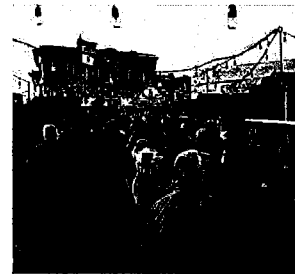
I am encouraged by the bipartisan support of this bill and urge timely passage of this job creating legislation.

I am here before you today in support of Assembly Bill #393. It is important that WI embrace the creative class in making our communities vibrant and a unique experience. It is through those efforts, that community development is successful by attracting businesses, residents and visitors.

In my experience, Downtown Oconomowoc has been established as a cultural center and a destination where all facets of community life come together. Traveling through the community, our gateway sculpture welcomes people to the land of the 5 O's and its important assets of lakes, heritage, people, culture and vitality. It is these inter-related elements that provide a platform of activity for the area to thrive.



Events and programming that occurs through music, the Festival of Arts, anniversary celebrations of the world premiere of the Wizard of Oz, or a cultural festival like the Oconomowoc German Christmas Market celebrate our unique opportunity to bring people together. These experiences lead to interest in businesses locating, development occurring, and residents choosing a place to be and live.



Our active role locally in revitalization and reinvestment into Downtown Oconomowoc has resulted in a regional destination, and the recognition that our business district is considered the Heart of Lake Country. It is an engaging, active and vibrant place that people want to live, work, shop, dine and recreate in.

Ten years ago this was not our reality, Oconomowoc is a true testimony that memorable experiences can be sustained for a time, but community transformations are contagious, even inspirational and must be sustained through time. It is my belief that the Wisconsin Creates program would assist more Wisconsin communities in being innovative, inspirational and transformational for the betterment of our economy as a whole.

**Bob Duffy**  
**Economic Development Director**  
**City of Oconomowoc**  
[rduffy@oconomowoc-wi.gov](mailto:rduffy@oconomowoc-wi.gov)  
**262-569-2185**



**Jean Detjen**

**Executive Director & Co-Founder**

**Northeast Wisconsin Arts Association, Appleton**

**jeandetjen@sbcglobal.net | (920) 574-6841**



I'm Jean Detjen from Appleton and I'm here to testify on behalf of *Wisconsin Creates* in favor of Assembly Bill #393. I'm an entrepreneur, a dedicated community activist, and a passionate ambassador for Wisconsin. Born and raised here, I've studied and traveled out of state and abroad and can be counted among the native sons and daughters who came back here to raise my own family and share my creative talents. Recently I co-founded a new creative business, the Northeast Wisconsin Arts Association (NEWAA) where I serve as Director.

The mission of the NEWAA is to connect and grow NE Wisconsin's economic, educational, and civic sectors by connecting the arts and the community. We believe the arts and creativity benefit *everyone* in the community. Our multi-faceted efforts are focused on the creative economy in this region, connecting people via all expressions of art, and bringing more art opportunities into more people's lives. We recognize that the arts tell the story of who we are as people and it often defines our communities long after we are gone.

NEWAA serves as a connection and resource hub for local artists and the creative community at large. While we are a connective tissue portal for all types of artists and diverse creative professionals, we are only as strong as the collaborations we build. We can sustain and grow this grassroots effort through public and private partnerships that would be possible through *Wisconsin Creates*.

Today's businesses value critical thinking, creativity, and divergent mindsets more than ever before. Arts education and related opportunities nurture these skills and fuel the brain power of tomorrow's innovators and entrepreneurs in all fields: creative professions, tech, science, engineering, teaching, and beyond. Our young people are entering a workplace very different from what many of us saw growing up. We have a responsibility to prepare them for this new wave while also providing a place for them at a table that is appetizing, inviting, exciting, and fulfilling.

Recently, I've noticed a palpable arts renaissance happening where I live, with infrastructure and community engagement providing energy and audience for its continuance. What I'm also seeing is other states outshining Wisconsin in their investment in the creative economy and placemaking initiatives. Our state's creative ecosystem of talented people, businesses, organizations, communities, and diverse arts & culture amenities requires sustainable investment to stay vital and thrive. To effectively compete for top-notch human capital makes this investment imperative. Our best assets will die or go elsewhere if necessary resources are inadequate or too difficult to access.

We need to acknowledge that to attract and retain young, talented workers and tomorrow's leaders requires sustained investment in educational and cultural amenities that breathe creativity, diversity, and humanity. "Quality of life" doesn't just happen. It is created with intention and an innovative mindset by savvy community leaders who know what it takes to welcome and attract the best and the brightest. It also requires nurturing young roots such that they deepen and spread forth new sprouts that flourish in the tending soil.

