

2010 ARTS LEGISLATIVE AGENDA



Artistic, creative and innovative expression and participation are essential to the wellbeing of everyone, everywhere in Wisconsin. Public investment in the arts, culture, creativity and innovation gives Wisconsin the competitive edge in economic development, downtown revitalization, educational advancement, tourism opportunities, and civic engagement. Wisconsin must support coordinated statewide policies and strategies using the arts and creativity to compete in the global economy and advance the state's priorities: incubate, attract and retain business, revitalize the economy, sustain good-paying jobs, provide a quality education for all students that prepares them for the 21st century workforce, enhance quality of life, and keep communities livable.

Creativity, innovation and entrepreneurship – that's what Wisconsin needs, and that's what the arts provide. **Now, more than ever, investment in the arts, arts education and creative economy is not separate from the overall priorities of the state—it's vital to the overall health and well-being of the people of Wisconsin. The 2010 Arts Legislative Agenda covers these critical issues:**

ENCOURAGE STATE INVESTMENT THROUGH THE WISCONSIN ARTS BOARD'S NEW ECONOMY FUNDING INITIATIVE: Arts Wisconsin supports the Wisconsin Arts Board's *New Economy Funding Initiative* as a strategic investment that will give Wisconsin the competitive advantage it needs in the 21st century economy. The *New Economy Funding Initiative* provides a vision and a plan for Wisconsin to:

- **Invest in regional economic development**, creating new, exciting and sustainable partnerships and job opportunities and attracting and retaining innovative companies and entrepreneurs
- **Educate the 21st century workforce**, through arts integration and involvement for all Wisconsin students
- **Strengthen the creative and cultural infrastructure statewide**, for vibrant and livable communities throughout the state.

Wisconsin must invest in 21st century infrastructure that leads us forward instead of chasing an old economy, prepares our workforce for the jobs that will stay and drives traditional sectors onto new ground, and keeps our communities livable. The Council on Competitiveness recognized this back in 2005: "from an economic development perspective, many communities are still pursuing the old, incentive-based strategies. These don't work in a world in which firm success depends ever more on the quality of ideas and talent, and ever less on traditional infrastructure."

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 2010, Wisconsin allocates only 43 cents per person, with a rank consistently in the bottom 20 percent of the fifty states. With a strategic investment of \$1 per capita in the *New Economy Funding Initiative*, Wisconsin will lead the way for new kinds of companies and businesses to start up and succeed right here, with creative opportunities and an appealing quality of life that flourishes in all of our communities.

Wisconsin's goal must be to develop and sustain local, regional and statewide strategies and actions that align with the nonprofit sector, strategic partners in business, education, politics, government and civic issues, and our creative people, organizations and communities. Improving and strengthening Wisconsin's economy, educational system and civic life is both an art and a science. **We call for support of the New Economy Funding Initiative as an important way forward for Wisconsin.**

REINVIGORATE WISCONSIN'S FILM INDUSTRY TAX INCENTIVES: Wisconsin's pioneering film tax incentives were effective in 2008 and 2009, resulting in several high-profile films shot in Wisconsin and the establishment of locally-based film development programs and facilities around the state. The growth of the film industry in Wisconsin expanded and diversified employment opportunities and increased involvement in the arts overall. Unfortunately, the program in its current, reduced format is not generating benefits for Wisconsin. **To ensure that Wisconsin builds and sustains economic and community development and civic strategies for the 21st century, the state's film industry tax incentives must be re-invigorated and expanded.**

ADVANCE THE WISCONSIN TASK FORCE ON ARTS AND CREATIVITY IN EDUCATION RECOMMENDATIONS TO SUPPORT CREATIVE OPPORTUNITIES FOR ALL STUDENTS: The Wisconsin Task Force on Arts and Creativity in Education, co-chaired by Lt. Governor Barbara Lawton and former State Superintendent of Public Instruction Elizabeth Burmaster, reported that active participation in and understanding of the arts and creativity are essential to young people's success in school and in life. The same qualities that characterize successful arts education programs are also essential to making Wisconsin a leader in the global creative economy. Arts education rewards children by helping them to reach practical goals of academic achievement and career success. The arts are much more than just fun "extra" activities for kids. The profound impact of arts education on children and youth follows them throughout their lives, and participation in the arts opens up children's worlds and minds, and offers them the skills they need for a bright future. **To provide opportunities for creative expression and engagement, and prepare students for the 21st century world and workforce, we call for systemic, integrated arts educational opportunities as recommended by the Task Force.**

