

State Senator Sheila Harsdorf

Date: October 10, 2017
To: Senate Committee on Agriculture, Small Business, and Tourism
From: Senator Sheila Harsdorf
Re: Senate Bill 284- Creative Economy

Dear Chair Moulton and Committee Members:

Thank you for holding a public hearing on Senate Bill 284 (SB 284) which seeks to create 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 SB 284.

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. SB 284 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.



Warren Petryk

State Representative • 93rd Assembly District

Date: October 10, 2017

To: Members of the Senate Committee on Agriculture, Small Business and Tourism

From: Representative Petryk – 93rd Assembly District

Re: Testimony regarding Senate Bill 284 – “Creative Economy”

Good morning Chairman Moulton and members of the committee. I write to you today in strong support of Senate Bill 284.

As you know, the focus of this Legislature has been creating jobs in Wisconsin and improving our economy. We have already taken several steps towards attaining this goal and Senate Bill 284 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 businesses 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.

Located in the 93rd 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 Senate Bill 284, 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 by my colleague Senator Harsdorf and for the bipartisan support this legislation has received. I ask for your support today on Senate Bill 284. Thank you for your time and consideration.

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

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

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

| Total Economic Impact of Expenditures | Economic Impact of Organizations | + | Economic Impact of Audiences | = | Total Economic Impact |
|--|----------------------------------|---|------------------------------|---|-----------------------|
| 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)¹

| Attendance to Arts and Culture Events | Resident ² Attendees | + | Nonresident ² Attendees | = | All Cultural Audiences |
|---|---------------------------------|---|------------------------------------|---|------------------------|
| 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 |
| Total Event-Related Expenditures | \$182,859,014 | | \$97,082,262 | | \$279,941,276 |

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

| Category of Event-Related Expenditure | Resident ² Attendees | Nonresident ² Attendees | All Cultural Audiences |
|--|---------------------------------|------------------------------------|------------------------|
| 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 |
| Average Event-Related Spending Per Person | \$30.27 | \$78.38 | \$37.26 |

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.

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About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty or multicounty regions, 10 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). **To complete this customized analysis for the State of Wisconsin, the Wisconsin Arts Board joined the study as one of the 250 partners.**

Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 partner organizations identified the universe of nonprofit arts and cultural organizations that are located in its region(s) using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and literary and media arts. These include government-owned or government-operated cultural facilities and institutions; municipal arts agencies and councils; private community arts organizations; unincorporated arts groups; living collections (such as zoos, aquariums, and botanical gardens); university presenters, programs, and facilities; and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. *For-profit businesses (e.g., Broadway, motion picture theaters) and individual artists were excluded from this study.*

Nationally, data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from \$0 to \$785 million (Smithsonian Institution). It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the State of Wisconsin, 363 of the 1,042 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 34.8 percent. A list of the participating organizations can be obtained from the Wisconsin Arts Board.

Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children's theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region.

In the State of Wisconsin, a total of 8,060 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, events, and exhibitions during 2016.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

¹ To calculate the total estimated audience expenditures in the State of Wisconsin, first the audience expenditure findings for any individual participating study regions that are located within the State of Wisconsin were summed. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the State of Wisconsin but outside of the individual participating study region(s). Finally, the results were added to the aggregate of the individual participating region(s). Therefore, the total audience expenditures for the State of Wisconsin do not equal the average per person event-related expenditure for residents multiplied by the total estimated attendance by residents plus the average per person event-related expenditure for nonresidents multiplied by the total estimated attendance by nonresidents.

² For the purpose of this study, residents are attendees who live within the State of Wisconsin; nonresidents live elsewhere.

Dear Senator Moulton:

As chair of the Senate Committee on Small Business, Agriculture, and Tourism, I urge you to support Senate Bill #284 to establish Wisconsin Creates, which seeks to provide the following:

- 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 critical 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 organizations and businesses.

