

# TALKING POINTS



## ENCOURAGE STATE INVESTMENT IN THE ARTS THROUGH THE WISCONSIN ARTS BOARD AND OTHER STATE AGENCIES

The Wisconsin Arts Board's budget for 2009-2011 as recently presented by Gov. Doyle reflects a reasonable outcome in very rough economic times. The Arts Board will face a cut of \$59,300 annually out of the budget (which totals about \$2.4 million annually), but overall the Arts Board's operation or grant making ability will not be severely hampered or eliminated. The contrast is particularly stark when we consider the continuing effects of the current economic downturn, and, the Arts Board's budget is compared to what is happening to the other state arts agencies in the country, many of which are experiencing reduced budgets or even elimination.

In addition to keeping the Wisconsin Arts Board strong and healthy, the Departments of Commerce, Tourism, Workforce Development, Public Instruction and other state agencies should continue to fund and initiate programs that use the arts for short and long-term impact on economic development, education, tourism, and quality of life. ***We call for continuing to strengthen the state's commitment to cultural economic development, community revitalization, civic engagement through the arts and arts education while meeting the expanding artistic and cultural needs of the people of Wisconsin.***

### Talking points:

- The arts have a growing and positive impact on Wisconsin's economy. As one of our state's leading industries, the arts, culture, creativity and innovation play an increasingly important role in:
  - reviving and stimulating the economy locally and statewide
  - creating locally-based, sustainable jobs
  - enhancing tourism
  - educating our children for the 21st century workforce
  - enlivening our communities large and small and enhancing our quality of life
  - sharpening and enhancing the state's competitive edge and international reputation.
- Nationally, there are approximately 100,000 nonprofit arts and cultural organizations which spend \$63.1 billion annually. Arts organizations employ performers and curators, but also employ accountants, designers, plumbers, engineers, and union workers. In fact, the nonprofit creative sector supports more full-time jobs than there are public safety officers or lawyers.
- In Wisconsin, nonprofit arts and cultural organizations generate \$418 billion in total economic activity, support 43,559 jobs, and deliver over \$61 million in tax revenue to local and state government.
- There are currently 8,892 creative for-profit and not-for-profit businesses in Wisconsin, encompassing 43,559 full-time jobs. These enterprises are essential to Wisconsin's economy and workforce. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.
- In a report released in January 2009, the National Governor's Association stated, "Arts and culture are important to state economies ... They create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases."
- The arts in Wisconsin are woefully underfunded, to the tune of 44 cents per person for the Wisconsin Arts Board. The Arts Board has not received an increase in grant funding since 1992, even though the amount of arts activity in Wisconsin has dramatically increased in that time. The outcome of reduced funding for the Arts Board are fewer arts and cultural engagement and educational opportunities for Wisconsin residents.
- The arts build families and communities: Arts activities help family members share positive experiences, discover new talents and ideas, and grow together. They help cultural groups explore and build on their heritage and share that heritage with others. They encourage the expression, refinement and exchange of ideas and strengthen democracy. The arts are a basic component of vital communities.