

# 21<sup>ST</sup> CENTURY WISCONSIN

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a report on new economy strengths and opportunities  
for growth and success throughout the state



*Walker's Point Center for  
the Arts, Milwaukee*



*Sculpture Park, Wittenburg*



*Wisconsin Concrete Park, Phillips*

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**ARTS**  
**WISCONSIN**  
GROWING WISCONSIN CREATIVELY



Northwest Passage "In A New Light Gallery", Webster

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Thanks to the amazing creative people, organizations, businesses and communities working at the local, regional and state levels to transform Wisconsin for the 21st century.

Report design by Chris Honeysett  
 Report writing and editing by Barbara Harkins

For more information about this report and about the arts, arts education, creative economy, and creative placemaking in Wisconsin, contact  
 Arts Wisconsin | 608 255 8316 | info@artswisconsin.org | www.artswisconsin.org



## WELCOME FROM

Arts Wisconsin is pleased to be working in partnership with the League of Wisconsin Municipalities to present *21st Century Wisconsin*, a report that provides a snapshot and shines a spotlight on our state's abundant creative resources – people, organizations, businesses and communities. The report combines this information with a call to action: the critical need for investment in the arts, culture and creativity as an investment in Wisconsin's future.

There's exciting growth in civic engagement, creative placemaking, and creative economy programs and opportunities on the local level, from Kenosha to Superior, demonstrates that Wisconsin has all the assets it needs to be a global creative powerhouse. This is a sector ripe for investment to move Wisconsin forward:

- **Jobs, workforce development, and economic vitality:** growing and sustaining prosperity in every Wisconsin community
- **Educational advancement, skills training, and improved academic performance:** preparing all of our children for the 21st century world and workforce.
- **Civic engagement and community connections:** bringing people together for understanding and service
- **True prosperity and opportunity:** advancing healthy, vibrant, livable communities and enriching the lives of everyone, everywhere in Wisconsin. Investment in the creative sector means more vibrant, attractive and livable communities

As Wisconsin's community cultural development organization, Arts Wisconsin is leading the way to advance the local and statewide creative economy and workforce, integrate the arts and creativity for 21st century education, educate entrepreneurs and activists, and engage policy-makers and the public as a catalyst for dialogue, information, and action.

Now is the time to invest in Wisconsin's local and regional arts and creative economy, to benefit the economic and civic vitality of the entire state and strengthen local economies and community life. Working with the League of Municipalities and many other public and private partners – anyone and everyone who cares about Wisconsin's future – Arts Wisconsin is committed to moving Wisconsin's 21st century economy forward. Join us in this effort!

Ann Huntoon, President, Arts Wisconsin



We live in an incredibly unique state. Wisconsin is home to a diverse and thriving arts community and that community is an essential element of our incomparable quality of life. It makes our cities and villages who we are and it serves as a beacon to guide us to what we can become.

The League of Wisconsin Municipalities, on behalf of Wisconsin's cities and villages, is proud to help Arts Wisconsin present this celebration/economic analysis/tool kit that illuminates the vital role played by the 21st century arts economy of our state.

We invite you to read the report, and then use it to inform and inspire local leaders to identify those opportunities about your community that are unique and special; building an even more unique future on that foundation.

Jerry Deschane, Executive Director, League of Wisconsin Municipalities



## INTRODUCTION

Since its founding in 1992, Arts Wisconsin has been all about placing the arts and creativity at the center of life and learning throughout Wisconsin. We believe – we know – that the arts and creativity are integral to every aspect of life in every community. There's creativity everywhere and in all people, whether a person is considered an artist personally or professionally.

Of course, the fundamental reason that the arts are important, is because the arts are important... because the arts make us who we are, because humans have been expressing themselves creatively since the beginning of time. That creative spark is what sets us apart as individuals and societies.



Kenosha Union Park Project, Kenosha

And, in the 21st century, the reasons and applications for creativity go far beyond the medium. The complicated issues that arise in business, education, environment, technology, development, and recreation are usually best resolved through community involvement, thoughtful collaboration, imaginative processes, innovative thinking, and entrepreneurship—all processes that are fueled by creativity. Wisconsin communities looking to thrive in the 21st century are focused on investing in the arts and culture to generate jobs, revenue, civic engagement, and quality of life.

What do we mean by the "creative economy?" Call it creative placemaking, community cultural planning, or creative development, the creative economy refers to 21st century demands for a proactive, localized approach based on creativity, entrepreneurship, imagination, and innovation. The qualities that the arts provide – creativity, innovation, imagination, and entrepreneurship; livability

and quality of life; unique, authentic community identity; and vibrant local economies – are the qualities Wisconsin needs as part of a diverse and healthy economy overall.

These qualities are directly connected to the health of our businesses, schools, communities, and individual lives. Wisconsin, like the rest of the country and the world, is living through massive economic shifts, societal changes, and political upheavals as our once-industrial powerhouse economy transitions to a 21st-century information and service economy – one that can be equally powerful. In Wisconsin, traditional industries—from papermaking to mining to farming—continue as economic cornerstones, but new technologies and global trends are forcing these industries to evolve.

The case studies and stories in this report represent a multitude of programs, projects, and communities, expressing Wisconsin's diversity of people, talent, ideas, and creativity. Even more stories are available online at [www.artswisconsin.org](http://www.artswisconsin.org). Each story, community, and community is unique.

How can your community develop, grow and sustain its unique creative economy? In general, focus on cultural investment, creative development, and community strategies focused on enhancing quality of life, increasing economic opportunity, and stimulating innovative ideas are already making a difference for the state.



Latino Arts Strings, Milwaukee

Now's the time to seize the day, Wisconsin. It's time to really set to encouraging and investing in creativity, imagination, innovation, and entrepreneurship at the local level, and help move our communities forward into the 21st century.

Anne Katz, Executive Director  
Arts Wisconsin



## EXECUTIVE SUMMARY

Wisconsin's vibrant creative community sets us apart from other states. Our creative people, organizations, businesses and communities add energy to the economy, generate jobs, attract businesses, enhance education for all Wisconsin students, enliven public spaces, and support quality of life for everyone, everywhere in the state.

From downtown development projects, to restored and rejuvenated historical theaters used as community centers and destinations in large urban and small rural areas; countless community-based arts, cultural, and heritage organizations; outstanding college and university arts programs, as well as community-based arts and education centers at our private colleges, public two- and four-year campuses, and tech colleges – all are examples of the creative economy at work in Wisconsin.

The *21<sup>st</sup> Century Wisconsin* report contains:

- Recommendations for creative economy development and action
- Regional profiles
- Data research providing concrete data to support Wisconsin's claims of significant creative economy impact, from the following sources:
  - A collaboration of the National Endowment for the Arts and the U.S. Department of Commerce's Bureau of Economic Analysis (BEA), the Arts and Cultural Production Satellite Account (ACPSA) is the first federal effort to provide in-depth analysis of the arts and cultural sector's contributions to the U.S. economy. The most recent data reveals that as of 2015, the arts contributed \$763.6 billion to the U.S. economy, more than agriculture, transportation, or warehousing. The arts employ 4.9 million workers across the country with earnings of over \$370 billion. Furthermore, the arts exported \$20 billion more than imported, providing a positive trade balance.
  - A comprehensive economic impact study of the nonprofit arts and culture industry in Wisconsin in 2016 (Arts and Economic Prosperity 5) reveals that *local nonprofit arts organizations generate \$657 million in economic activity annually, resulting in more than \$75 million in local and state tax revenues, 26,695 full-time equivalent jobs, and \$555 million in household income.*
  - The Creative Industries: Business & Employment in the Arts report provides a research-based approach to understanding the scope and economic importance of the arts in Wisconsin. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. *The most recent figures available for Wisconsin (2017) show that nearly 9,200 arts-related businesses employ over 50,000 people throughout the state. The most recent figures available for Wisconsin (2017) show that nearly 9,200 arts-related businesses employ over 50,000 people throughout the state.*

These facts and figures, interspersed with stories, testimony from Wisconsin residents, and photos from all areas of the state, demonstrate that Wisconsin is already using the arts and creativity to drive economic vitality, education for the 21<sup>st</sup> century, and vibrant communities. The opportunities are great with even greater investment.

