



THE CHANGE WISCONSIN NEEDS

The New Economy Funding Initiative – 56 cents gives Wisconsin the competitive advantage
www.artswisconsin.org/56cents

Arts Wisconsin supports the Wisconsin Arts Board's **New Economy Funding Initiative** – an investment of \$1 per capita for the Arts Board, the state agency dedicated to culture, creativity, commerce and community – a strategic investment that will give Wisconsin the competitive advantage it needs in the 21st century economy.

The Wisconsin Arts Board's budget currently is funded at 44 cents per person. Just 56 cents more will help Wisconsin succeed, by:

- Investing in regional economic development, creating new and exciting partnerships and job opportunities and attracting and retaining innovative companies and entrepreneurs
- Educating the 21st century workforce, through arts integration and involvement for all Wisconsin students
- Strengthening the artistic and cultural infrastructure statewide, for vibrant and livable communities of all sizes.

The power of creativity and innovation is now in the hands of the people of Wisconsin. The opportunity for Wisconsin to compete for the cream of the crop in new jobs is now here – as is the opportunity to strengthen our ability to compete in the new global marketplace. Going hand-in-hand with this vibrant competitiveness is the real chance to strengthen an

innovative state of education and create a live/work/play environment that keeps our best and brightest right here at home.

With this strategic investment, Wisconsin will have a new kind of economy that sets the stage for new kinds of companies and businesses to start up right here and succeed right here.

In 1992, the state invested 59¢ per person in the Wisconsin Arts Board, ranking Wisconsin 30th in the nation for state arts agency funding. In 2008, Wisconsin ranks 43rd, at an allocation of only 44¢ per person.

The best thing about the New Economy Funding Initiative is that it can start to happen for the price of just half a cup of coffee. If we each invest just 56¢ more a year in the Wisconsin Arts Board, we can embolden the creative forces we need to compete and improve the quality of life for everyone, everywhere in Wisconsin. Today, we invest only 44¢, so this added 56¢ adds up to a \$1 investment in the new economy by Wisconsin taxpayers. It's an investment that delivers a greater return than the hottest of stocks and companies.

Improving Wisconsin's economy is both an art and a science. Learn more at www.artswisconsin.org/56cents.



ARTS WISCONSIN
everyone. everywhere.