



Warren Petryk

State Representative • 93rd Assembly District

Date: January 27, 2016

To: Members of the Committee on Jobs and the Economy

From: Representative Petryk

Re: Testimony regarding Assembly Bill 636 – “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 636.

As you know, the focus of this Legislature has been growing jobs in Wisconsin and improving our economy. We have already taken several steps towards attaining this goal and Assembly Bill 636 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 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 <http://www.stockholmwisconsin.com/index.html>.

Under Assembly Bill 636, 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. The Senate Committee on Agriculture, Small Business, and Tourism passed the senate companion, Senate Bill 483, 8 to 1. I ask for your support today. Thank you for your time and consideration.



State Senator Sheila Harsdorf

Date: January 27, 2016
To: Assembly Committee on Jobs and the Economy
From: Senator Sheila Harsdorf
Re: Assembly Bill 636- Creative Economy

Dear Chair Neylon and Committee Members:

Thank you for holding a public hearing on Assembly Bill 636 (AB 636) 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 AB 636.

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 City of St. Croix Falls' restoration of the civic auditorium as an integral part to the revitalization of the downtown. 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.

AB 636 is designed to promote the creative economy where business or local arts agencies provide products or services which have an origin 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. This in turn helps to incubate and grow additional businesses, broadens the tax base, and attracts tourists. I am encouraged by the bipartisan support of this bill and urge timely passage of this job creating legislation.



Date: January 27, 2016

To: Assembly Committee on Jobs and the Economy

From: Chelsey Mazurek, Tribune Building Project Manager, Incourage

RE: Assembly Bill 636 – Creative Economy

Dear Chairman Neylon, Vice-Chair Krug & Committee Members:

Thank you for holding a public hearing on Assembly Bill 636 (AB 636) which seeks to create a grant program through Arts Wisconsin to support creative industries, job creation and economic development in the state of Wisconsin. I appreciate the opportunity to testify in support of AB 636 on behalf of Incourage, a community development organization located in Wisconsin Rapids. I am Chelsey Mazurek, VP of Advancement and Communications for Incourage. I grew up in Wisconsin Rapids and I am proud to be there raising our family and working to make it a place that will continue to attract more of my peers to come home.

For more than a century, Wisconsin Rapids and its surrounding towns and villages had a bustling economy based on the paper industry. As the paper industry contracted in the late 1990's, the region experienced a major economic restructuring resulting in the loss of approximately 40% of jobs. When Incourage set out to help address resulting needs, it found both an economic emergency and community-wide crisis of culture and identity. For decades, the region and its residents had relied on the operations and leadership of one major company, in an industry dependent upon natural resource extraction.

In 2012, Incourage purchased the former *Daily Tribune* newspaper headquarters located on the banks of the Wisconsin River in downtown Wisconsin Rapids as a physical representation of its holistic, long-term approach to building a community that works well for all people. Its location is ideally situated for attracting residents and visitors alike to our once vibrant city center. From the beginning, the Tribune Building Project has been about so much more than the building – it has served to spark a new sense of agency among residents to shape a new future. Through a resident-centered process that engaged over 1,200 residents in planning and decision-making, the Tribune has been co-designed to reflect resident priorities, capitalize on community assets and help to shape a local, inclusive and sustainable economy.

The Tribune will serve as a “community accelerator” – accelerating economic growth and opportunity, environmental sustainability, learning, creativity and networks for community benefit.

It will host enterprises and community space, and its reach will extend far beyond downtown by creating economic benefits that will ripple throughout the region. This includes a Culinary Kitchen, which will lease commercial kitchen space to local food entrepreneurs for production of small batch food items for sale, custom food processing orders and catering services, as well as a Creative Workshop or “makerspace” that will capitalize on a strong local presence of skilled trades, support for the arts and telecommunications infrastructure. These shared work-spaces will provide an opportunity for entrepreneurs and artisans to share technology, equipment and knowledge to spawn new businesses, develop projects and test new design concepts.

Ultimately, the building will be funded through a combination of public, private and philanthropic contributions. Through a partnership with the City of Wisconsin Rapids, we received a \$472,000 Community Development Investment grant from the Wisconsin Economic Development Corporation to support the building's renovation.

incourage

We've also received a number of private gifts from individuals and institutions, including our locally-owned telecommunications service provider. This project has also received national interest and, in 2014, was the only project in the state to receive a \$400,000 Creative Placemaking grant from ArtPlace America, a collaborative of fifteen national foundations, federal agencies and financial institutions working to position arts and culture as a core sector of comprehensive community planning and development. The investment from ArtPlace will help to realize seven unique interior and exterior art installations that tell important stories about our community's heritage and invite residents to learn from or actively contribute to their work.

I am telling you about this building project, which we call the Tribune, because it is the kind of program that would benefit significantly from the grants program that is proposed in AB636. Once the building is renovated, the next challenge will be helping the community's entrepreneurs bring their ideas to fruition and grow them into successful small businesses - - which we know are key sources of employment in communities like ours.

We can envision a number of ways that a grant such as that is proposed would provide valuable incentives and key investments that could make a big difference. For example, we expect many of the entrepreneurs we will attract to the Tribune would benefit from micro-loans to help them with initial capital investments. We know there is a need for training, shared equipment, fostering networks, and building distribution channels. We know there is demand for assistance with branding and marketing campaigns.

These are just a few examples. I can tell you many stories of the people who have volunteered 1000s of hours to help with the design of the Tribune because they are so excited about what it means for our community and the potential for our economy.

The proposed grant funds also would provide invaluable leverage for us as we seek other funding - - as I am sure you know, private funders find public/private partnerships very appealing.