Wisconsin has all the assets it needs to lead the way as a 21<sup>st</sup> century economic powerhouse. Now we need to invest in the arts and creativity as a smart investment for Wisconsin's future. This report is a snapshot in time, providing examples from all

regions of the state; we aren't able to describe every single creative activity in each area, but have provided a broad range of examples that are interesting, compelling and replicable in many different ways, for many purposes.

21<sup>st</sup> Century Wisconsin is complemented and enhanced by an evolving online presence with more in-depth information, an interactive map of creative endeavors, and contact information for various innovators, creative entrepreneurs, and state and local officials who want to boast about the positive outcomes in their communities from creative investment, and strengthen creative opportunities locally, regionally and statewide.



Art's House, River Falls

## RECOMMENDATIONS FOR ACTION

These are development strategies using creativity and creative assets to grow and strengthen 21<sup>st</sup> century economic vitality, education focused on 21<sup>st</sup> century learning, a vibrant community life, and engaged residents:

- **Focus on a community's assets** – human, financial, social, economic, educational – while addressing issues and challenges, and support an asset-based community development mindset.
- **Support a mindset and programs that welcome a multi-cultural, diverse mix of creative people.** A rich and ever-evolving mix of income levels, backgrounds, and perspectives enlivens every community.
- **Recognize that the creative economy contributes significantly** to inclusive and sustainable economic, social and environmental development processes.
- **Inventory and map local creative economy assets** as an ongoing foundation of action planning for development.
- **Collect and categorize data and research** as an investment in creative economy development policy and programming.
- **Prioritize access to the arts for all.** Any place can really be recognized for its creativity if that creativity is available for everyone in the community. There must be a diversity of arts opportunities in the community so that everyone can participate in some way, not just those who can afford the price of a ticket.
- **Arts integrated into education for all students in the public schools is key and Wisconsin's 21st century education must be all about STEAM (Science, Technology, Engineering, Arts, and Math).** All kids deserve and need the arts in the learning process, to help them express themselves and gain the skills they need to thrive in the 21st century world and workforce. It's especially important to include the arts and creativity in education in public schools, since school is often the only place many kids get to participate in the arts. Global research and practice show that students with high levels of arts participation outperform other students on virtually every measure from standardized tests to community participation, and that learning through the arts has a significant effect on learning in other areas, particularly in the early years.
- **The arts are not separate from everything else going on in a community.** Creative collaborations, imaginative processes, innovative, thinking and entrepreneurship, connecting arts/business, arts/education, arts/environment, arts/recreation, arts/food, arts/civic issues... **the arts and creativity can and should be part of every project, program, organization and effort happening locally and beyond.** Partnerships do take work – but community involvement and engagement is the only sustainable way to move forward.
- **Creative economy growth needs leadership from local elected officials and civic leaders who are visible, proactive, enthusiastic champions** of the arts, encouraging big picture thinking and openness to new ideas and ways of doing.
- **Develop opportunities for creative and cultural entrepreneurs** in venture capital, business administration, social networking, and marketing activities.
- **Recognize the connections between the informal and formal sectors of the creative economy** as crucial for the establishment of adequate policy, since the creative economy includes informal cultural systems, processes and institutions.
- **Support investment in civic infrastructure** – community spaces such as arts centers, museums and libraries enliven a community, and need ongoing investment in programming, organizational and leadership infrastructure. Planning for sufficient and ongoing human, organizational and financial resources is key to making civic spaces come alive and serve their communities.
- **Focus on building and sustaining a creative place through a great quality of life for all,** one that includes a vibrant street life, arts, food, libraries, parks and other public spaces, local radio stations, museums, bikeways that everyone can enjoy.



Boys and Girls Club of Greater Green Bay

# DATA

## AMERICANS FOR THE ARTS AND WISCONSIN ARTS BOARD ARTS & ECONOMIC PROSPERITY 5 (AEP5)

This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities that support the arts and culture are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. The Arts & Economic Prosperity 5 study shows conclusively that the arts mean business in the State of Wisconsin.

An input-output analysis is used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This is a highly-regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. A comprehensive description of the methodology used to complete the national study is available at [AmericansForTheArts.org/EconomicImpact](http://AmericansForTheArts.org/EconomicImpact).

## DEFINING ECONOMIC IMPACT

This proprietary study methodology uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and local and state government revenues.

- Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for their living expenses.
- Revenue to Local and State Government includes revenue from local and state taxes, as well as funds from license fees, utility fees, filing fees, etc. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

### Total Economic Impact of the Nonprofit Arts and Culture Industry in the State of Wisconsin (Combined Spending by Nonprofit Arts and Cultural Organizations and Their Audiences)

Total Industry Expenditures	\$656,857,267
Full-Time Equivalent Jobs	26,695
Resident Household Income	\$555,512,000
Local Government Revenue	\$34,718,000
State Government Revenue	\$40,510,000
Event-Related Spending by Arts/Culture Event Attendees	\$37.26

### Civic Engagement of Cultural Attendees

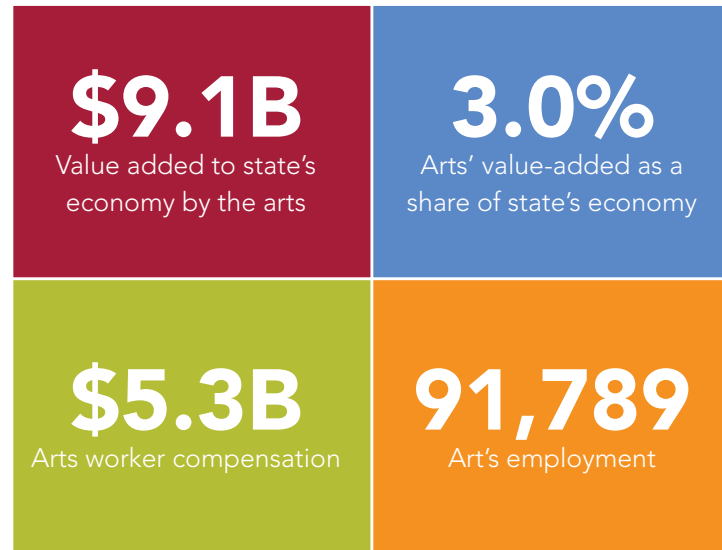
Percentage that voted in 2016 U.S. presidential election 93.4%



## NATIONAL ENDOWMENT FOR THE ARTS AND BUREAU OF ECONOMIC ANALYSIS: ARTS AND CULTURAL PRODUCTION SATELLITE ACCOUNT (ACPSA)<sup>1</sup>

The Arts and Cultural Production Satellite Account (ACPSA) is produced jointly by the National Endowment for the Arts' Office of Research & Analysis and the Bureau of Economic Analysis, U.S. Commerce Department. This research tracks the annual economic impact of arts and cultural production from 35 industries, both commercial and nonprofit. The ACPSA reports on economic measures—value-added to gross domestic product (GDP) as well as employment and compensation.

The arts industry (for-profit and non-profit) contribute more than \$760 billion to the U.S. economy and more than \$9.1 billion to Wisconsin's economy. Highlights of Wisconsin's report:



Wisconsin's creative sector provides more value than the transportation (\$9 billion), agriculture and forestry (\$5.5 billion), utilities (5.2 billion), education services (\$2.8 billion) and mining (\$1.3 billion.)

In 2015, Wisconsin ranked 21st among all states in ACPSA value added, and 39th among all states in ACPSA value added growth. Since 2014, ACPSA value added has grown 2.92 percent in Wisconsin, compared with an increase of 4.65 percent for the U.S.

In 2015, Wisconsin ranked 19th among all states in ACPSA employment, and 37th among all states in ACPSA employment growth. Since 2014, ACPSA employment has grown 0.09 percent in Wisconsin, compared with an increase of 2.13 percent for the U.S.