As a director of the Wisconsin Arts Board, an article in the Wisconsin State Journal on workforce development, which highlights Wisconsin's "crisis" in growing a 21st century workforce, prompted me to contact you. Here is a link to the article of October 2: <http://tinyurl.com/ybzuo2qw>. In it, Steve Cassady, vice president of technical services for Kohler Co., said the talent shortage in the state is "stifling." Cassady emphasized the importance of investment in the arts and cultural amenities. "Life has to be interesting," he said. "It can't just be about finding bodies and teaching those bodies skilled trades and manufacturing roles without revitalizing and building our urban centers."

Senate Bill #284 to establish Wisconsin Creates addresses this issue. Wisconsin and the rest of the country are building a 21st century "creative" economy. We need to grow asset-based community development on the local and regional levels for economic vitality; education for the 21st century workforce; healthy, vibrant communities; and engaged residents. There is so much more that could and should be done to encourage this kind of development. Other states are passing Wisconsin in their investment in creative workforce and community development.

In addition, Wisconsin Creates is a matching grant program which will use state funds to leverage public and private support on the local level, on a 1:2 basis.

If building and growing Wisconsin's economy is a top priority, then the passage of Senate Bill #284 is an essential component. Please contact me if you have any questions or require more information.

Thank you for your consideration,
John H. Potter
Executive Director
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Celebrate the creative spirit.

Ann Huntoon

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October 10, 2017

- **Re: SB #284, Wisconsin Creates** - Wisconsin Senate Committee on Small Business, Agriculture, and Tourism
Ann Huntoon, president of Arts Wisconsin. Executive Director of the Central Wisconsin Symphony Orchestra, celebrating its 69th season on Saturday and Sunday this weekend. Past-President of the Stevens Point Area Convention and Visitors' Bureau, First Vice-President of the Association of Wisconsin Symphony Orchestras, and board member of the League of American Orchestras, representing orchestras all over the country that have budgets less than \$500,000.
- Debra Marten, Marten Machining, Stevens Point whose family has a very successful machining company mentioned a business article that she had read in a trade journal stating *that within 5-10 years, 50% of jobs that exist today will be gone and the jobs that replace them will require entrepreneurship, creativity, and empathy.*
- "Steve Cassady, vice president of technical services for Kohler Co., said the talent shortage in the state is 'stifling,' emphasizing the importance of investing in the arts and cultural amenities. 'Life has to be interesting,' he said.' It can't just be about finding bodies and teaching those bodies skilled trades and manufacturing roles without revitalizing and building our urban centers.' (Matthew DeFour, Wisconsin State Journal, October 2, 2017)
- In Stevens Point, the work of looking to the future and the viability of the community relative to its workforce centers around the development of the Creative Economy. 400 open tech sector jobs today with a projection of 16,000 by 2025 in a region serving 500,000.
- A concentration of local food, supporting sustainable farming practices supporting local small farms, craft brewing, mural projects celebrating the area's history and assets, and reaching out to underserved audiences has led to what is becoming known as the *Central Wisconsin Culture Shed* – a collective power to grow creative output. This will serve the region more effectively through partnerships across our region, and starts with building awareness.
- We ask the committee on Small Business, Agriculture, and Tourism to recognize the potential of the power of Wisconsin Creates by supporting this investment in the people of Wisconsin, right in our own communities across the State. The Arts not only mean business; the arts *are* the answer. Thank you for your time today.

Ann Huntoon, Executive Director, Central Wisconsin Symphony Orchestra

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 3rd 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*

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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 21st 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 21st 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 21st 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 | www.artswisconsin.org

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Lawmakers put growing workforce crisis front and center at legislative hearing

By Matthew DeFour | Wisconsin State Journal | Oct 2, 2017

ELKHART LAKE — Responding to a growing workforce shortage in Wisconsin, state lawmakers are calling for more legislative action to expedite worker training and attract more people to the state. On Friday the Assembly and Senate workforce committees held their first joint informational hearing of the session on the topic with testimony from a dozen invited speakers.