Whether it is through art, food, technology, or any other innovation that bubbles up through the Tribune, we are excited about how we are moving to a 21st century economy. While financial support is key, we have learned repeatedly over the past decade that the real driver is the self confidence and belief among residents that it can be so. We are working to shape a new narrative that defines us a community.....the "If not the finest papermaking community in the world, then what?" - permeates individual workers identity and our broader community.

We are coming together to create a new narrative around hope, possibility and "dusting off" the innovation that built this region. Programs such as that proposed in this legislation will help make this possible and tell all of Wisconsin that individual initiative is key to our combined success.

Thank you for your time and we encourage you to support AB636.

For more information about Incourage or the Tribune, please contact Chelsey Mazurek, at cmazurek@incouragecf.org or by phone at 715/423-3863.

Tribune: community accelerator

Incourage is seeking co-investors, funders and partners for its continued community transformation efforts in Wisconsin Rapids, Wisconsin. Established in 1994 as a community foundation, Incourage has evolved in response to community need from a traditional grantmaker into a values-led organization stewarding and connecting all forms of capital toward a powerful shared vision: **a community that works well for all people.**

As the paper industry contracted in the late 1990's – after serving for nearly a century as the backbone of the regional economy - a major economic restructuring ensued, resulting in a loss of 40% of total jobs in a few short years. When Incourage set out to help address resulting needs, it found not only a very visible economic emergency, but also an insidious and deeply entrenched community-wide crisis of culture and identity.

Over the past decade, Incourage has employed a holistic approach with a long-term horizon, to accelerate needed change. It purchased the former *Daily Tribune* headquarters in 2012, on the banks of the Wisconsin River in downtown Wisconsin Rapids, as a critical investment in its strategy. It now seeks \$11 million to fund its redevelopment.

The Tribune (tribunebuilding.org) is a physical demonstration of new cultural norms that have evolved over the past decade and the opportunity that now exists to advance the vision. Through a resident-centered process that engaged over 1,200 residents in planning and decision-making, the Tribune has been co-designed to reflect resident priorities and capitalize on community assets.

VISION

toward a community that works well for all

It will serve as a “community accelerator” – accelerating economic growth and opportunity, environmental sustainability, learning, creativity and networks for community benefit. Designed as the City's first LEED certified building, the Tribune will host:

VALUES

Equity
Opportunity
Shared Stewardship

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Enterprises

Microbrewery
Cafe with rooftop lounge
Culinary kitchen
Recreation rental shop
Creative workshop / makerspace
Gift shop for local goods

Community Space

Welcome center
Conference / meeting rooms
Game room & play area
Art studio with classroom
Social space & gallery
Outdoor plaza



At its core, the Tribune is a social enterprise focused on cultivating a participatory and entrepreneurial culture, while also providing the requisite technical training and financial investment needed to grow the community's human capital. After six years of learning and leading workforce systems change with a dual focus on human potential and employer needs, Incentive is uniquely positioned to accelerate the growth of entrepreneurs in the Tribune that embrace human capital and community benefit as not only central to their operations but also beneficial business practice.

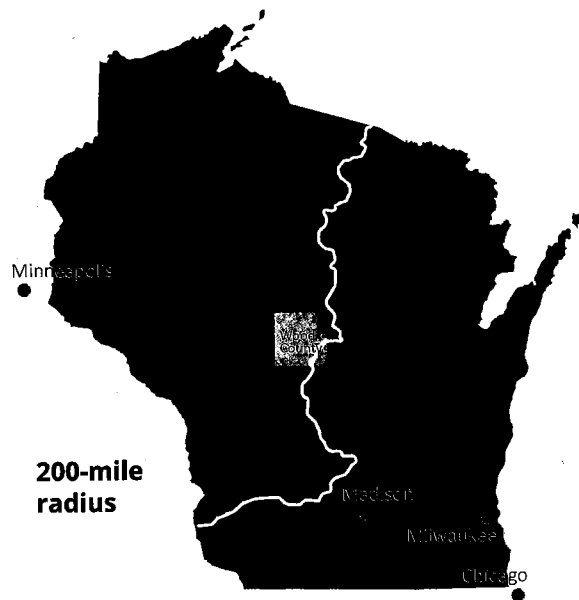
Accelerating Impact Economic

Located at the center of downtown, the Tribune redevelopment will transform an area that has suffered greatly since anchor stores moved out in the early 2000s, creating economic benefits that will ripple throughout the region, including:

- Microbrewery will train and employ local talent to create house brews for sale in the cafe and other restaurants or retail outlets, as well as provide workforce development and training opportunities for breweries throughout the state.
- Cafe will feature local food and target both a regional clientele as well as travelers. It will serve indoors year-round and on the outdoor rooftop deck and patio overlooking the river – providing the first opportunity to experience riverfront, outdoor dining in the downtown area. As a central connector to the region's food economy, the cafe will provide training and mentorship for food entrepreneurs in the community.
- Culinary Kitchen will lease commercial kitchen space to local food entrepreneurs for production of small batch food items for sale, custom food processing orders and catering services. Coaching and consultation will also be available to assist culinary entrepreneurs with business planning and development of a base of local food suppliers to serve a catalytic role in building a regional food economy that can distribute product to individual and institutional customers within a 200-mile radius.
- Creative Workshop is a "makerspace" that will capitalize on a strong local presence of skilled trades, support for the arts and telecommunications infrastructure. It will provide a shared work-space in which entrepreneurs and artisans can share technology, equipment and knowledge to spawn new businesses, develop projects, and test new design concepts.
- Recreational Rentals and Gift Shop will provide a place downtown to rent canoes, kayaks and other equipment for recreation on the underutilized Wisconsin River and surrounding trails, as well as offer local products and art for sale.