If building and growing Wisconsin's 21st-century workforce and economy while making our state a destination for tourism, recreation and overall quality of life is a top priority, then the passage of AB #393 is absolutely essential. It is a relatively small investment with the promise of a large payoff affecting every citizen of this state. May we all work together to find creative ways to invest in the valuable assets which make Wisconsin worth coming home to.

### **2017.10.18 Testimony - 2017 Assembly Bill 393**

Good afternoon, my name is Kate Salas, I am the Executive Director of Green Lake Renewal, a small non-profit in Green Lake WI. Our mission is "Working to revitalize our communities".

I am here to testify in favor of Assembly Bill 393.

Town Square Community Center is a project of Green Lake Renewal. Five years ago, the building was the old County Courthouse, sitting empty and unused right in the middle of downtown Green Lake. The streets of Green Lake were empty, one never had to worry about finding a parking spot, they were available in abundance.

When this project started the idea was to take this building and turn it into a place to gather community. Artists drove the ship from the beginning. Early on two Lester Schwartz sculptures were donated to be placed in front of the building. The placement of those two sculptures transformed the property from the old county courthouse into a place for everyone.

The community center started by offering some art classes. We now have art classes for children and adults taught by local artists in, papermaking, stained glass, painting, and fabric arts. We have an art school that offers figure drawing and brings in distinguished artists from around the state to teach day long workshops. Our lobby gallery hosts rotating exhibits, the Lester Schwartz gallery and an artists' co-op. There is an art/farm market in the spring, summer, and fall and our lower level boasts six working artist studios.

Town Square is now the hub of the area, offering classes, programs, and events. The artist's co-op and seasonal markets, give local artists retail venues for their work. Art has been the glue sticking the project together. The building is bustling with activity. The streets of downtown Green Lake are full of cars, now you must search for a parking spot. Visitors stop to see what is happening, they shop, dine, and stay in Green Lake and the surrounding communities, because there are interesting events and programs happening here.

We continue to build our arts programming to great success. This year was the first annual Arnold Grummer's Midwest Paper Fest. The event brought paper artists from across the Midwest to Green Lake. 2018 will bring the Freeland Film Festival to Green Lake with Town Square as the headquarters.

While the arts have been the glue of Town Square, they have also been a difficult part of the project to fund. We face an ongoing challenge to offer robust programming and still pay the bills. As a community supported non-profit, matching funds from a grant program, such as Assembly Bill 393, would allow us to go further with the donations that we receive, increasing the positive impacts of our current programming.

growing 21st century jobs and businesses  
throughout Wisconsin  
learn more at [www.artswisconsin.org](http://www.artswisconsin.org)

**Wisconsin  
Creates**  
[www.wisconsincreates.net](http://www.wisconsincreates.net)

**WE CALL FOR ACTION:** The state of Wisconsin should establish *Wisconsin Creates*, administered by the Wisconsin Arts Board, as a public/private partnership to leverage and grow human and civic assets and resources throughout the state. Sen. Sheila Harsdorf (R-River Falls) and Rep. Warren Petryk (R-Eleva) are the lead sponsors for Senate Bill 264 and Assembly Bill 393, to create a program that provides:

- ▶ **local and regional creative economic development** that creates and expands jobs, businesses and income, through downtown development, community revitalization, cultural districts, civic engagement, creative placemaking, and cultural tourism programs
- ▶ **arts and creativity in education** as a pro-active strategy for workforce development, to expand skills training; stimulate creative thinking, idea generation, innovation and inspiration; and enable entrepreneurship – all qualities needed in the 21<sup>st</sup> century world and workforce.
- ▶ **strengthening capacity and entrepreneurship** for and in the state's diverse arts infrastructure.

**BACKGROUND** Wisconsin is a place where the arts spring from the grassroots, a place where people of all interests, backgrounds, and perspectives, in communities of all sizes, are involved in creative endeavors. We've been that way for a long time, because of the Wisconsin Idea and our progressive traditions. "The arts" are not something that only some people are involved with or care about.

Where Wisconsin has fallen behind in recent years – dangerously so, since other states are moving forward more rapidly in the creative development arena - is in public, pro-active investment in the arts and creativity as essential components for economic growth, educational advancement, civic engagement, and vibrant communities. In our rapidly changing world, where creativity and innovation are key to economic, educational and civic growth and success, and, with such abundant cultural and creative resources throughout the state, that's just not acceptable. **Wisconsin must seize the opportunity to grow its economy with a 21<sup>st</sup> century development strategy.**

**THE ISSUE** *The arts and creativity work for a vibrant, innovative, and successful Wisconsin. Strengthening Wisconsin's creative economy is a critical strategy for the state and all of its communities to compete in the global economy, educate our children, engage residents, and to develop, attract and retain entrepreneurs and a high skilled work force through healthy, vibrant communities where people want to live, work, learn, and play. Wisconsin Creates* will help Wisconsin identify, strengthen and expand its creative programs, workforce, and businesses on the local level, leading to sustainable job growth, a growing talent pool, and community vibrancy and vitality.