The Republican co-chairmen said afterward they expect to draft legislation in the coming months to make it easier for businesses to obtain state workforce development grants and to entice businesses to train future workers.

Much of the hearing's testimony echoed findings in the Wisconsin State Journal's recent four-day series "[Workers Wanted: Wisconsin's Looming Crisis](#)," including that the state will need 45,000 more workers over the next seven years, that many employers are already having difficulty finding qualified workers and that the 65-and-older population in the state is expected to double between 2010 and 2040 while the working-age population is expected to remain flat.

"Our worker shortage affects every sector and threatens economic growth across the state," said Michael Welsh, legislative affairs director for the Wisconsin Economic Development Association, which represents regional and local economic development officials. "Solving our workforce challenges will require a collaborative approach."

The hearing capped WEDA and the Wisconsin Workforce Development Association's three-day fall conference, which focused on the workforce issue. Economic and workforce development leaders from across the state discussed which programs are working, possible improvements, ongoing problems and solutions.

Welsh said all the attendees recognized the progress Gov. Scott Walker and the Legislature have made on the issue — the latest state budget, for example, raises funding for the Fast Forward workforce training grant program to \$76.9 million since 2013 — "but challenges remain."

He said those include new hires not being work-ready, employers not having the capacity to comply with the reporting requirements of state workforce grant programs, the need for more talent attraction to the state, a lack of affordable housing and reliable transportation for workers and a need for "less of a focus on job creation and more on helping companies fill the job vacancies they have."

Steve Cassady, vice president of technical services for Kohler Co., said the talent shortage in the state is “stifling.” He stressed the importance of encouraging students who don’t have post-secondary plans to consider technical college. He also challenged the Legislature to consider what they’re doing “to elevate our state as a place to live, work and raise healthy families,” including transportation infrastructure and affordable housing.

Cassady also emphasized the importance of investment in the arts and cultural amenities. “Life has to be interesting,” he said. “It can’t just be about finding bodies and teaching those bodies skilled trades and manufacturing roles without revitalizing and building our urban centers.”

The State Journal’s workforce series highlighted how software company Jamf is reinvesting in cultural amenities in downtown Eau Claire. Natalie Johnson, Jamf’s talent acquisition manager, told the committee the state has focused on rewarding businesses for locating in the state, but needs to encourage workers to locate here.

Rep. Dan Riemer, D-Milwaukee, said Cassady’s insights into the importance of making Wisconsin an attractive place to live was a key takeaway from the hearing. He said while Walker has done a good job branding the state as “open for business,” there has been less attention paid to attracting young people to Wisconsin.

“The university is one place where state policy has been a little myopic on that front by emphasizing that people need to graduate with degrees that people can work with,” Riemer said. “The humanities dissent is missing how important (quality of life outside of work) is to attracting talent and young people.”

The state is getting ready to launch a marketing campaign that will focus on what makes the state a great place to live, said Georgia Maxwell, deputy secretary of the Department of Workforce Development.

Maxwell also said the state has done a good job leveraging federal workforce grant funds so far, but she expects that pool of money will shrink under the Trump administration.

Rolf Wegenke, president and CEO of the Wisconsin Association of Independent Colleges and Universities, said the key to a successful future will be creating more “brain workers.” He encouraged the Legislature to make Wisconsin the first state in the country to offer tax credits to companies that pay college tuition for future workers.

"(Companies) would be in charge and be responsive to the marketplace," Wegenke said. "It's easier to give a tax credit for a Wisconsin employer than to give assistance to out-of-state students to study."

Sen. Patrick Testin, R-Stevens Point, chairman of the Senate Committee on Workforce Development, Military Affairs and Senior Issues, said the tax credit is one idea he's interested in pursuing. Rep. Warren Petryk, R-Eleva, said he would like to find ways to make it easier for small companies that can't afford grant writers to obtain worker training grants.