All of the jobs within the Tribune will receive wages and benefits above their industry targets, with the goal that everyone receives a living wage.

As a community hub, the Tribune will help leverage additional direct investments into community enterprises, ranging from a micro-loan program to creating networks for entrepreneurs to connect with investors.



BUILDING HISTORY & PROPERTY SIGNIFICANCE

- **Location:**
220 First Ave S.
Wisconsin Rapids WI
54495
- **Size:** 20,000 sq ft, unique mid-century modern, round structure design
- **Original Grand Opening:**
May 1960
- **Historic local significance:**
Former home to the local newspaper and radio station, founded by William F. Huffman. The building is centrally located along the Wisconsin River. Though historically perceived as a 'working' river, used only for paper production and private enterprise, a new narrative is being shaped through the Tribune.

Social

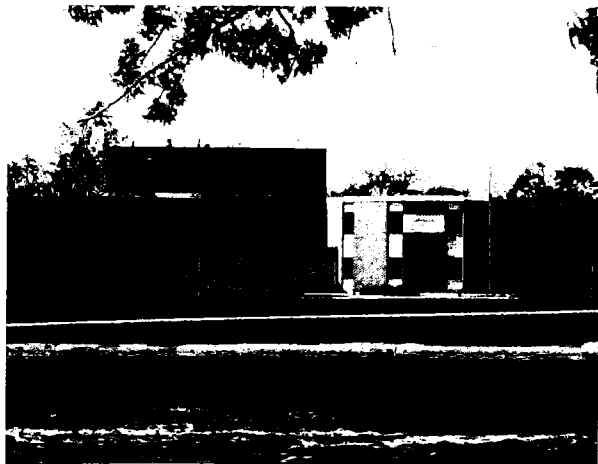
From the outset, the Tribune has been about much more than redeveloping a building – it has been and will continue to be squarely focused on shaping a community that works well for all. Through the programmatic and design phases, it has provided the opportunity for residents to hone interpersonal skills in a safe space, build relationships and create a shared vision. As we move forward with implementation, we see evidence of a citizenry that has a newfound sense of agency, self-confidence and pride. For the first time in over a decade, a powerful community narrative is emerging that embodies hope, opportunity and possibility.

With over 1,200 residents engaged to date, there already is a palpable change in the community. Residents are consistently leaning forward and displaying an increased appetite and demand for information; identifying gaps and opportunities for education to accelerate their learning and our community's potential – an attribute not readily present a decade earlier. In addition, participation in public meetings and community forums has increased, with newly engaged residents speaking up in ways that, historically, have not been the case. And over 5,000 people came out to support this year's community picnic, an event that was intentionally designed to celebrate and foster appreciation for local assets including natural resources, local food, businesses, volunteers and the dignity and worth of every person who lives in our community.

Through an environment that supports learning and builds community networks, the Tribune will build on this momentum to foster creativity, new thinking, and the ability to take risks and "fail forward" - essential attributes of a community that is open to change and shaping a local, inclusive, sustainable economy.

Environment

With green features such as photovoltaic solar panels, a geothermal energy system and a rainwater harvesting system, the Tribune is designed to be the first LEED certified building in the City. Surrounding green spaces and pedestrian and bike trails converge at the Tribune to create a downtown square that demonstrates the best in community planning and models new norms of shared stewardship. Through this focus on environmental sustainability, the Tribune will play an important role in accelerating the community's understanding of the connection between sustainability and future economic prosperity.



Investing in Tribune Redevelopment

The planned Tribune redevelopment will cost \$14 million, which includes an estimated \$4 million attributed to the “green” features of the building, as well as the build-out costs for the cafe and brewery on behalf of the operators. To help fund the construction, Incourage plans to take advantage of New Markets Tax Credits (NMTC). An \$11 million investment will provide leverage for a NMTC transaction, which will supply approximately \$3 million of net equity to the project as outlined below:

Project Sources		Project Uses	
NMTC	\$3,000,000	Hard Costs	\$8,325,000
Market, Commercial Debt	\$2,000,000	Fixtures & Equip	\$1,805,000
Below market debt	\$6,000,000	Design, cert. & other	\$1,095,000
Grants/donations	\$3,000,000	Contingencies	\$1,685,000
TOTAL	\$14,000,000	Other Soft Costs	\$1,090,000
		TOTAL	\$14,000,000

Incourage is seeking funding sources that are as low cost as possible to minimize the debt service obligation during seven-year NMTC compliance period and ensure the enterprise’s long-term financial success. The Tribune financial model assumes an interest rate of 2.26% during the NMTC compliance period for the \$11 million leveraged loan. This is a blended rate of the very low interest on the NMTC note and the expected mix of leveraged financing sources that will include grants/donor loans, PRIs, and, if needed, commercial debt.

Expected Operations

The Tribune will generate revenue to support operations, while also serving as a gateway for substantial financial investment in the community. It is projected to generate between \$300,000 - \$400,000 in operating profit annually, excluding any debt obligations, after a five-year ramp up period through a combination of rents and profit-sharing with co-located enterprises.

Incourage is committed to long-term ownership of the Tribune and to provide ongoing financial support to cover operating deficits and debt service requirements, support tenant enterprises through technical assistance, and other programmatic activities. Incourage is committed to securing a minimum of \$2 million in grants and contributions to support working capital for the Tribune.