**Wisconsin Creates** will develop and support systemic and pro-active strategies necessary to:

- ▶ grow, attract and retain a talented workforce
- ▶ capitalize on local and regional distinctive assets and culture
- ▶ deepen connections among residents, cities, and regions, and regions to global communities and economies
- ▶ foster innovation and entrepreneurial commercial activity to build sustainable economies.

**KEY POINTS** Investment in creative economic growth will move Wisconsin forward towards:

- ▶ **Jobs and economic vitality:** growing and sustaining prosperity.
- ▶ **Educational advancement, skills training, and improved academic performance:** Preparing all of our children for the 21<sup>st</sup> century world and workforce.
- ▶ **Civic engagement:** bringing people and communities together for common good and common ground.
- ▶ **True prosperity and opportunity:** enriching every community and the lives of everyone, everywhere in Wisconsin.

**LEARN MORE:** *Arts Wisconsin* | 608 255 8316 | [info@artswisconsin.org](mailto:info@artswisconsin.org) | [www.artswisconsin.org](http://www.artswisconsin.org)

**ARTS  
WISCONSIN**  
CELEBRATING 25 YEARS

# Ten Reasons to Invest in Wisconsin's Creative Sector

- 1. Arts promote true prosperity, well being, and connections.** The arts are fundamental to our humanity. They ennoble and inspire us, fostering creativity, understanding, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.
- 2. Arts mean business.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2015 analysis of Dun & Bradstreet data counts 9,985 businesses in Wisconsin involved in the creation or distribution of the arts that employ 42,183 people—representing 3.2 percent of the state's businesses and 1.4 percent of its employees.
- 3. Arts strengthen the economy.** The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$729.6 billion industry, which represents over 4.2% percent of the nation's GDP—a larger share of the economy than transportation and agriculture. In Wisconsin, the nonprofit arts industry alone generates \$657 million in economic activity annually, resulting in nearly \$75 million in local and state tax revenues, 26,695 in full-time equivalent jobs and \$555 million in resident income.
- 4. Arts drive tourism.** Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip has grown steadily since 2003 (18 to 28 percent). The share attending concerts and theater performances has grown from 14 to 18 percent since 2003.
- 5. Arts are an export industry.** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.
- 6. Arts spark creativity and innovation.** The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their *Ready to Innovate* report concludes, "The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3<sup>rd</sup> millennium." Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists.
- 7. Arts have social impact and improve quality of life.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates. The arts are used by the U.S. Military to promote troop force and family readiness, resilience, retention and for the successful reintegration of veterans into family and community life
- 8. Arts improve academic performance.** Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with 4 years of arts or music in high school average 100 points higher on the verbal and math portions of their SATs than students with just one-half year of arts or music.
- 9. Arts are good for local merchants.** Attendees at Wisconsin's nonprofit arts events spend \$19.06 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Nine percent of the 9.4 million nonprofit arts attendees come from outside of Wisconsin. Those 806,000 attendees spend nearly twice as much as residents (\$33.02 vs. \$17.73)—valuable revenue for businesses and communities across the state.
- 10. Arts improve healthcare.** Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

Sources: Arts Wisconsin, Wisconsin Arts Board, and Americans for the Arts



# 21<sup>ST</sup> CENTURY WISCONSIN

a report on opportunities for growth and success throughout the state

**ARTS**  
WISCONSIN

Arts Wisconsin will produce *21st Century Wisconsin*, a report on Wisconsin's creative economy and local, regional and statewide opportunities for 21st century growth. The report will address data, trends and models, and provide best practices, strategies and actions to leverage and grow assets and resources throughout Wisconsin for:

- local and regional creative economic development that creates and expands jobs, businesses and income, through downtown and community revitalization, civic engagement, and cultural tourism programs
- arts and creativity in education for all students as a strategy for workforce development, to expand skills training; stimulate creative thinking, idea generation, innovation and inspiration; and enable entrepreneurship – all qualities needed in the 21st century world and workforce
- strengthening capacity and entrepreneurship for and in the state's diverse arts and creative businesses.

At the dawn of the 21<sup>st</sup> century, strengthening and investing in Wisconsin's creative economy is a critical strategy to compete in the global economy, educate our children as productive members of the 21<sup>st</sup> century workforce, engage residents, and develop, attract and retain entrepreneurs and a high skilled work force through healthy, vibrant communities where people want to live, work, learn, and play.

*21<sup>st</sup> Century Wisconsin* will help Wisconsin identify, strengthen and expand its creative programs, workforce, and businesses on the local and regional levels, to stimulate sustainable job growth, a growing talent pool, and community vibrancy and vitality.