### Definitions

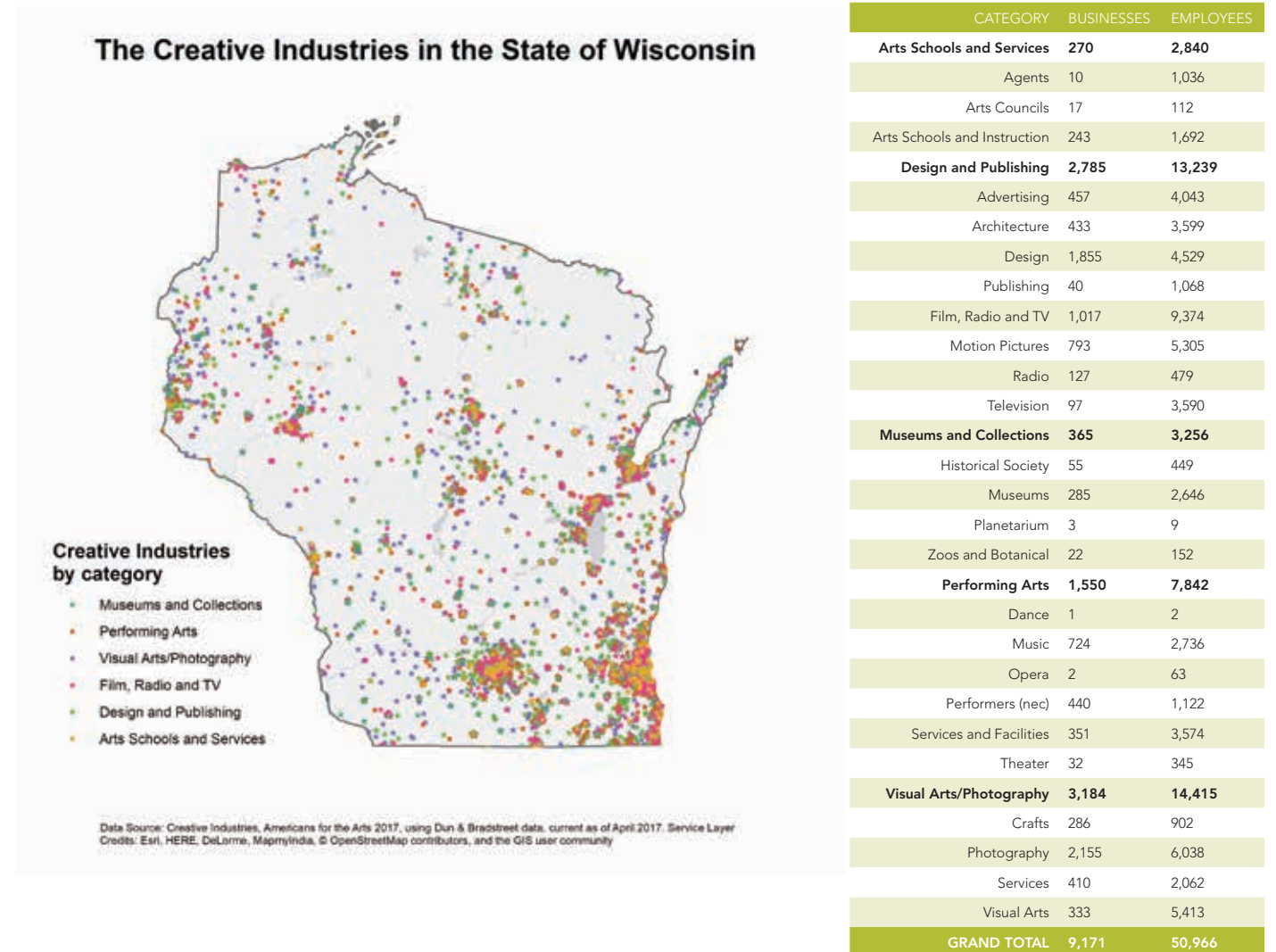
- ACPSA employment consists of all wage-and-salary jobs where the workers are engaged in the production of ACPSA goods and services.
- ACPSA compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their ACPSA work during a given year.
- Core ACPSA industries are originators of ideas and content associated with the creation of arts and culture.
- "Supporting" industries produce and disseminate arts and cultural commodities.

\*Total employment and compensation statistics are based on the Bureau of Economic Analysis' (BEA) national income and product accounts (NIPAs) definition of U.S. residence. The estimates are based on the 2012 North American Industry Classification System (NAICS)

<sup>1</sup> The employment and compensation statistics were developed and prepared by the BEA, U.S. Department of Commerce.

## AMERICANS FOR THE ARTS CREATIVE INDUSTRIES REPORT

Wisconsin is home to 9,171 arts-related businesses that employ 50,966 people. By comparison, Wisconsin's paper industry currently supports about 31,000 jobs. The creative industries account for 3.3 percent of the total number of businesses located in Wisconsin and 1.5 percent of the people they employ (data current as of April 2017).



### Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at <http://www.AmericansForTheArts.org/CreativeIndustries>.

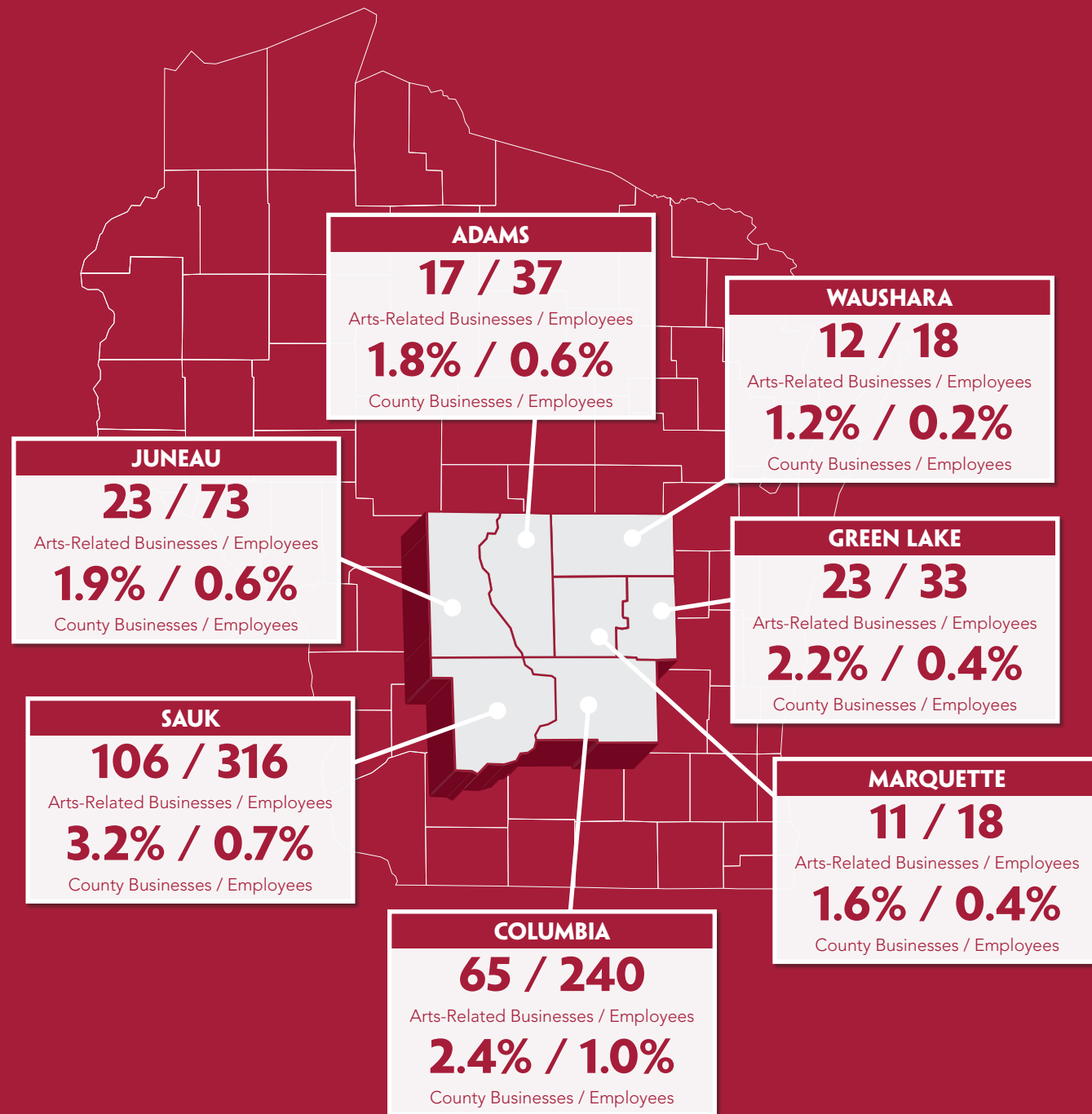
Data



# CENTRAL

## Adams, Columbia, Green Lake, Juneau, Marquette, Sauk and Waushara Counties

The seven counties of central Wisconsin are home to 257 arts-related businesses that employ 735 people. The creative industries account for between 1.2 and 2.4 percent of the total number of businesses in these counties, and between 0.2 and 1.0 percent of the people they employ.



