



WHEREAS, the City of Sun Prairie recognizes that investment in creative economy development and the arts are important to the health and vibrancy of the community and its future; and

WHEREAS, the City of Sun Prairie appreciates that creative economy development and community cultural engagement are directly related to economic vitality, education for the 21st century, engaged residents and a community's future success; and

WHEREAS, the City of Sun Prairie celebrates many impressive creative economy activities, projects and initiatives, such as education programs at arts centers, revitalization initiatives, and civic engagement projects, happening in communities across the state during Creative Economy Week; and

WHEREAS, the City of Sun Prairie recognizes that investment in the creative economy is critical for Wisconsin's success for these reasons:

- *The arts mean business.* According to Dun and Bradstreet, there are nearly 10,000 businesses in Wisconsin involved in the creation or distribution of the arts that employ over 42,000 people—representing 3.2 percent of the state's businesses and 1.4 percent of its employees, businesses ranging from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies.
- *The arts add to the economy.* The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$699 billion industry, providing 4.3 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. In Wisconsin, the nonprofit arts industry alone generates \$535 million in economic activity annually, supporting 22,872 million jobs and generating \$64.9 million in state and local government revenue.
- *The 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 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. Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists.
- *The arts have social impact.* Research shows that a high concentration of the arts in a community leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.

NOW, THEREFORE, I, Paul Esser, Mayor of the City of Sun Prairie, declares the week of April 24-30, 2016 as **Creative Economy Week** to celebrate and promote the arts, creativity, and vitality in and for our community.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of the City of Sun Prairie to be affixed on this the 19th day of April, 2016.

Paul Esser

Paul Esser, Mayor