The changing economy and civic infrastructure has led communities in Wisconsin and nationwide around the United States to examine and build new systems for growth and opportunity. An expanded focus on small business, entrepreneurial,

and quality of life development will build new systems and opportunities. The arts and culture are a worthwhile investment for both intangible value and monetary value.

Creative economy growth is already blossoming in the state at the local level, from Eau Claire to Appleton to the Northwoods to Beloit. Wisconsin has always been a place where the arts spring from the grassroots, a place where people of all interests, backgrounds, and perspectives, in communities of all sizes, are involved in creative endeavors. "The arts" are not something that only some people are involved with or care about. Wisconsinites are creative, entrepreneurial, imaginative and innovative.

The need for action is urgent. Wisconsin's creative economy development strategy is currently uncoordinated, reactive, and insufficient for sustained success. We must develop pro-active, systemic investment on the local, regional



and state levels, to achieve a 21<sup>st</sup> century creative infrastructure to compete and succeed. An increasing number of states, from Louisiana to Colorado to Minnesota, have creative economy programs and strategies addressing new economic issues.

Wisconsin needs systemic and pro-active strategies necessary to:

- develop, attract and retain a talented workforce
- capitalize on a region's distinctive assets and culture
- deepen connections among residents, cities, and regions, and regions to global communities and economies
- foster innovation and entrepreneurial commercial activity to build sustainable economies.



*21<sup>st</sup> Century Wisconsin* will help Wisconsin address the development of its abundant creative resources to meet the challenges of our rapidly changing world, where creativity, innovation, imagination, and entrepreneurship are key to economic, educational, and civic growth and success.

According to the National Governors Association, the arts and culture are integral to high-impact economic development, including:

- Leveraging human capital and cultural resources for economic vitality in under-performing regions through tourism, crafts, and cultural attractions
- Revitalizing communities by serving as a centerpiece for downtown redevelopment and cultural renewal
- Creating vibrant public spaces integrated with natural amenities, resulting in improved urban quality of life, expanded business and tax revenue base, and positive regional and community image
- Contributing to a region's "innovation habitat" by simultaneously improving regional quality of life and permitting new forms of knowledge-intensive production to flourish.

The *21<sup>st</sup> Century Wisconsin* report will include:

- Rationale for creative economy investment
- Facts and figures, including data from state and national studies
- Case studies and stories from around the state
- Strategies, actions, best practices, and opportunities for development.

Arts Wisconsin, Wisconsin's community cultural development organization, is uniquely qualified to produce the report, with 25 years of advocacy, service and development in the arts and creativity statewide. Arts Wisconsin has received support from the League of Wisconsin Municipalities to support research, production, and administration in the development of the report.

## The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the State of Wisconsin (Fiscal Year 2015)

<b>Direct Economic Activity</b>	<b>Arts and Cultural Organizations</b>	+	<b>Arts and Cultural Audiences</b>	=	<b>Total Industry Expenditures</b>
Total Industry Expenditures	\$376,915,991		\$279,941,276		\$656,857,267

### Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

<b>Total Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	17,480		9,215		26,695
Household Income Paid to Residents	\$344,729,000		\$210,783,000		\$555,512,000
Revenue Generated to <u>Local</u> Government	\$19,480,000		\$15,238,000		\$34,718,000
Revenue Generated to <u>State</u> Government	\$19,556,000		\$20,954,000		\$40,510,000

### Event-Related Spending by Arts and Cultural Audiences Totaled \$279.9 million (excluding the cost of admission)<sup>1</sup>

<b>Attendance to Arts and Culture Events</b>	<b>Resident<sup>2</sup> Attendees</b>	+	<b>Nonresident<sup>2</sup> Attendees</b>	=	<b>All Cultural Audiences</b>
Total Attendance to Arts and Culture Events	9,187,055		1,558,038		10,745,093
Percentage of Total Attendance	85.5%		14.5%		100.0%
Average Event-Related Spending Per Person	\$30.27		\$78.38		\$37.26
<b>Total Event-Related Expenditures</b>	<b>\$182,859,014</b>		<b>\$97,082,262</b>		<b>\$279,941,276</b>

### Nonprofit Arts and Cultural Event Attendees Spend an Average of \$37.26 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident<sup>2</sup> Attendees</b>	<b>Nonresident<sup>2</sup> Attendees</b>	<b>All Cultural Audiences</b>
Meals and Refreshments	\$15.79	\$26.37	\$17.33
Souvenirs and Gifts	\$4.67	\$13.03	\$5.88
Ground Transportation	\$2.84	\$8.58	\$3.68
Overnight Lodging (one night only)	\$4.75	\$25.41	\$7.75
Other/Miscellaneous	\$2.22	\$4.99	\$2.62
<b>Average Event-Related Spending Per Person</b>	<b>\$30.27</b>	<b>\$78.38</b>	<b>\$37.26</b>

Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the State of Wisconsin*. For more information about this study or about other cultural initiatives in the State of Wisconsin, visit the Wisconsin Arts Board's web site at [www.artsboard.wisconsin.gov](http://www.artsboard.wisconsin.gov).