Drafting and passing legislation before the legislative session ends in the spring could be a challenge, the chairmen said. They added they would be interested in holding additional informational hearings around the state on the topic, as well as creating a Legislative Council Study Committee to help draft additional legislation next summer.

"We'll do it as quickly as we possibly can," Petryk said. "If we can make at least several strides forward by spring, that would be awesome."

21st Century Wisconsin

a report on opportunities for growth and success throughout the state

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 21st 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 21st 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.

21st 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.



Confluence Center, Eau Claire



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 21st 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.



Mile of Music, Appleton

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.

21st 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.



*Northwoods Art Tour,
Boulder Junction*

The 21st 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.

Arts Wisconsin | Box 1054, Madison, WI 53701-1054 | 608 255 8316 | info@artswisconsin.org | www.artswisconsin.org

ARTS
WISCONSIN
CELEBRATING 25 YEARS

<akatz@artswisconsin.org>

From: Greg Wright <GregW@createportagecounty.org>
Sen.Moulton@legis.wisconsin.gov <Sen.Moulton@legis.wisconsin.gov>, Sen.Testin@legis.wisconsin.gov
To: <Sen.Testin@legis.wisconsin.gov>
Date: Oct 09 '17 16:07
Subject: Wisconsin Creates (Senate Bill #284)

Senators Moulton and Testin:

There is something happening in Portage County. At a time when every Wisconsin community is fighting to attract new workers, Portage County is already seeing those increases. Even with birth and immigration rates down, we are keeping up with national averages for population growth—in contrast to the counties around us—as we are seeing a net positive migration of new professionals to our community.

I've had the pleasure of being on the front lines of this work. Three years ago, I was hired to shift the focus of our arts advocacy organization to address this issue through creativity-based community development. We started by studying the fastest growing communities across the U.S., identifying their key traits of attraction and adapting infrastructure and programming to support similar investments in our community.

You can feel the difference when you have entered a community that has embraced the new economy. These are communities of momentum that have earned their creative reputations by fostering the resources required to guarantee it. Our research revealed community centers as innovation spaces, city planning using design-thinking, cultural growth through creative placemaking, and a community identity that celebrates its artists, makers, and innovators. Communities of the future see the arts and innovation as inextricable, and they are supporting both a better quality of life and a more productive economy through these connections.

We believe Wisconsin's resource-rich small-towns are uniquely positioned to model next generation living for rural America. Through investments in placemaking, innovation, and experiences, we are designing a small-but-resource-rich community ideal for launching creative ventures in the arts, business, community impact, and personal development. *Wisconsin Creates* (Senate Bill #284) would offer key investment in support of this work, making it an essential piece of legislation to move our state into the new economy.

We enthusiastically throw our support behind it!

Greg Wright
Executive Director
CREATE Portage County
www.createportagecounty.org

<akatz@artswisconsin.org>

From: Nancy Wheeler <nancywheeler1@gmail.com>
To: Sen.Moulton@legis.wisconsin.gov, Sen.Petrowski@legis.wisconsin.gov
Bcc: akatz@artswisconsin.org
Date: Oct 08 '17 15:05
Subject: Support for Senate Bill # 284

Dear Senator Moulton and Senator Petrowski,

I want you to please pass Senate Bill #284 to establish *Wisconsin Creates*. All the talk these days is about jobs, jobs, jobs, but those jobs should be in more than manufacturing. They should also include creating and promoting jobs that tap into and make use of the creative capacities of people. Jobs in the arts field (painters, dancers, musicians, sculptors, graphic designers, writers, photographers, actors, film makers, and all those who are involved with making those things happen – sound people, directors, screen writers, events managers, advertisers, etc.) all contribute to the economy! You know the statistics, you know what the creative economy already contributes to economic development in WI!

But the added return on investment from the arts is that it benefits everyone, not just the person with the job! Artists of all mediums, need audiences. When someone goes to a manufacturing job, their work benefits them and the owner of the company. When an artist goes to work, their work contributes to the quality of life for everyone through events, programs, exhibits, etc. – making it easier to recruit people to our state to work the jobs being created. All those creative people are contributing to the quality of life in WI - to making WI a vibrant, interesting, exciting place to live.