## WORMFARM INSTITUTE AND THE CULTURESHED, REEDSBURG

An innovative, award-winning community arts center, incubator and organic farm in rural Wisconsin. Creators and collaborators with local government, chamber of commerce, and tourism sector on annual Fermentation Fest and the Farm/Art D'Tour, bringing over 25,000 people to Sauk County each October. The Wormfarm focuses on its "cultureshed," and is nationally recognized with funding from national foundations and National Endowment for the Arts.



Farm/Art D'Tour, Reedsburg

*"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. We are creating a model to jump start our economy that is grounded in who we are."*

– Reedsburg Mayor Dave Estes

## COMMUNITY CULTURAL VITALITY, BARABOO



Al. Ringling Theatre, Baraboo

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 revitalized and restored Al. Ringling Theatre has been a fixture in downtown Baraboo for over 80 years, as an economic driver and community gathering place.



## RIVER ARTS DISTRICT, WISCONSIN DELLS



The community is revitalizing its "brand" and growing a new economic vitality through the downtown as a culturally rich center of activity for residents and visitors; establishing Duchess Plaza, a space for casual gatherings and outdoor entertainment; celebrating history and culture with historic markers about notable figures and Native heritage throughout the downtown; development of a Public Market and design standards.

## LITTLE EAGLE ARTS FOUNDATION (LEAF), WISCONSIN DELLS



Wisconsin Dells CVB and LEAF

LEAF is strengthening community in the Dells region through access to cultural preservation of the arts, professional teaching artists, an exhibit gallery and professional art studio center, and involvement in civic planning and placemaking efforts. LEAF serves as an incubator for American Indian/First Nations artists to create their work and learn entrepreneurship and career business skills.

## GREEN LAKE

Green Lake Renewal is a community revitalization organization that operates a number of community projects in this small resort town, including the Town Square Community Center, Green Lake Fitness 24/7 and the Green Lake Kitchens culinary business incubator. Achievements since 2008 include upgrading downtown facades; opening a 24-hour fitness center; constructing an ice rink; hosting art classes, art studios, galleries and public sculptures; opening a commercial kitchen business incubator. The Thrasher Opera House, built in 1910, has gone from hosting vaudeville and traveling theatrical companies to screening movies to presenting an exciting roster of local and touring performers. Restored and renovated starting in 1994, the Thrasher Opera House today remains a symbol of the history that has already passed through Green Lake, and serves as a ready participant in the history that has yet to come. It has been designated a City of Green Lake Historic Structure, and is listed in the Wisconsin State and National Register of Historic Places and the National Register of Historic Places.



Green Lake Town Square



Thrasher Opera House



Prairie Performance, Fermentation Fest



Farm/Art D'Tour

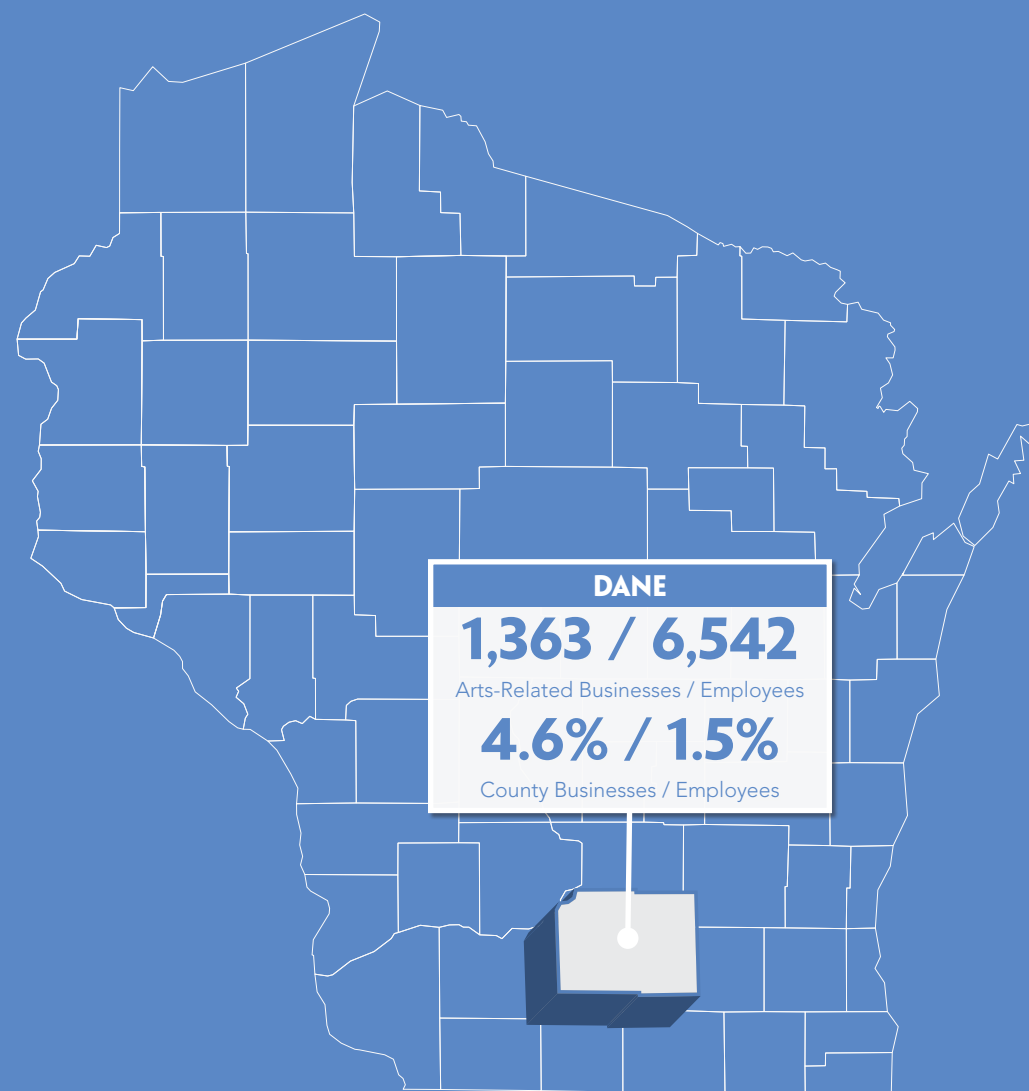


River Arts District, Wisconsin Dells



# DANE COUNTY

Dane County, Wisconsin is home to 1,363 arts-related businesses that employ 6,542 people. The creative industries account for 4.6 percent of the total number of businesses located in Dane County and 1.5 percent of the people they employ.



## MADISON

Madison is home to a thriving creative culture that encompasses nationally-known institutions, local creative entrepreneurs and artists of all kinds, and everything in between. The city of Madison is one of the few municipalities in Wisconsin which dedicates funds and personnel to grant and service programs for arts organizations, local artists, and public art. UW-Madison's extensive arts teaching, programming and presenting resources add texture and vitality to the community.



Madison Youth Choirs

## CIVIC ENGAGEMENT THROUGH THE ARTS

**Waunakee:** Since 2011, this village of 13,000 people, with a farming community past and a suburban present and future, has provided funds, personnel and resources to grow its local creative industries, through the Waunakee Creative Economy Initiative. The goal of the Initiative is to uncover the endless possibilities, talents, and artistic abilities that reside in Waunakee. Among other activities, the CEI sponsors an ongoing Imagination Celebration, a festive afternoon of exhibits, performances, demonstrations, and activities (for all ages) presented by Waunakee community members, organizations and businesses with a flair for the creative side; a public art program on Main Street; a research and planning framework to spur growth; and assistance and programs for arts entrepreneurs.