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## Grand Opening of the Great Sauk State Trail

Issued by: Great Sauk Trail Commission and  
Friends of the Great Sauk State Trail

c/o Friends of the Great Sauk State Trail

Jeff Wright: (608) 345-5571



**FOR IMMEDIATE RELEASE 10/12/2017**

### **Grand Opening of the Great Sauk State Trail**

*After decades of waiting and three years of planning and construction, Sauk County will cut the ribbon on Phase I of the Great Sauk State Trail*

The Great Sauk Trail Commission and the Friends of the Great Sauk State Trail announce the opening of Phase I of the Great Sauk State Trail as a first step to the development of a regional recreation trail that will connect Dane County and communities in Sauk County to Devil's Lake State Park and the 400 State Trail in Reedsburg. Phase I, consisting of 5.17 miles of paved trail, traverses the Villages of Prairie du Sac and Sauk City and makes a connection with the recently designated Sauk Prairie Recreation Area and a potential bridge over the Wisconsin River into Dane County.

A grand opening and ribbon cutting ceremony will take place at 2:00 p.m. on October 19 on the trail in downtown Prairie du Sac followed by a trail-side gathering at the Culver's Blue Spoon Creamery Café.

"This new world-class trail will provide Sauk County and the State of Wisconsin with additional recreational opportunities for residents and tourists, strengthen the local and regional economy, and provide the needed momentum to plan for and develop future trail phases," said Marty Krueger, Chairperson of the Great Sauk Trail Commission and Chair of the Sauk County Board of Supervisors. "Opening Phase I of this trail is an example of what can be accomplished when our partners and stakeholders tirelessly work together to advance positive community initiatives."

One of the partners, the Friends of the Great Sauk State Trail, is currently conducting a capital campaign to raise the remaining funds needed for Phase I and to begin construction of the next six miles of trail through the Sauk Prairie Recreation Area to reach the south end of Devil's Lake State Park.

"Sauk Prairie has been dreaming of this trail for decades and is thrilled about the access it provides to the beautiful Wisconsin River and the new Sauk Prairie Recreation Area" commented Jeff Wright, President of the Friends of the Great Sauk State Trail. "This enthusiasm has fueled our efforts to raise the necessary funds to complete this incredible trail, including significant gifts from Culver's, Prairie Clinic, and so many business and individuals."

Krueger added, "Many thanks must also be given to the Villages of Prairie du Sac and Sauk City and Towns of Merrimac and Prairie du Sac for their participation and financial contribution, Governor Scott Walker and the Wisconsin Department of Natural Resources and Transportation for their commitment to the project, and the Sauk County Board of Supervisors for their unwavering support to see the trail through to construction. Finally, a special thank you must be extended to the Sauk Prairie community and the public for their continued and outstanding interest throughout the trail planning and development process."

The Friends of the Great Sauk State Trail continues its efforts to raise the funds necessary to build Phase II through the Sauk Prairie Recreation Area and to Devil's Lake State Park. To contribute or to learn more about trail construction, visit [www.greatsaukstatetrail.org](http://www.greatsaukstatetrail.org).

###



# ECONOMIC VITALITY

How the arts and culture sector catalyzes economic vitality

David J. Murray

ARTS AND CULTURE BRIEFING PAPERS 05

Terms such as “creative economy,” “creative class,” and “cultural economy” are becoming more common among urban planners, arts administrators, economic developers, and business and municipal leaders.<sup>1</sup> These terms reference a variety of types of jobs, people, and industries, including the sectors of visual, performing, and literary arts, as well as applied fields like architecture, graphic design, and marketing. Whatever label is used, this use of terminology linking culture and the economy indicates recognition of the connections among the fields of planning, economic development, and arts and culture.

The activities of the arts and culture sector and local economic vitality are connected in many ways. Arts, culture, and creativity can

- ◆ improve a community’s competitive edge
- ◆ create a foundation for defining a sense of place
- ◆ attract new and visiting populations
- ◆ integrate the visions of community and business leaders
- ◆ contribute to the development of a skilled workforce

To pursue economic development projects with a creative approach, there are four key points to consider:

## KEYPOINT #1:

*Economic development is enhanced by concentrating creativity through both physical density and human capital. By locating firms, artists, and cultural facilities together, a multiplier effect can result.*

## KEYPOINT #2:

*The recognition of a community’s arts and culture assets (and the marketing of them) is an important element of economic development. Creatively acknowledging and marketing community assets can attract a strong workforce and successful firms, as well as help sustain a positive quality of life.*