On a personal note, my son and daughter-in-law, both artists, recently moved back to the Midwest from Los Angeles. But they have decided to settle in MN because of the support that MN provides to the arts community. They will not only find support and encouragement in their fields, but know that they will be surrounded by a creativity-friendly and exciting living & working environment. They are finding a high quality of life that makes them want to stay in MN.

Please pass Senate Bill #284 for the sake of the economy, yes, but for all our sakes, so that WI can be a place where people want to live and thrive.

Thank you for listening,

Nancy Wheeler
503 W. 4th St. N
Ladysmith, WI 54848
715-532-6298.

What

CREATIVITY IS A SMART INVESTMENT FOR WISCONSIN

Our mission, vision and purpose: In 2017, Arts Wisconsin is celebrating 25 years as the voice for the arts and creativity in Wisconsin and the leading independent statewide community cultural development organization serving and enriching the state, its people, and its communities. We believe in the importance

of creativity to benefit everyone, everywhere in Wisconsin. Arts Wisconsin's guiding principles and groundbreaking work ensure that everyone in Wisconsin has the opportunity to experience and participate in the arts, and that the arts are recognized and supported as an economic, educational and civic investment in the future. Members and supporters include individuals, organizations, businesses, agencies, and communities, encouraged by our grassroots, comprehensive advocacy for public and private investment in the arts, arts education, creative economy and creative place making locally, regionally, and statewide.

Creativity:
a smart
investment
for **Wisconsin**

Why

THE ARTS ARE AT THE CORE OF LIFE THROUGHOUT THE STATE

The instinct to create is universal.

- The arts are integral to economic vitality, education for the 21st century, healthy, vibrant communities, and engaged residents
- The arts and creativity are a catalyst for sustainability and success for Wisconsin and all of its communities.
- Creativity positively impacts discovery, problem-solving and invention in business, education, and community development
- The arts unite by integrating diverse perspectives and distinct forms of cultural expression and heritage.

How

WE DEVELOP, ADVANCE AND STRENGTHEN GRASSROOTS SUPPORT


- **Lead public policy, advocacy, and promotion** for the arts, arts education, creative economy, and creative place making throughout the state
- Provide **training opportunities and leadership development** for Wisconsin's arts, civic, business, economic development, education leaders and institutions
- **Produce and present research** on the state of the arts, culture and creative economy in Wisconsin and globally to civic leaders and elected officials at every level
- Offer strategic management, and business **education, training and technical assistance**
- **Grow strategic alliances, coalitions and partnerships**, to broaden and strengthen the state's cultural and creative resources.

You Benefit


BROADEN YOUR HORIZON

Become involved in community-based action and activism for the arts in your community and throughout Wisconsin.

- Vote and provide input on Arts Wisconsin's policy and program agenda for advocacy, visibility and service
- Receive newsletters and timely action alerts
- Access professional development for arts, economic development, and civic leaders and entrepreneurs
- Utilize Arts Wisconsin's *ArtsPeers Advisory Network* for planning, consulting and technical assistance
- Participate in educational programs and learning communities for leaders throughout the state
- Use fiscal receiver services for Wisconsin arts and community projects and programs
- Attend conferences, community planning meetings, training workshops, and seminars
- Receive members-only discounts on select services and programs.




WISCONSIN ARTS BOARD
Creativity. Culture. Community. Commerce.