Tribune: Accelerating Place-Based Change

“Unlocking capital” to create more equitable communities requires much more than financial capital. Identifying, stewarding and aligning all forms of capital – human, moral, social, intellectual, reputational and financial - to advance mission is a transformative opportunity for all place-based philanthropies. The Tribune is a tangible example of this strategy and an exemplar of possibility, rooted in a decade of learning what works in place-based change as a replicable approach for communities – large and small – nationwide.

We welcome the opportunity to discuss your participation.

Additional Resources

Incourage Overview, Incourage Strategy Map, Tribune Sustainability Features

For more information, contact:

Kelly Ryan, President & CEO, Incourage, kryan@incouragecf.org

incourage

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Creative Economy Development Initiative

growing 21st century jobs, businesses and
quality of life throughout Wisconsin



Woodson Art Museum, Wausau



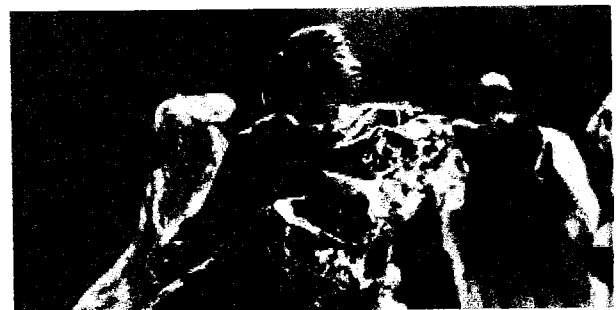
Pucker's Shell, Shell Lake



Mile of Music, Appleton



Whitewater Arts Center



Ro Thi Dance Company, Milwaukee

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MAIN MESSAGE The state of Wisconsin should establish the *Creative Economy Development Initiative*, administered by the Wisconsin Arts Board, as a public/private partnership to leverage and grow assets and resources throughout Wisconsin, providing **local and regional creative economic development** in the creative sector; **arts and creativity in education** as a deliberate strategy for workforce development and skills training, and **strengthening capacity and entrepreneurship** for and in the state's diverse arts infrastructure.

ACTION REQUESTED The state should establish the *Creative Economy Development Initiative*, administered by the Wisconsin Arts Board as a 2:1 matching grant program, in a public/private partnership to leverage and grow assets and resources throughout Wisconsin, providing:

- ▶ **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** as a deliberate 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 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. 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. Wisconsinites are creative, entrepreneurial, imaginative and innovative.

Where Wisconsin has fallen behind in recent years – dangerously so – is in public 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, that's unacceptable. 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. The Creative Economy Development Initiative 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.*

The Wisconsin Arts Board, as the state agency dedicated to creativity, culture, community and commerce, supports 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.

KEY POINTS Investment in the local, regional and statewide creative economy will move Wisconsin forward to gain:

"Knowledge workers – the people who solve problems for a living, start new companies, and bring new ideas to market – rely on their communities' arts and culture scene to recharge their intellectual and innovation battery. In this way, Arts = Economic Development."
~ Rebecca Ryan, President, Next Generation Consulting, Madison

MODELS CREATIVE DEVELOPMENT AT WORK WEST CENTRAL WISCONSIN

- ▶ **Wormfarm Institute, Reedsburg:** Innovative community arts center and farm in rural Wisconsin. Creators and collaborators with local tourism sector of *Fermentation Fest*, an annual cultural tourism initiative bringing over 5,000 people to Sauk County each October. Nationally recognized with funding from major national private foundations and the National Endowment for the Arts.

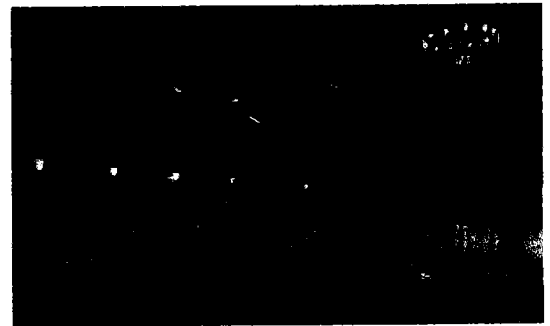
“To thrive, rural America will need infusions of new people, new ideas, and new sources of vibrancy. The Wormfarm Institute is an asset for Reedsburg that delivers on all three of these needs. With the collaboration among Wormfarm, Sauk County and The Reedsburg Chamber on the Fermentation Fest, we can create a model to jump start our economy that is grounded in who we are.”

~ *Reedsburg Mayor Dave Estes*



▶ **Public arts development for community vitality, Baraboo**

- ▶ The Smithsonian Magazine named Baraboo #4 on the list of *20 Best Small Towns to Visit in 2013*.
- ▶ Circus World houses the world's largest collection of antique circus wagons, and provides \$3.2 million in economic impact to the area from visitors to the museum, with over 71,000 visitors in 2012.
- ▶ The Al Ringling Theatre has been an ornate fixture in downtown Baraboo for over 80 years, as an economic driver and community gathering place.

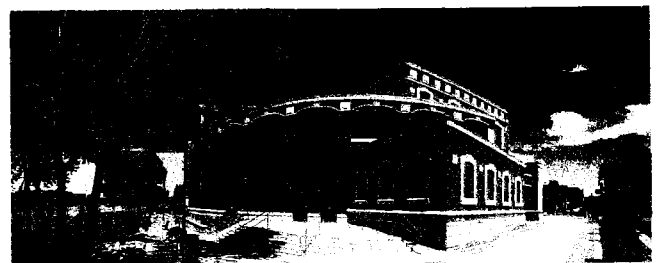


“We’re celebrating our local culture and history. I think public art reflects the soul of a community.”