## KEYPOINT #3:

*Arts and cultural activities can draw crowds from within and around the community. Increasing the number of visitors as well as enhancing resident participation helps build economic and social capital.*

## KEYPOINT #4:

*Planners can make deliberate connections between the arts and culture sector and other sectors, such as tourism and manufacturing, to improve economic outcomes by capitalizing on local assets.*



American Planning Association

Making Great Communities Happen

Prepared by the American Planning Association, as part of a collaborative project with the RMC Research Corporation and with funding from the Rockefeller Foundation

## KEYPOINTS

Competition, definition, attraction, integration, and continued development are all pivotal aims for economic development professionals. Traditional outcomes of economic development in planning include job creation, increased tax revenues, increased property values, increased retail activity, and more sustained economic vitality. These goals are often pursued through programs such as workforce development, recruitment, amenity packages for firms, local property investment, and policies that support business. When combined with creative approaches, these traditional programs can create a richer context for economic development.

Economic development approaches that integrate arts and culture are usually combinations of facility-centric, people-oriented, and program-based approaches. Development of an arena, cultural center, incubator

space, or creative district is an example of a facility-centric method, while a people-oriented approach could include facilitating arts professionals' development by approving live-work spaces, supporting arts centers, creating cooperative marketing opportunities, or commissioning artworks. Program-based approaches target a specific issue within a community, such as developing an arts program—whether gardening, mural making, or public art displaying—to address the issue of vacant property; promoting health education through a local arts festival, exhibitions, or performances or plays with health themes; or displaying artwork in vacant storefronts to attract passersby and enliven an area. Whether targeting economic improvement through facilities, people, programs, or all three, creative strategies can strengthen economic vitality (Table 1).

Each key point is explored in greater depth below, with examples and connections to the strategies in Table 1.

**Table 1. Creative Strategies for Improving Economic Vitality**

Strategy	Description
Promotion of Assets	Promoting cultural amenities for the purpose of attracting economic investment and skilled workers
Development	Promoting community development through artistic, cultural, or creative policies
Revitalization	Promoting community and neighborhood revitalization through artistic measures and strategies that emphasize creativity
Economic/Job Clusters	Creating economic or job clusters based on creative businesses, including linking those businesses with noncultural businesses
Education	Providing training, professional development, or other activities for arts, cultural, or creative entrepreneurs
Arts-Oriented Incubators	Creating arts-specific business incubators or dedicated low-cost space and services to support artistic, cultural, or creative professionals
Branding	Developing visual elements that communicate a community's character; using logo development and graphic design for advertising, marketing, and promoting a community
Districts	Creating arts, cultural, entertainment, historic, or heritage districts
Live-Work Projects	Providing economic or regulatory support for combined residential and commercial space for artists
Arts-Specific and General Public Venues	Providing public or private economic or regulatory support for marketplaces, bazaars, arcades, community centers, public places, parks, and educational facilities of various types
Events	Using celebrations or festivals to highlight a community's cultural amenities
Urban Design and Reuse	Implementing the reuse of existing sites or buildings for arts and culture purposes
Public Art	Supporting temporary and permanent public-art projects

## KEYPOINT #1:

Concentrations of cultural enterprises and creative workers in a geographic area provide a competitive edge, likely by elevating the quality of life, improving a community's ability to attract economic activity, and creating a climate in which innovation can flourish.

Concentration of culture-sector firms and highly skilled workers, along with related facilities and business, enables partnerships and cooperative projects to develop. Concentration also facilitates the marketing of skills and products. The physical density of creative and cultural firms promotes the sector's prosperity, which is in turn economically good for the local area as a whole.

Clusters of culturally oriented businesses and workers can breed innovation and new specializations. Places where innovation is prized are naturally attractive to innovators and conducive to creativity of all types, as the frequency of exchange promotes creative activity. Planners can develop projects that deliberately locate creative professionals in a facility or area. Density or concentration of creative facilities can occur on a range of scales, from a single building to a streetscape, neighborhood, or district.

The Crane Building in North Philadelphia is an example of a facility-centric redevelopment for creative businesses and artists. Originally built in 1905 as a plumbing warehouse, the building today houses Crane Arts ([www.cranearts.com](http://www.cranearts.com)), with four floors of artist studios and suites and a variety of project spaces available for community programs and cultural development. Facilities include an art-restoration studio, a ceramics studio, a multimedia studio, and a printmaking, painting, and sculpting studio. One of the office suites is a cultural coworking space opened by Peregrine Arts ([www.peregrinearts.org](http://www.peregrinearts.org)) for entrepreneurs, consultants, artists, writers, visionaries, and anyone working in design, media, history, the arts, and cultural heritage. The building has been successful enough that Crane Arts is considering opening another building. As an economic development tool, the building is beneficial not only to the creative occupants but to adjacent communities and the design profession as a whole. For example, during the recent economic recession, local architects with few or no incoming projects participated in a gallery exhibit at Crane Arts in an effort to "get back to the act of making things."<sup>2</sup> The exhibit was an effective tool for marketing and design.