ART WORKS

SUPPORTED IN PART BY A GRANT FROM THE
WISCONSIN ARTS BOARD WITH FUNDS FROM THE
**STATE OF WISCONSIN AND NATIONAL
ENDOWMENT FOR THE ARTS**



ARTS
WISCONSIN



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New Membership Renewal
 I will pay my total amount (dues and contribution) in 4 monthly installments

The full amount I owe \$ _____

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Please send me monthly reminders

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Check enclosed (payable to Arts Wisconsin)

Credit card: VISA MC

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CVV _____ Signature _____

ORGANIZATIONAL MEMBERSHIP

- Budget under \$25,000 \$75
 Budget \$25,001-\$100,000 \$125
 Budget \$100,001 - \$500,000 \$225
 Budget \$500,001 - \$1 million \$350
 Budget over \$1 million \$500

INDIVIDUAL MEMBERSHIP

- Individual \$50
 Student \$25

ADDITIONAL CONTRIBUTION

- \$25 \$50 \$100 \$250
 Other \$ _____

Please use my donation for Arts Wisconsin's *Future Fund* Endowment.

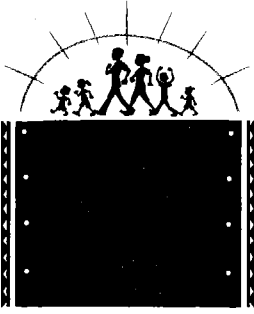
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**ARTS WISCONSIN | BOX 1054 |
MADISON, WI 53701-1054
info@artswisconsin.org**

JOIN OR RENEW ONLINE: WWW.ARTSWISCONSIN.ORG

**BOX 1054, MADISON, WI 53701-1054 | (608) 255-8316
info@artswisconsin.org | www.artswisconsin.org**



October 10, 2017



Contact Information:

Barbara J. Wanzo, Executive Director
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929 North Water Street, Milwaukee, WI 53202
bwanzo@blackartsmke.org, (414) 270-4494

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Medical College of Wisconsin

Steven D. Zimmerman
Principal
Spectrum Nonprofit Services, LLC

Companies-in-residence:

Ko-Thi Dance Company
(Founding Member, 2014 - Present)



Bronzeville Arts Ensemble
(2017)



Testimony Re: 2017 Senate Bill 284

1. Organization Overview

- a. Mission – To inspire creativity in future generations by increasing the availability and quality of African American arts organizations in MKE.
- b. Managerial/Fiscal Competence, Financial Management, Audience Development
- c. Program Brands
 - i. Bronzeville Arts Ensemble (Theater), f. 2013,
 - ii. Ko-Thi Dance Company (Dance and Music), f. 1969

2. Examples of Our Work

- a. Education and Outreach
 - i. Designed to reach urban Milwaukee neighborhood schools serving at-risk, underserved, and primarily African American youth.
 - ii. Serve over 3,000 MPS youth annually for K5 through 8th grades.
 - iii. Collaborations – Milwaukee Symphony Orchestra’s Arts in Community Education (ACE) Program.
- b. Significant Partnership – Marcus Center for the Performing Arts
 - i. Support – Technical, Production, Financial, Facilities
 - ii. Performance Collaborations – Experiential Learning Opportunities
 - 1. Black Violin, Black Nativity by Langston Hughes
- c. Additional Workforce Development – Youth Arts Training/Skills
 - i. Summer internship w BCGGM Workforce Development Program
 - ii. On- and off-stage youth development opportunities w local high schools, colleges and universities via mainstage performances.

3. Community Need & Impact

- a. Plight of students in the Milwaukee area — the worst city for black Americans — is perhaps even worse. The difference between white and black high school attainment in the area, at 94.9% and 80.7%, respectively, is 14.2 percentage points, nearly double the national average disparity (24/7 Wall Street Journal, October 2015).
- b. Our goal is to create a positive environment that fosters improved self-confidence and self-esteem in youth and struggling artists through positive experiences in African American theatrical, dance and music arts activities.

Black Arts MKE's mission is to inspire creativity in future generations by increasing the availability and quality of African American arts organizations in Milwaukee.

Wisconsin Creates:

Alan Nugent
Stockholm WI.
Owner Abode Gallery & Design
And the Stockholm Pie Company
Stockholm Merchants Association founder and Marketing Director.

On the shores of the Mississippi river, just an hour or so south of Minneapolis is a tiny village, Stockholm WI.