~ *Baraboo Mayor Mike Palm*

▶ **Arts planning and downtown Cultural District, La Crosse:**

- ▶ The city Planning Department and mayoral-appointed arts development committee’s 2013 strategic creative economy development plan will grow government revenue, support job growth, and expand cultural tourism for the La Crosse area.
- ▶ The new Weber Center for the Performing Arts is a public/private collaboration and a cornerstone of revitalization efforts along the riverfront and the growing Riverfront Arts District.



Learn more about Wisconsin’s creative economy
Contact Arts Wisconsin | 608 255 8316 | info@artswisconsin.org | www.artswisconsin.org

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- ▶ ***Downtown Cultural District/Thelma Sadoff Center for the Arts, Fond du Lac:***
- ▶ leveraging Fond du Lac's assets and creating new facilities for arts and entertainment to encourage and stimulate business development
- ▶ City-commissioned 20-year downtown comprehensive plan
- ▶ Arts and Entertainment District vision plan with government and community leader endorsement



"We're advancing a compelling, market and strategy driven vision enhancing community connectivity, economic sustainability and cultural vibrancy making the downtown a local and regional destination, including expanding entertainment offerings through the rejuvenated Thelma Sadoff Center for the Arts and other restoration projects, creating public spaces for special events and recruiting artists into the downtown."

~ Kevin Miller, Director, Thelma Sadoff Center for the Arts

- ▶ ***Fox Valley cultural development***

- ▶ Fox Cities residents attending arts or culture events spend \$16/person above the cost of admission. On average, 24% of Fox Cities Performing Arts Center audiences travel from outside the Fox Cities, spending \$31/person in the community. Those staying overnight spend \$85+ per person as a result of their attendance at an arts event.
- ▶ The Fox Cities 2012 *Arts and Economic Prosperity IV* study shows that nonprofit arts and culture organizations are a significant industry generating \$32.3 million in total economic activity annually in the Fox Cities region.
- ▶ Downtown Appleton's *Mile of Music* Festival attracted 15,000 people in 2013 as a catalyst for cultural change.



"The Fox Valley's economic and community development strategies are all about our outstanding human and cultural resources. Our plans for the region's future include using the arts and culture as essential tools for economic development, education, and quality of life. The arts make the Fox Valley such a great place to live, work, visit and enjoy life." ~ Kathi Seifert, President, Katapult LLC, Neenah

- ▶ ***Life of the River public art initiative, Green Bay***

- ▶ Publicly supported and privately funded public art project administered by the Green Bay Neighborhood Leadership Council in partnership with the City of Green Bay
- ▶ Celebrating the historical nature and natural beauty of the Fox River
- ▶ Honored with Arts Wisconsin's *Arts in the Community* award in 2010



"The arts are a catalyst for vibrant community development and growth, and we're living that idea here in Green Bay. Our "creative economy development initiative" is all about investment in economic development through the arts, creativity in education, and support of the arts sector and infrastructure throughout our city. Public/private partnerships and investment are critically important to the long-term success of these efforts on the local level."

~ Mayor Jim Schmitt, Green Bay

Learn more about Wisconsin's creative economy

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MODELS CREATIVE DEVELOPMENT AT WORK

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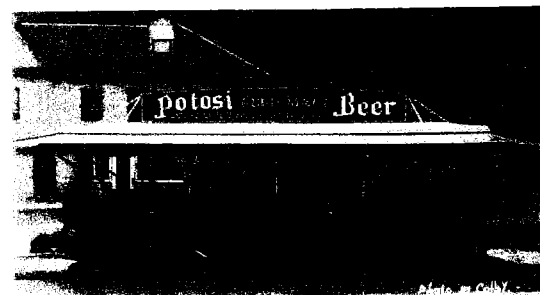
- ▶ **Waunakee Creative Economy Initiative:** leading strategic planning for community growth and success, *Waunakee's Creative Economy Initiative* is a multi-year effort to identify existing sources of creativity and innovation in the Village, and foster their growth into a formidable sector of the local economy. This effort is devoted to enhancing Waunakee's profile as a creative, innovative place, with financial and administrative endorsement from the village Board of Trustees.



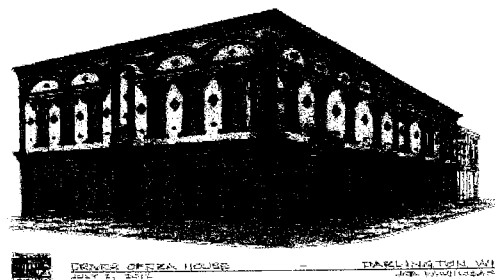
- ▶ **National Brewery Museum, Potosi:** a world class national museum featuring Wisconsin's historic beer industry.

"According to Len Chylack, president of the American Breweriana Association, Potosi was selected over cities such as Milwaukee and St. Louis because of their passion for beer, brewery history and beer-making culture."

~ National Brewery Museum website

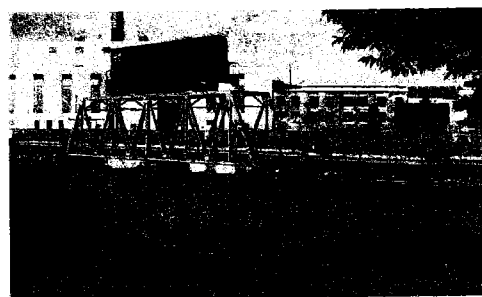


- ▶ **Driver Opera House Center for the Arts, Darlington:** Built in 1883 and in the process of restoration with leadership from a group of respected and interested citizens from around Lafayette County and municipal, regional and state support. An important link in the cultural chain of southwest Wisconsin, welcoming film festivals, traveling arts and humanities shows and theatrical and musical touring companies as an economic generator in the community and the region.