Stoughton Opera House

**Stoughton:** The renovated Stoughton Opera House, located within the Stoughton City Hall, has revitalized the city's downtown with concerts of national and local performers.

## DANE ARTS

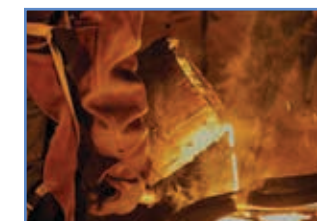
Dane County is one of only three counties in the state with a county arts funding program. The Dane County Cultural Affairs Commission (Dane Arts) also hosts Dane Arts Buy Local (DABL) which connects local artists and businesses through a series of pop-up art markets. By combining unique vending opportunities with professional development workshops, DABL directly supports the work of Dane County artists in recognition of their impact on the local economy. Nearly \$100,000 has been generated for artists to-date. Mark Fraire, Dane Arts Director, emphasized the value of supporting the arts and culture industry in Dane County, saying that in 2015, "the industry generated \$249.9 million in economic activity for the region."



Dane Arts Buy Local

## CAMBRIDGE ARTS COUNCIL

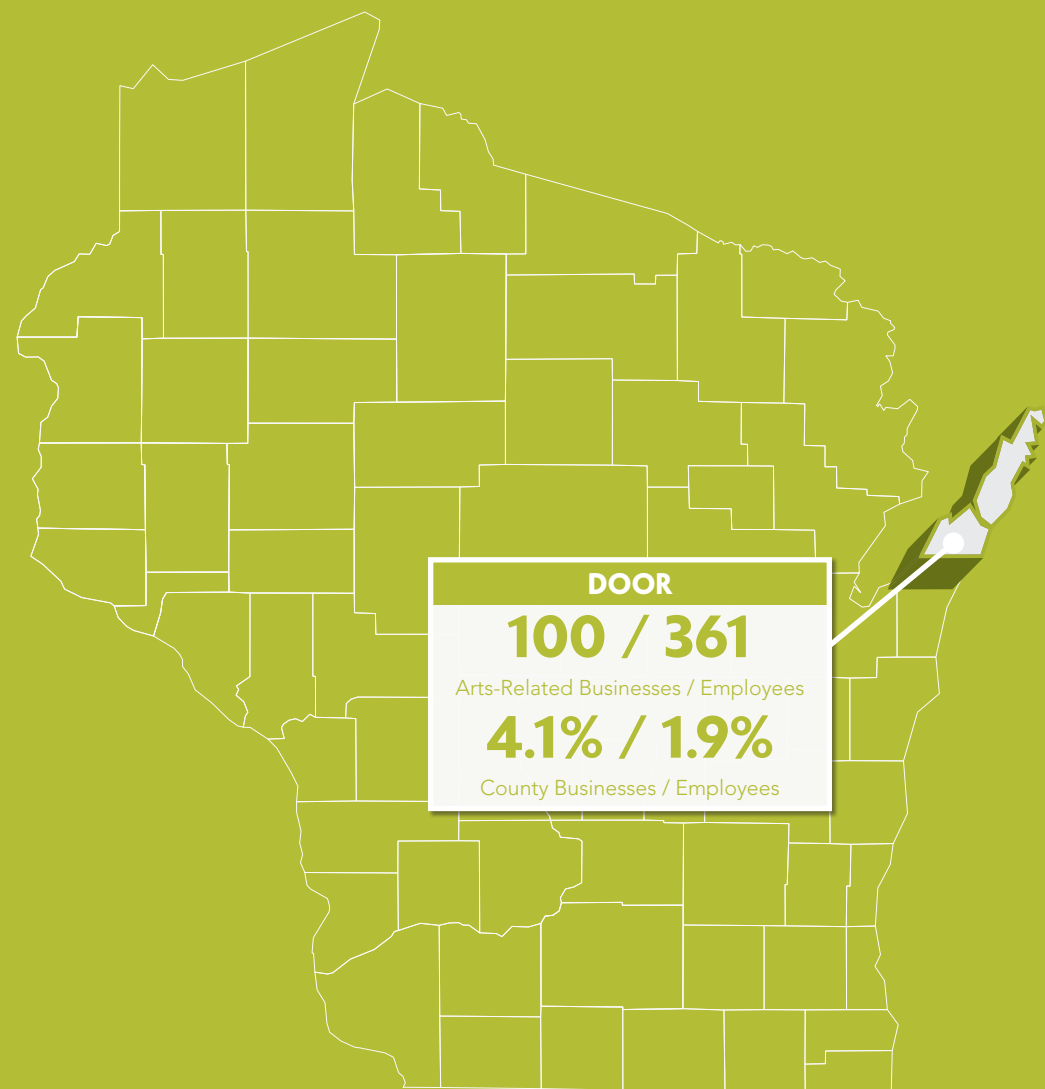
The Cambridge Arts Council brings together artists, writers, musicians, educators and art enthusiasts to provide support for area artists, enriching the quality of life and contributing to the economic and cultural development of Cambridge and surrounding towns. Programs include Wine and Art Nights, a Summer Concert Series, pop up galleries, the Earth, Wood & Fire Fall studio tour, and the Midwest Fire Fest.



Midwest Fire Fest, Cambridge

# DOOR COUNTY

Door County, Wisconsin is home to 100 arts-related businesses that employ 361 people. The creative industries account for between 4.1 percent of the total number of businesses, and 1.9 percent of the people they employ.



## ENVIRONMENTAL SCIENCES/RIDGES SANCTUARY, BAILEYS HARBOR

- Growing in place: preserving the unique natural heritage of Door County's ridges and swales with a dynamic new Visitor & Education center on Hwy 57 in the heart of Baileys Harbor
- Stimulating the economy: private sector funding successfully completed the largest campaign in the Sanctuary's 76-year history (\$3.5 million)
- Preserving Door County's history: a lasting legacy to Door County, the State of Wisconsin and beyond from Door County's conservation pioneers
- Albert Fuller, Jens Jensen, Emma Toft, and Olivia Traven
- Serving as a business example: The Ridges is the first LEED (Leadership in Energy & Environmental Design)-certified commercial building in Door County



Ridges Nature Center

## PUBLIC ART INITIATIVE/EGGSTRAVAGANZA, VILLAGE OF EGG HARBOR

- Public art project administered by the Village of Egg Harbor in partnership with the Village's Public Arts Committee throughout the summer of 2014
- 50 artists created 50 eggs for an auction to celebrate the village's 50th anniversary, raising \$61,500 for the acquisition of Public Art (after each participating artist had been paid)
- Three artists were commissioned in 2015 to create new eggs for permanent display in Egg Harbor



Stegg by Sally Everhardus, Public Art Initiative of Egg Harbor

*"The success of a Public Arts Committee as an arm of local government is critically important for the Community's success in planning and sharing public spaces"*

– Village Administrator Josh Van Lieshout

## CREATIVE SMALL BUSINESS SUCCESS

- Door County Economic Development Partnership: Popelka Trenchard glass studio began in the business incubator facility in 1997 and relocated in the downtown shopping district of Sturgeon Bay in 2003 with expansion funding from the Revolving Loan Funds administered by DCEDC. Almost 20 years later, they continue to enhance the business community, tax base and visitor experience.
- Attracting new business: In fall and winter 2014, Starboard Brewery opened on Third Avenue and Woodwalk Art Gallery owners purchased a nearby building with the potential of creating a micro arts district near the Sturgeon Bay waterfront

*"The Door County Peninsula is home to a distinctive and successful community of artists, business leaders and creative entrepreneurs. They have discovered that Door County is a wonderful place to live and play, and is an excellent environment for business."*

– DCEDC Executive Director William Chaudoir

## PENINSULA ARTS & HUMANITIES ALLIANCE

PAHA member organizations are established businesses working together to:

- Expand cultural tourism in Door County
- Collectively impact local economic growth
- Preserve the past, celebrate the future
- Involve communities in shared collaborations, volunteer services, and donor visibility