It is down town is only a block long, the population is just 66. It is one of only three villages in the smallest county in WI.

But.

Thirty four business call Stockholm home...over a 100 full and part time employees work in those business.

Not that long ago, this wide spot in the road was almost a ghost town. Then something happened in the 80's and 90's. The arts found Stockholm, or maybe it was that Stockholm embraced the creative economy. Buildings were rehabbed. Shops and galleries were opened. Restaurants and lodging followed. Now, on any given fine fall weekend 1000's of folks stop and explore the village and experience its artistic and cultural tourism offerings. These Visitors and residents flock to the shops, galleries, performing arts center, music venues, fine food establishments and a world famous pie shop...(because trust us... the culinary arts are very much part of the creative economy, part of the fabric of a desirable community)

An embracing of the creative economy caused this place to be reborn. Now a large weekend home population has filled the village with energy and a strong tax base. Those people (mostly Minnesotans spending lots of money in WI...) came because of the amenities created by the creative economy – things to do, places to eat, a sense of pride and community and a strong offering of arts and experiences.

Stockholm shows that a creative economy works. It creates jobs, it sells houses. It increases the tax base.

Now in 2017, new challenges have arisen. Even here, where we know it works. We need more. We need more people, we need more workers, we need more investment to keep ahead of our friends 1 mile away in Minnesota. By building a stronger base of workers and residents, a true 21st century workforce and creating even more reasons why we are “the” place to be, we hopefully can meet the challenges faced by businesses along the “West Coast of Wisconsin.”

We have learned, it's not all about the wage, it's about the opportunity to lead a fulfilled, engaged lifestyle that will help us grow and become even more successful. Just imagine the power of working together to build an even more vibrant, desired community.

Wisconsin Creates can do just that.

Wisconsin Creates Senate Bill #284

Wisconsin Creates is a 21st century development program that will provide grant funds to for-profit and non-profit businesses and agencies of local government to support:

- **Economic and community development** - developing jobs, businesses, and experiences in the creative sector
- **Arts and creativity in education** - helping our kids succeed and developing a 21st century workforce
- **Infrastructure and capacity building** - strengthening arts and creative for-profit and non-profit businesses and organizations' outreach, engagement and education programs.

Beatification Council: telling stories through murals in downtown Ashland



Murals in Ashland, WI tell the story of their past, present and future. Made possible by the beautification council of Ashland. The Beautification Council was established in 1987 in response to a group's concern for the maintenance and aesthetics within the City of Ashland. Their purpose is to act on behalf of the City in planning and implementing activities and improvements that will enhance and maintain the appearance of the City of Ashland. Their work is obvious as one travels through town, and the rewards of their hard work is much appreciated by citizens and passers-by alike.

– *Ashland Beautification Council*

Meghan Blake-Horst, 609 S. Few St. Madison, WI 53703
madcitybazaarllc@gmail.com

Wisconsin Creates Senate Bill #284



DABL (Dane Arts Buy Local) Night Market; bringing artists and business together. From two events, the economic impact is:

- \$25K + in sales night of event
- \$50K + in commissions
- 600+ attendees
- 400+ businesses engaged

Training the 21st century workforce and building our creative economy

US businesses are seeking creative thinkers and innovators to grow their businesses. They also site the importance of doing business in an area that will attract these 21st century employees. The arts are a key factor to the success and viability of these businesses. New experience based businesses are opening every day and other industries are seeing the importance of fostering experiences not just goods or services. Business owners are calling for arts to be kept in our schools teaching young people the critical thinking skills they need to be able to take risks, innovate and bring new technology to life!



Wisconsin is poised to lead the 21st century workforce. With your support of Senate Bill #284 Wisconsin Creates you will demonstrate your commitment to grow our economy and confirm the importance the arts has to the future of Wisconsin success!

Meghan Blake-Horst, 609 S. Few St. Madison, WI 53703
madcitybazaarllc@gmail.com