- ▶ **Beloit arts development:**

- ▶ The former Beloit Corporation's Ironworks Building, revitalized by the Hendricks family, is home to creative entrepreneurs and small manufacturing businesses
- ▶ Beloit International Film Festival as economic development and tourism initiative
- ▶ Beloit's Rock Riverfront is alive with public art and community festivals.



Learn more about Wisconsin's creative economy

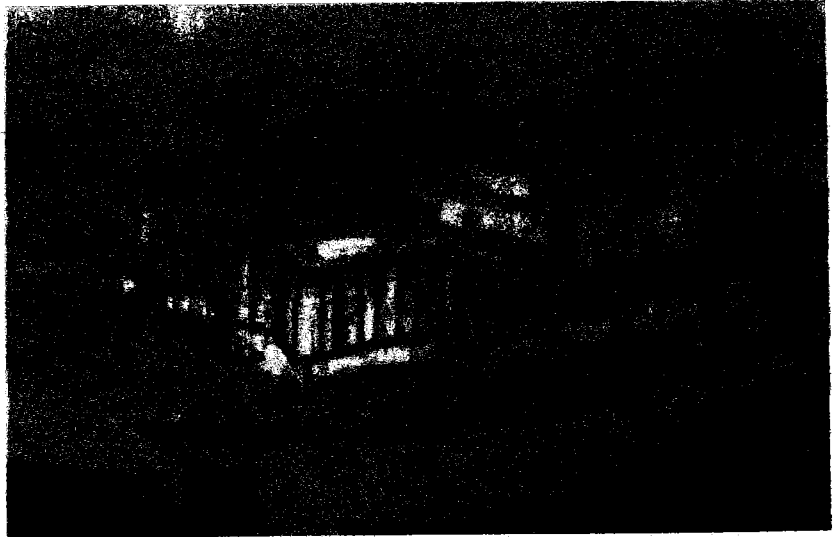
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NORTHWESTERN WISCONSIN

Confluence Project, Eau Claire: this public-private partnership initiative will redevelop a blighted area in the heart of Eau Claire, at the confluence of the Eau Claire and Chippewa Rivers. The project includes UW-Eau Claire and community space, and mixed-use retail and housing. The City of Eau Claire has pledged \$5 million to support the project. *"The Confluence Project ... would realize positive operating balances of more than \$100,000 in its first year of operations, with those positive operating balances growing steadily."* VenuWorks Consulting, Ames, Iowa.

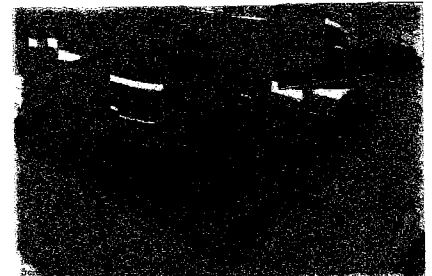


"Once in a lifetime does an opportunity come along to do something like this – to build a center for the cultural expansion of Eau Claire and finally hold a mirror up to the deep rivers of talent that flow here."

~ Justin Vernon (UW-Eau Claire '04), of Grammy-winning indie folk band Bon Iver

▶ **St. Croix Falls Civic Auditorium:**

- ▶ The City of St. Croix Falls is providing leadership for this theater restoration project as integral to downtown revitalization and cultural tourism development
- ▶ Grants from the Wisconsin Arts Board and National Trust for Historic Preservation
- ▶ major funding application pending to USDA Rural Development



- ▶ **Northwoods Nijji, Inc, Lac du Flambeau:** a partnership of the Lac du Flambeau Band of Lake Superior Chippewa, Menominee Indian Tribe of Wisconsin, and Sokaogon Chippewa Community of Mole Lake, supported by municipal, county, state and federal governments. Economic development programs include apprenticeships with elders, business planning, and restoration of cultural heritage centers and the Woodland Indian Art Center.



Learn more about Wisconsin's creative economy

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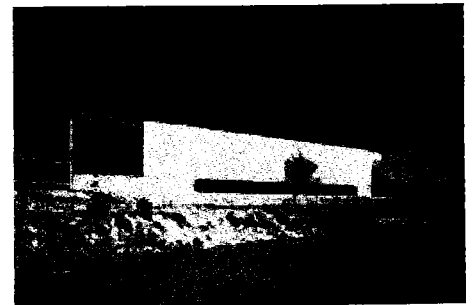
MODELS CREATIVE DEVELOPMENT AT WORK

SOUTHEASTERN WISCONSIN

- ▶ **Jake's Café, Sheboygan:** a highly collaborative, multi-disciplinary community of creative thinkers that enjoy working together to solve business problems in unique ways, on a 20,000 square foot creative campus comprised of four beautiful landmark buildings in downtown Sheboygan. Businesses involved include architects, audio production companies, graphic design firms, and film production companies.