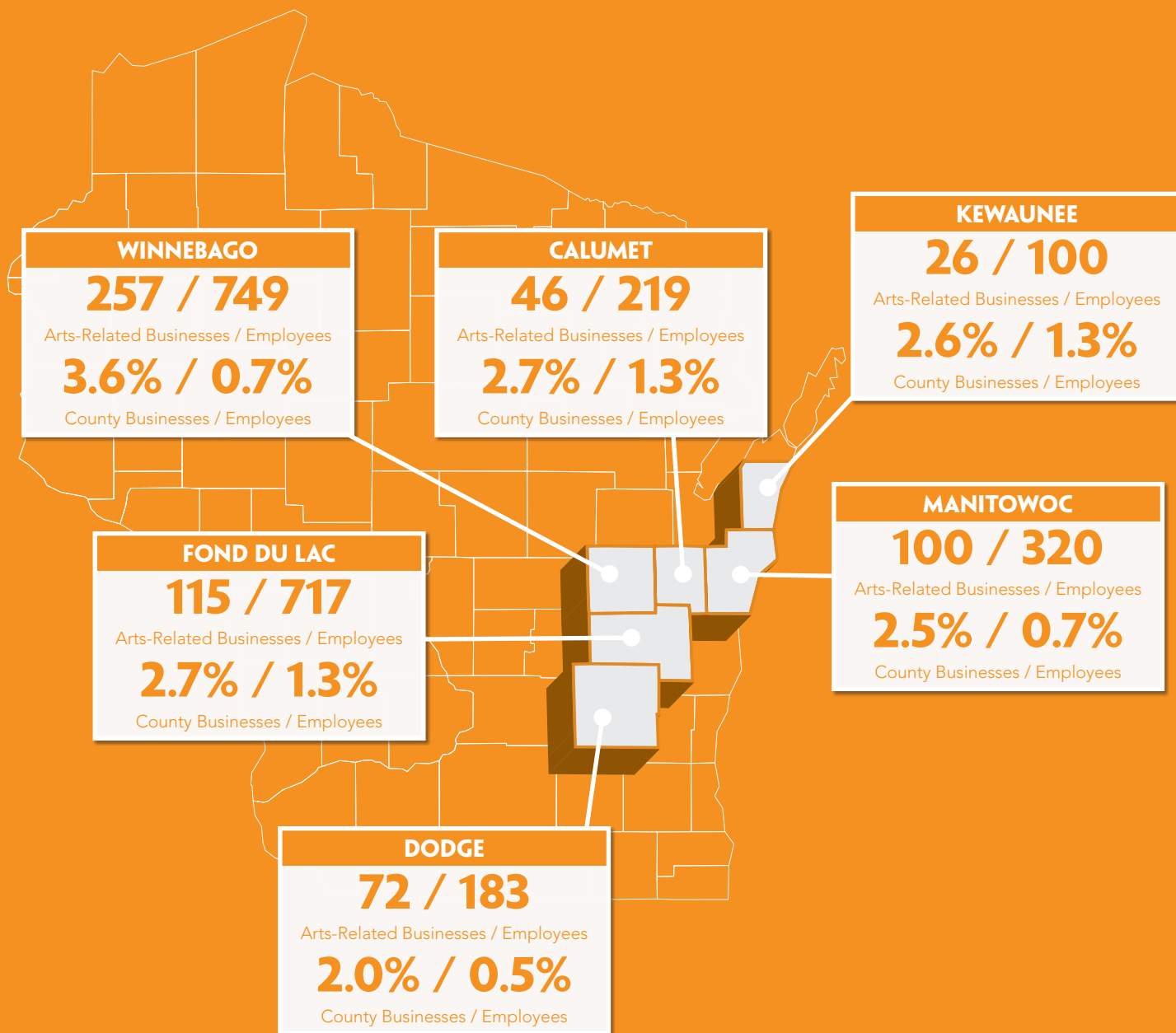




# EAST CENTRAL

## Calumet, Dodge, Fond du Lac, Kewaunee, Manitowoc, Winnebago Counties

The six counties of east central Wisconsin are home to 570 arts-related businesses that employ 2,069 people. The creative industries account for between 2.0 and 3.6 percent of the total number of businesses in these counties, and between 0.5 and 1.3 percent of the people they employ.



## DOWNTOWN CULTURAL DISTRICT/THELMA SADOFF CENTER FOR THE ARTS, FOND DU LAC

- leveraging Fond du Lac's assets and enhancing facilities for arts and entertainment to encourage and stimulate business and community 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 revitalization projects, creating public spaces for special events and recruiting artists into the downtown."*

– Amy Hanson, Director, Downtown Fond du Lac



## RURAL ARTS ROADTRIP

Like so many other studio tours, the Rural Arts Roadtrip every October offers visitors and residents the opportunity to travel the scenic roads of Calumet and Manitowoc counties, and visit professional artists in their studios while they offer demonstrations of their work. The art tour includes the involvement of local organic and artisanal food producers.



Rural Arts Roadtrip

## EAA AIR VENTURE, OSHKOSH

For one week in late July, Wittman Field becomes the world's busiest airport! It's a spectacular event that attracts more than 855,000 visitors and 12,000 airplanes -- all who come to view the more than 2500 showplanes, experimental and vintage civilian and military aircraft, aerobatics, fly-bys and spectacular daily airshows sponsored by the Experimental Aircraft Association.

*"When the world comes to Oshkosh and Wisconsin's Fox Valley region each year, residents of the state all win through additional business income, new jobs, and direct tax revenue to local governments."*

– Jack J. Pelton, EAA CEO and chairman of the board



Aeroshell Aerobatic Team, 2017 Experimental Aircraft Association

## HAMILTON WOOD TYPE AND PRINTING MUSEUM, TWO RIVERS

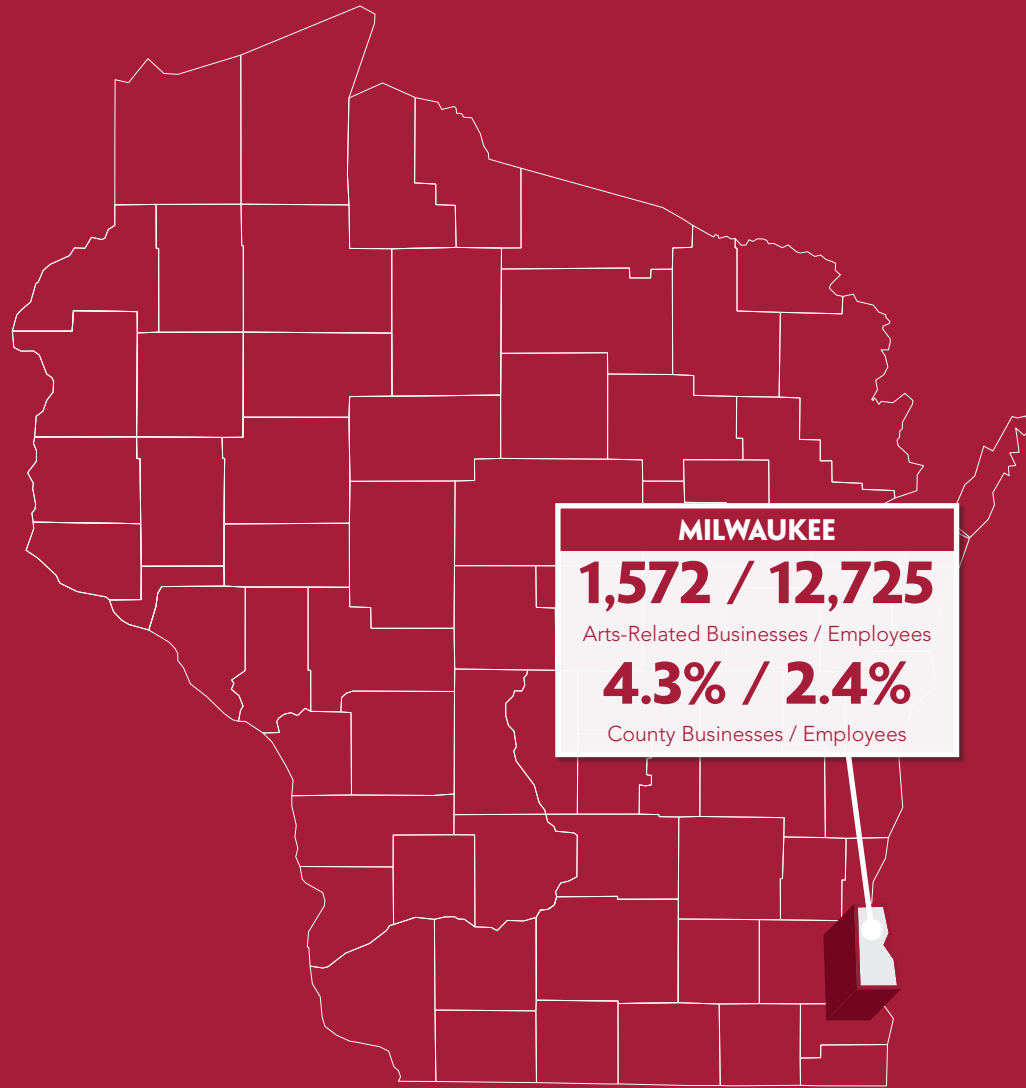
Two Rivers Historical Society is the only museum dedicated to the preservation, study, production and printing of wood type. Nearly 5,000 visitors a year come from Wisconsin, throughout the United States, and a variety of foreign countries, including Australia, Brazil, England, Italy, Germany, Canada, and Latvia. In addition, the museum is a vibrant incubator and workshop for educational demonstrations and field trips, and for students and working artists, typographers and designers to learn and use the collection to create works of art and scholarship.