In Tampa, Florida, a local developer designed and created the Sanctuary Lofts ([www.sanctuarylofts.com](http://www.sanctuarylofts.com)) as an urban revitalization project to concentrate creativity and attract residents back to the downtown. The project began with an early 20th-century Greek Revival church in the Tampa Heights historic district that was transformed into loft apartments with space for creative-studio rentals. Many of the existing materials were salvaged, including doors, windows, pews, and hymnal racks. Sanctuary Lofts now serves as workspace for painters, artists, photographers, designers, and architects. This unique living space can assist in facilitating communication between creative organizations and the public and can create a stronger sense of identity for community residents.

## KEYPOINT #2:

Recognizing and strengthening existing assets are vital parts of community development and can contribute to economic development.

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Assets include those related to entertainment (e.g., theaters, performing groups), personal development (e.g., community centers,

bookstores), and education (e.g., schools, museums), as well as more directly to job creation and industry (e.g., translators, designers). Cultural and creative amenities are assets as well as excellent tools for identifying and promoting other community assets.

Creative-class theory suggests that a high-tech, highly educated workforce prefers a location with creative amenities.<sup>3</sup> A flourishing arts and culture sector can affect where workers in the information economy, especially younger ones, want to live and as such is important for workforce recruitment and retention strategies.<sup>4</sup> To promote local culture and creativity, communities can deem an area or part of town as an arts, cultural, or creative district. A district is technically a designation to name and centralize creative assets by locating and drawing attention to cultural assets throughout the community. There may be economic incentives to live or work in such a district.

For example, Taos, New Mexico, has a number of designations intended to promote it as an arts and culture magnet. The State of New Mexico has designated Taos an Arts and Cultural District.<sup>5</sup> The New Mexico Arts and Cultural District Resource Team reviews the state of the creative economy and emphasizes building upon current assets to develop economic well-being. At the federal level, Taos is designated as part of the Northern Rio Grande National Heritage Area. Additionally, Taos is pursuing the New Mexico "Quality of Life" local option tax (a tax incentive to improve energy and water conservation, sustainable building, employment benefits such as job-training programs and employer-provided child care, and other quality of life factors) to support the continued formal existence of the Arts and Cultural District. It is also considering the construction of an arts-incubator space, to complement its affordable housing project, ArtSpace.<sup>6</sup> Taos's approach to economic development is based on asset recognition and directly connected to the arts and culture sector.

Another way to recognize assets and capitalize on them economically is to find ways to publicize and display the community's existing artistic talent and related amenities, such as ethnic foods, costumes, and visual arts and crafts. For example, in New Orleans the cultural heritage of Louisiana is celebrated through the New Orleans Jazz and Heritage Festival. This festival increases tourism through a showcase of music of every kind—"jazz, gospel, Cajun, zydeco, blues, R&B, rock, funk, African, Latin, Caribbean, and folk to name a few."<sup>7</sup>



### KEYPOINT #3:

Arts and cultural activity can increase attention and foot traffic to an area, including attracting visitors and increasing the length of time and money they spend, thereby contributing to continued development. Similarly, the presence of public art

and related streetscape amenities such as artist-designed lighting, signs, and benches is a way to attract pedestrians.

Arts and cultural activity often attracts attention, whether for casual perusal or artistic investment. Such activity can include events at culturally specific facilities such as theaters, museums, music clubs, and galleries, as well as cultural activity in venues such as arenas, public parks, community centers, and schools. Communities can also develop creative ways to make artistic activity happen in vacant or underutilized spaces. Several communities have embraced the practice of promoting creative activity in vacant retail windows and storefronts as a revitalization tool.

An economic redevelopment process can often last several years. In an attempt to temporarily transform a street scheduled for redevelopment in Brooklyn, New York, by the local BID, the local arts group Ad Hoc Art (<http://adhocart.org/site>) transformed a row of vacant stores into a street art gallery. Known as Willoughby Windows, the block of Willoughby Street between Bridge and Duffield was turned into a temporary art exhibit, which included a photography-themed screenprint where a camera store used to be, woven paper maps, and a large cash register (representative of the perceived financial mistakes of Wall Street).<sup>8</sup> This temporary, creative art exhibit transformed an otherwise vacant eyesore into an interesting space for pedestrians.