- ▶ **Museum of Wisconsin Art, West Bend:** *"The new museum is the first step in West Bend's plan to revamp the riverfront, a process that's already in the works, and revitalize the downtown area. Winters hopes to create a cooperative campus that connects MOWA to the nearby shops and restaurants on Main Street and the riverfront, which she envisions becoming something like what San Antonio boasts in terms of culture, beauty and development. The city has already invested more than \$800,000 to build a pedestrian bridge across the river to link the cultural side with the commercial side, and other old bridges could be reconstructed, as well. 'MOWA may well be the economic engine that provides a spark for downtown commerce this year,' says T.J. Justice, the West Bend director of development. 'Its impressive presence is now a cornerstone of the city's downtown infrastructure.'"* ~ Milwaukee Magazine, 4-3-13



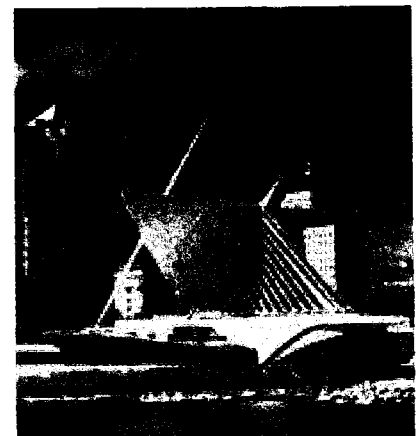
- ▶ **Downtown Racine:**

- ▶ Arts and cultural destinations for residents and cultural tourists
- ▶ Racine Art Museum celebrated 10 years as a centerpiece of downtown Racine in 2013
- ▶ Downtown Racine is the only city in the country that has sponsored a public art project for more than 10 consecutive years.



Racine Art Museum

- ▶ **Milwaukee Art Museum:** Milwaukee's symbol of the city and the largest art museum in the state of Wisconsin, with almost 400,000 visitors each year and a stellar art education program serving over 50,000 Milwaukee-area youth each year through programs, tours, and internships.



"Man does not live by bread alone, and nothing could be more true when it comes to the arts. Great societies have always been defined by the high quality of their arts. Our ability to attract visitors and jobs to our state depends on our ability to differentiate ourselves in Wisconsin by high quality arts and cultural offerings."

~ Stephen H. Marcus, President, The Marcus Corporation, Milwaukee

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▶ *Small town arts development*

- ▶ LuCille Tack Center for the Arts, Spencer
- ▶ Chestnut Avenue Center for the Arts, Marshfield
- ▶ Incourage Community Foundation, Wisconsin Rapids, is leading Tribune Building creative incubator development, supported by ArtPlace national grant program and local investment
- ▶ Central Wisconsin Cultural Center, Wisconsin Rapids



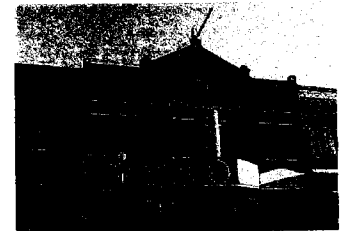
▶ *Leigh Yawkey Woodson Art Museum, Wausau:*

- ▶ Employs 31 people in this north central Wisconsin community (14 FTEs)
- ▶ Spends ~ \$ 1,570,000 annually on goods and services in the Wausau area and throughout Wisconsin
- ▶ Serves an estimated 56,000 visitors each year, including 33% from out of the local area
- ▶ Serves more than 11,000 schoolchildren each year through classroom visits to the Woodson.



▶ *Stevens Point creative economy development:*

- ▶ extensive downtown revitalization with the Fox Theatre redevelopment project as a cornerstone
- ▶ The 2013 *Portage County Creative Economy Inventory Study* quantifies the community power and impact of the arts and creative industries
- ▶ Partnerships and planning for creative sector growth involve Portage County and North Central Wisconsin Regional Planning Commission
- ▶ Stevens Point Sculpture Park bringing together arts and environment



Fox Theatre

"The Arts Alliance of Portage County has received strong support from our community and governmental leaders in proactively developing a strategy to understand and expand our local Creative Economy. They understand the economic and social value of art, culture, entertainment, education and quality of life when looking at the future. Portage County is an exciting place to be right now as it embraces creativity as part of its economic future." ~ Bill Schierl, Team Schierl Companies | President, Arts Alliance of Portage County

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Jobs and economic vitality: growing and sustaining prosperity.

- ▶ Wisconsin's nonprofit arts and cultural sector is a \$535 million industry, resulting in \$65 million in local and state tax revenues, 22,872 full-time equivalent jobs, \$479 million in resident income
- ▶ According to Dun & Bradstreet, Wisconsin's creative sector encompasses nearly 10,000 businesses and employs over 42,000 people in full-time jobs - mostly with small, entrepreneurial companies.
- ▶ The U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA)'s **Arts and Cultural Production Satellite Account** is the first federal effort to provide in-depth analysis of the arts and cultural sector's contributions to current-dollar gross domestic product (GDP), a measure of the final dollar value of all goods and services produced in the United States. **According to these new estimates, 4 percent -- or \$698 billion -- of current-dollar GDP in 2013 was attributable to arts and culture.**
- ▶ Communities thrive through arts investment, involvement and infrastructure
- ▶ Cultural tourism is a fast-growing segment of Wisconsin's tourism economy
- ▶ A vibrant community-based arts scene increases and strengthens capacity to:
 - ▶ attract, retain, incubate, and grow businesses
 - ▶ broadens the tax base
 - ▶ attracts tourists interested in the arts and culture, who spend more time and money as visitors
 - ▶ improves quality of life for all residents.

"The positive value of arts and culture on society has been understood on a human level for millennia. With this new effort, we are now able to quantify the impact of arts and culture on GDP for the very first time. Better utilizing this type of knowledge and information is part of the Department of Commerce's 'Open for Business Agenda,' through which we are seeking to provide more transparency and data to enhance decision-making, create more value, and better understand and grow our economy."