Hamilton Wood Type Museum, Two Rivers

# MILWAUKEE COUNTY

Milwaukee County, Wisconsin is home to 1,572 arts-related businesses that employ 12,725 people. The creative industries account for 4.3 percent of the total number of businesses located in Milwaukee County and 2.4 percent of the people they employ.



## THE CALATRAVA WING OF THE MILWAUKEE ART MUSEUM

has become Milwaukee's symbol of the city and *Sculpture Milwaukee*, an annual urban outdoor sculpture galleries of art from world class artists located along Wisconsin Avenue in downtown Milwaukee, is a draw for residents and visitors. Exemplary organizations of all sizes and arts disciplines are located throughout the city, from *Renaissance Theatreworks* to *Jewish Museum Milwaukee* to *Walker's Point Center for the Arts*.



Quadracci Pavilion used with permission of the Milwaukee Art Museum

## MILWAUKEE DEPARTMENT OF NEIGHBORHOOD DEVELOPMENT

Since 2012, the City of Milwaukee's Department of Neighborhood Services has been committed to ensuring that public art is created in neighborhoods with, by, and for the residents of that neighborhood, reclaiming public space through art as sources of pride for residents and the community. The outreach beautification efforts leverage building knowledge and community connections to support a multi-faceted outreach section that partners with community groups, artist collectives, and residents to create public art that is reflective of Milwaukee's rich diversity and heritage. The most recent public art project, *Sherman Park Rising*, led by artist Tia Richardson, was unveiled in September 2017.



Sherman Park Rising Mural, Milwaukee

## MILWAUKEE INSTITUTE OF ART AND DESIGN

The Milwaukee Institute of Art and Design's new Designship program, made possible by an American Apprenticeship Initiative (AAI) grant from the United States Department of Labor, is the first apprenticeship management training program for designers to be offered in the country. Designship prepares designers for leadership roles within their organizations and improves and complements companies' recruitment and retention efforts.



Milwaukee Institute of Art and Design



## BEERLINE TRAIL NEIGHBORHOOD DEVELOPMENT PROJECT



Beerline Trail dedication, Milwaukee

a creative placemaking collaboration convened by the City of Milwaukee, Greater Milwaukee Committee, MKE<->LAX and Riverworks Development Corporation and Riverworks Business Improvement District. Additional collaborators include the Greater Milwaukee Foundation, Local Initiatives Support Corporation (LISC), Wisconsin Women's Business Initiative Corporation (WWBIC), and the Guiding Lenses Group, including a range of cultural leaders from the neighborhoods and the city. This project builds from the history of the Beerline Trail initiated in 2002 and *Creational Trails: The artery* initiated in 2012. The intention is to sustain and enrich the lives of people in the Riverwest and Harambee neighborhoods, and the entire city, by promoting health, well-being and prosperity through increased circulation of resources, voices, ideas, labor and creativity.

*"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



The Artery/Beerline Trail, Milwaukee



Ex Fabula



Arts @ Large



Latino Strings



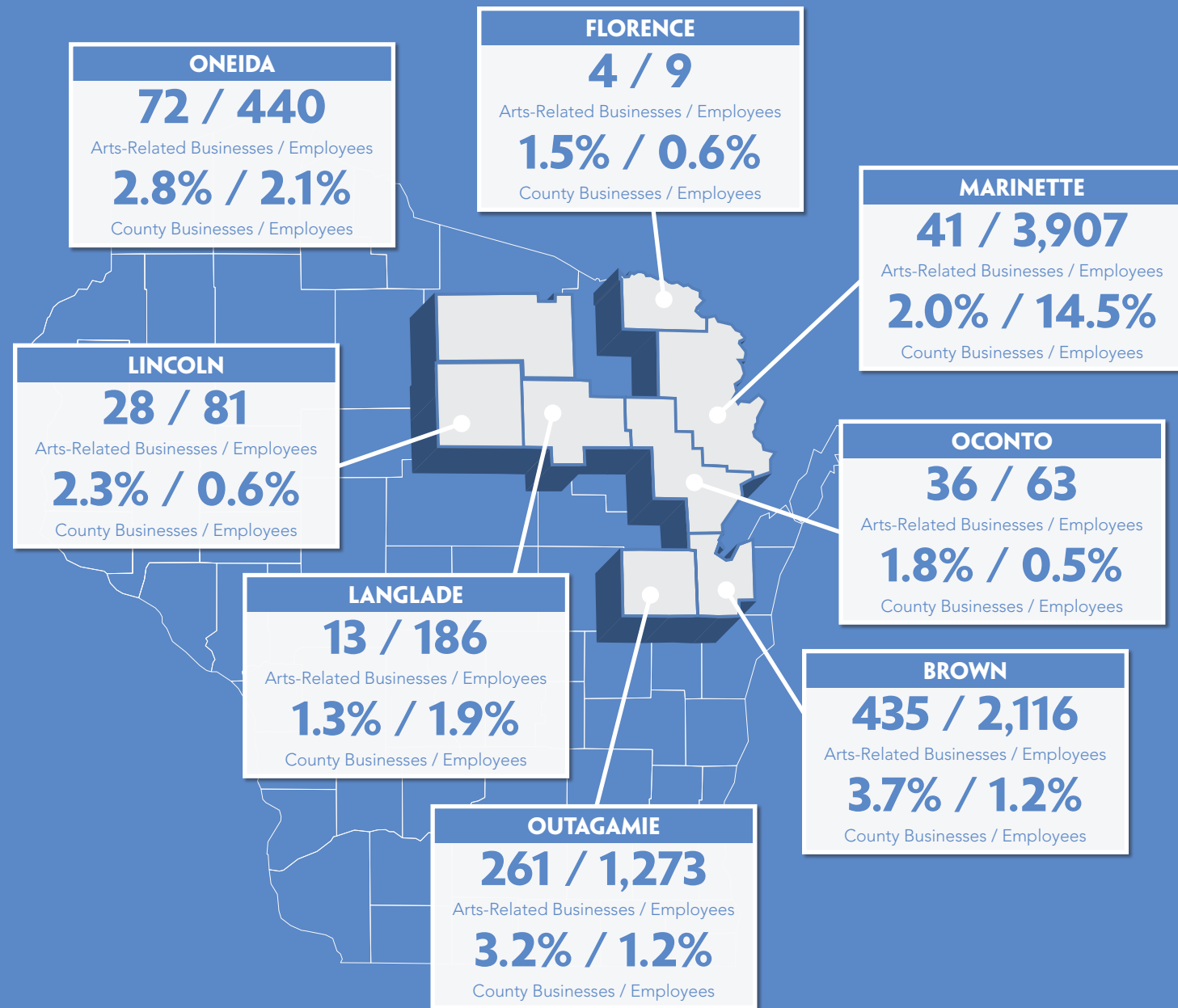
Quadracci Powerhouse – Milwaukee Repertory Theatre



# NORTHEAST

## Brown, Florence, Langlade, Lincoln, Marinette, Oconto, Oneida, Outagamie Counties

These eight counties in Northeastern Wisconsin are home to 890 arts-related businesses that employ 8,075 people. The creative industries account for between 1.3 and 3.7 percent of the total number of businesses located there, and between 0.5 and 14.5 percent of the people they employ.