Boston Art Windows is a collaboration between the city and local artists aiming to fill vacant storefronts in the Downtown Crossing area with exhibits that draw pedestrians.<sup>9</sup> The space is a streetside art gallery incorporating interactive video, lighting, and sound to encourage passersby to pause and enjoy the spectacle. One artist's camera records the movements of pedestrians and plays them back in time-delayed video loops that eventually cover a screen. The redevelopment authority involves curators with the storefront show, seeing the exhibit as an opportunity to facilitate changes to Downtown Crossing as economic development continues.

In Grand Rapids, Michigan, local artists, business owners, and the public engage in an annual creative event called Art Prize ([www.artprize.org/home](http://www.artprize.org/home)). Art Prize is an open contest in which any artist, established or emerging, can show work and any visitor can vote on it. In essence, Art Prize is the creation of a context for the city to become a temporary art gallery. During this informal creative event, public participation, interaction, and economic development are strengthened as more than 100 venues open for it (including local retail and business spaces). More than 1,000 people volunteer. The resulting relationships extend beyond the boundaries of the competition to strengthen interaction among retail shops, business owners, and the art world. Economic benefits of the contest include increased traffic and improved business.

#### KEYPOINT #4:

Establishing opportunities for partnerships among various economic sectors and creative professionals is a way to promote economic development. The talents of artists (especially related to design and communication) can enhance the value of local products and services and increase their dissemination.

Establishing opportunities for partnerships among various economic sectors and creative professionals is a way to promote economic development. The talents of artists (especially related to design and communication) can enhance the

value of local products and services and increase their dissemination.

Partnerships often begin with economic clusters that are closely related to or dependent on the design field; examples include marketing, tourism, high-end manufacturing, and filmmaking. These economic clusters are groups of organizations with related producers, suppliers, distributors, and intermediaries. Proximate organizations can take advantage of shared interests, relationships, and economies.<sup>10</sup>

Deliberate team building by planners can help artists, designers, and people in related economic clusters to their shared advantage. Connecticut, for example, has recently instituted Cultural and Tourism Partnership Grants that encourage interdisciplinary collaborations among tourism, historical, film, and arts organizations.<sup>11</sup> The goal is to help localities develop relationships and strategies to improve tourism, an important goal in economic development.<sup>12</sup> The grants support projects such as film and arts festivals, development of garden and museum trails, seasonal crafts and events, and theater packages. Lead applicants must be nonprofit organizations, but they can partner to seek funding for both profit and nonprofit ventures.

Brooklyn, New York, is experiencing an economic transformation as a result of food. A growing gastronomical entrepreneurial energy is transforming once industrial, underutilized pockets of Brooklyn into culinary oases. Entrepreneurs in their 20s and 30s, who often have a strong sense of community and creativity, are opening restaurants, bars, pubs, specialty shops, butcheries, coffee shops, and other food production and processing facilities throughout the borough. These businesses are not only meeting the growing local and regional demand for locally produced and wholesome foods but also creating an incubator for culinary quality, craftsmanship, and artistry. For example, the outputs of Cut Brooklyn, a knife-making business, become the inputs for Brooklyn Kitchen, a specialty store; cacao nibs, a product of Mast Brothers Chocolate, and Ethiopian coffee beans from Gorilla Coffee are added to beer at Sixpoint Craft Ales; and root vegetables purchased from a nearby farmers market are combined with wort from Sixpoint to make relish at Wheelhouse Pickles.

This new collaboration between business owners is resulting in increased economic vitality and sense of community between merchants as well as residents.<sup>13</sup> In February 2010, recognition of the economic, environmental, health, and social impacts of food production, processing, access, consumption, and waste disposal prompted residents of New York City and the Manhattan borough president to develop "FoodNYC: A Blueprint for a Sustainable Food System," a report that establishes goals and provides recommendations for improving and balancing the health, economic, and environmental needs of the city. This report recognizes the untapped economic potential of the region's food system, as well as the health, equity, and environmental challenges of this economic sector.

## CONCLUSION

The economic development field has changed in the last decade from one that primarily emphasized location and firm-based approaches to one that more overtly acknowledges the development of human capital. Human capital refers to the sets of skills, knowledge, and value contributed by a population and has become a recognized asset as firms choose where to locate (and cities choose what to advertise and develop and whom to recruit) and entrepreneurs develop economic activity.

Members of some sectors of today's workforce seek certain characteristics in the places they choose to live. Places with entertainment options, public interaction, lively streets, and recreational and educational amenities are preferred, along with arts and culture activities and amenities. Leaders in the field of planning and economic development are developing noteworthy, creative approaches to making places of any scale more satisfying to this workforce, while increasing economic viability and competitiveness.

*This briefing paper was written by M. Christine Dwyer (senior vice president, RMC Research Corporation) and Kelly Ann Beavers (PhD candidate, Virginia Tech, and American Planning Association arts and culture intern), and edited by Kimberley Hodgson, AICP (manager, Planning and Community Health Research Center, American Planning Association).*

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## Arts and Culture Briefing Papers

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