~ U.S. Secretary of Commerce Penny Pritzker

Healthy communities and engaged residents: Building better places to live, learn, work, play.

- ▶ Stimulate economic, community and neighborhood development
- ▶ Make our cities and towns attractive and vibrant places to live and work
- ▶ Attract tourists and out-of-town visitors
- ▶ Educate our children to succeed in school and beyond
- ▶ Beautify livable neighborhoods
- ▶ Provide important social and creative outlets for all residents
- ▶ Bring people of diverse backgrounds together in productive and cooperative ways.

"Museum visits increase test scores, generate social responsibility and increase appreciation of the arts by students."

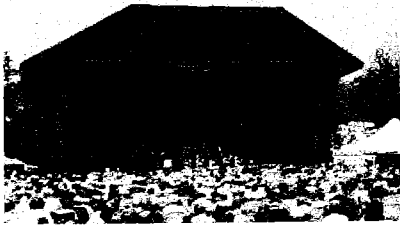
~ New York Times, 11-24-13

Educational advancement, skills training, and improved academic performance: Preparing our children for the 21st century world and workforce.

- ▶ Research from around the world proves that arts education and the integration of creativity in the academic process is proven to keep students in school, increase high school graduation rates and prepare students for college and for the careers of the 21st century economy.
- ▶ The fundamental and permanent shifts in local and global economies require highly disciplined, entrepreneurial, collaborative, innovative, imaginative, creative and focused workers-*the traits the arts teach*.
- ▶ Arts in education, outreach and engagement programs are critical for success throughout Wisconsin.

True prosperity and opportunity: Enriching everyone, everywhere in Wisconsin.

- ▶ Wisconsin residents value the arts for themselves, their children and their communities.
- ▶ People who are involved in the arts are also more civically engaged – they volunteer and they vote.
- ▶ State funding leverages a great deal of local and private funding, but many communities, particularly in rural areas, are unable to raise enough private dollars to sustain arts programs without state support.
- ▶ The arts significantly increase the return on Wisconsin's investment in education by addressing issues such as workforce development and childhood poverty and health, while broadening the tax base statewide.



Lucius Woods Arts Center, Solon Springs



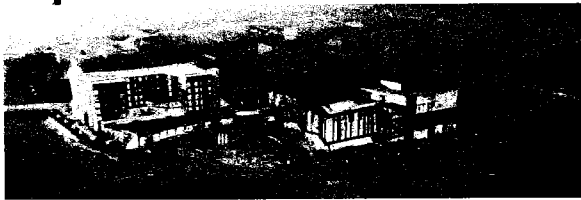
Big Top Chautauque, Bayfield



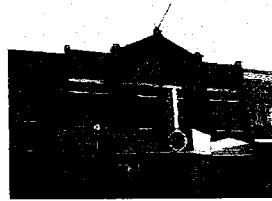
The Father's Shed, Shell Lake



Northwoods Art Tour, Boulder Junction



Confluence Project, Kau Claire



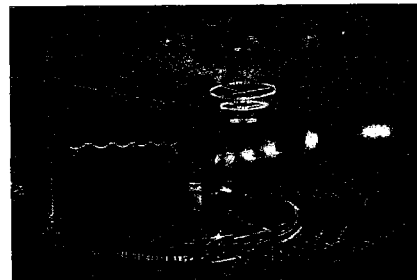
Fox Theatre development, Stevens Point



Northern Sky Theater, Fish Creek



Weber Center for the Performing Arts, La Crosse



Oshkosh Grand Opera House



Arts businesses, Cedarburg



Dixieland Area Art Festival, Soldiers Grove



Electronic Theatre Controls, Middleton



Riverfront art walk, Milwaukee



National Brewery Museum, Potosi



BELOIT INTERNATIONAL FILM FESTIVAL
in association with Beloit College



Kenosha Public Museum

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January 26, 2016

TO: State Assembly Committee on Jobs and the Economy

From: Barbara Petkovsek

RE: Creative Economy Development Initiative

I am writing to register support for AB #636 the Creative Economy Development Initiative.

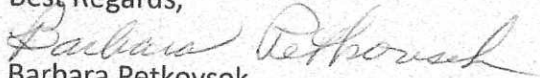
I live in Neillsville Wisconsin in Clark County. Clark County is rich in agriculture, industry, recreation lands and waters. Like Wisconsin, Clark County, experiences "brain drain" with college students leaving the area and not returning for jobs locally. Clark County has several schools, medical facilities, manufacturing and Ag related businesses and continues to grow every year.

Clark County is also rich with resident artists but has only recently been able to capitalize on this potential. Linda Garret Holets and Dr. Sarah Holets have recently purchased the decommissioned Methodist Church and associated parsonage in Neillsville. They closed on January 19th and there have already been two open meetings to discuss with the community the new Clark Cultural Arts Center. A Board of Directors, Committees and Volunteers are being put in place to create a 501(3c) non- profit organization. This cultural center is large enough to accommodate the following: visual arts, music, journalism, dance, theater and culinary arts.

The Creative Economy Development Initiative can only strengthen Clark County's position in recruiting doctors, teachers, lawyers, engineers and other professional individuals to not only work here but to live here with quality air and water which is indicative of rural living. The support of "creative development" can only help the state and particularly rural areas create a living experience for all ages. It will also allow citizens to explore that creative entrepreneur spirit that would like to thrive in our great Wisconsin.

Please support the Creative Economy Development Initiative and invest in Wisconsin's Creative Industry Sector.

Best Regards,



Barbara Petkovsek

611 E 5th St.

Neillsville, WI

barb.petkovsek@gmail.com

715 429-0486