## PUBLIC ART INITIATIVE, GREEN BAY

The Green Bay Public Art Commission is a city initiative leveraging private funding to integrate public art project into the community and boost quality of life for all. The Commission's Rotating Art Program (RAP) will beautify the community, promote the city's cultural identity, encourage artistic engagement, and elevate neighborhoods and other areas of the city through the arts. The city has made the commitment of support for a Public Art Administrator staff position to oversee the public art process. One of the first Commission-supported project is a series of concrete foundations that will serve as platforms for temporarily installed works of art in heavily trafficked areas of the city.



## FOX VALLEY CULTURAL DEVELOPMENT



- The Fox Cities 2015 Arts and Economic Prosperity IV study shows that nonprofit arts and culture organizations are a significant industry in the Fox Valley, generating \$58.4 million in total economic activity and over \$5.5 million in local and state tax revenue annually
- Downtown Appleton's Mile of Music Festival attracted over 70,000 attendees in August 2017 as a catalyst for entertainment, access to the arts for all, and economic growth.

*"The arts and creativity drive vibrant community development and growth, and we're living that idea here in Appleton. This is an investment in economic and workforce development through the arts, adding creative skills to education for all kids, 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 Tim Hanna, Appleton

*"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."*

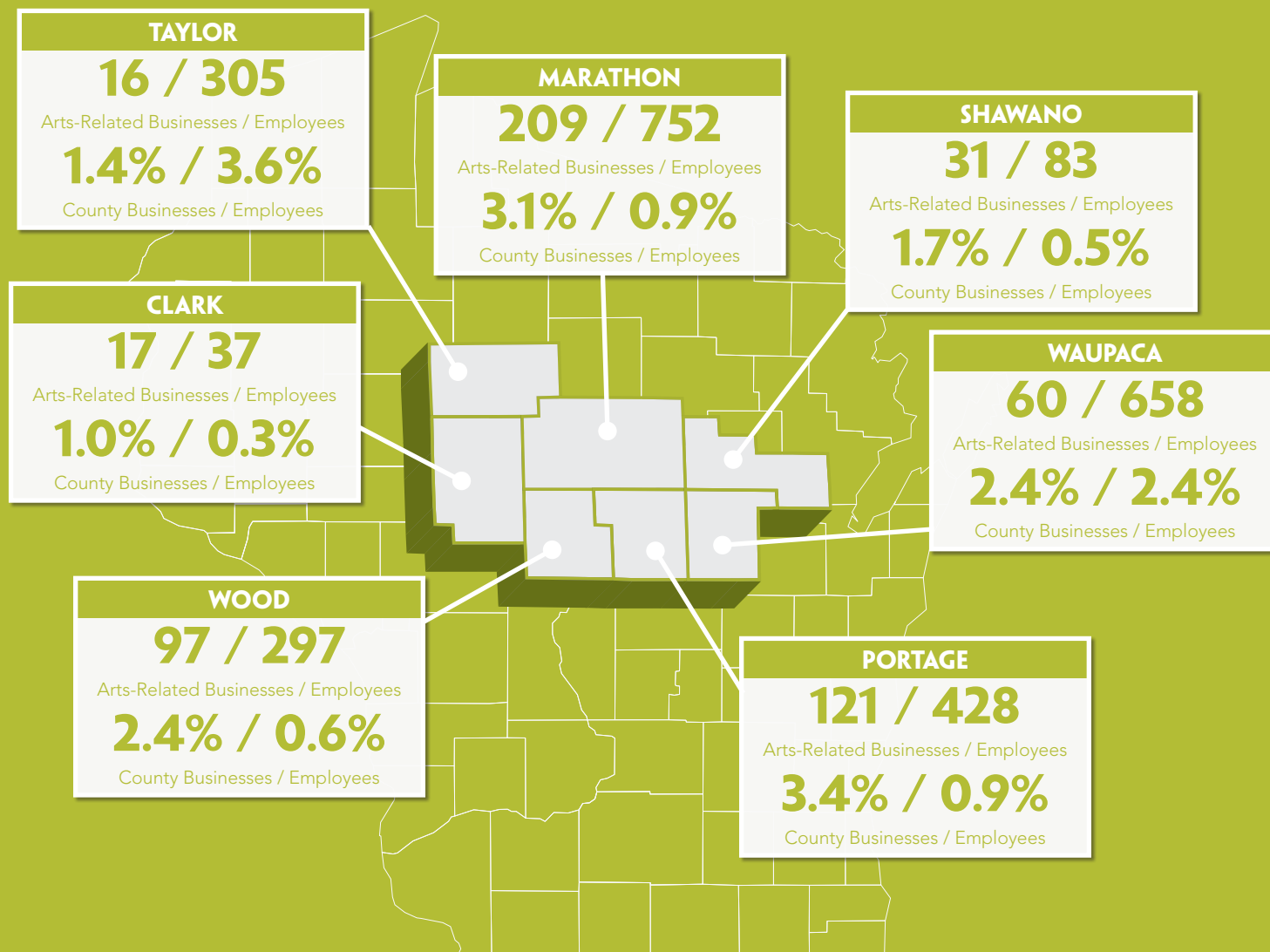
– Kathi Seifert, President, Katapult LLC, Neenah



# NORTH CENTRAL

## Clark, Marathon, Portage, Shawano, Taylor, Waupaca, Wood Counties

The seven counties of North Central Wisconsin are home to 591 arts-related businesses that employ 2,670 people. The creative industries account for between 1.0 and 3.4 percent of the total number of businesses in these counties, and between 0.3 and 2.4 percent of the people they employ.



## NORTH CENTRAL WISCONSIN CREATIVE ECONOMY

North Central Wisconsin is home to a number of arts and cultural centers impacting economic vitality, educational opportunities, and quality of life, including the Lucille Tack Center for the Arts, Spencer; Center for Visual Arts, Museum of Wisconsin Art, and Grand Theatre, Wausau; Smith Scarabocchio Museum, Stevens Point; Central Wisconsin Cultural Center, Wisconsin Rapids; New Visions Gallery and Chestnut Center for the Arts, Marshfield; and Clark Cultural Arts Center, Neillsville. The Incourage Community Foundation in Wisconsin Rapids is leading creative incubator development in downtown's Tribune Building, supported by ArtPlace national grant program and local investment.



## LEIGH YAWKEY WOODSON ART MUSEUM, WAUSAU

The Leigh Yawkey Woodson Art Museum is a 2017 National Medal winner, the nation's highest museum honor for service to the community, and is known for its internationally acclaimed *Birds in Art* exhibition, which opens each fall on the weekend after Labor Day. As the only full-service art museum in northern Wisconsin, the museum offers a myriad of community engagement opportunities and maintains its more than four-decade commitment to always-free admission. The museum spends \$1,570,000 annually on goods and services in the Wausau area and throughout Wisconsin and serves an estimated 56,000 visitors each year, including 33% from out of the local area.



## STEVENS POINT AND PORTAGE COUNTY CREATIVE ECONOMY DEVELOPMENT

- Stevens Point has seen extensive downtown revitalization with the Fox Theatre redevelopment project as a cornerstone and CREATE Portage County's IDEA Center as a hub of creative entrepreneurship and idea generation
- Amherst is home to two community arts centers – the Lotte Jensen Community Center and the emerging Amherst Opera House.
- The 2013 Portage County Creative Economy Inventory Study quantifies the community power and impact of the arts and creative industries, combined with a strong local and organic food and craft beer movement in the area.
- Partnerships and planning for creative sector growth involve local government, business sector (for profit and non profit), City of Stevens Point, Portage County, North Central Wisconsin Regional Planning Commission, and educational institutions
- The Stevens Point Sculpture Park brings together art, environment, and recreation.



Stevens Point Sculpture Park

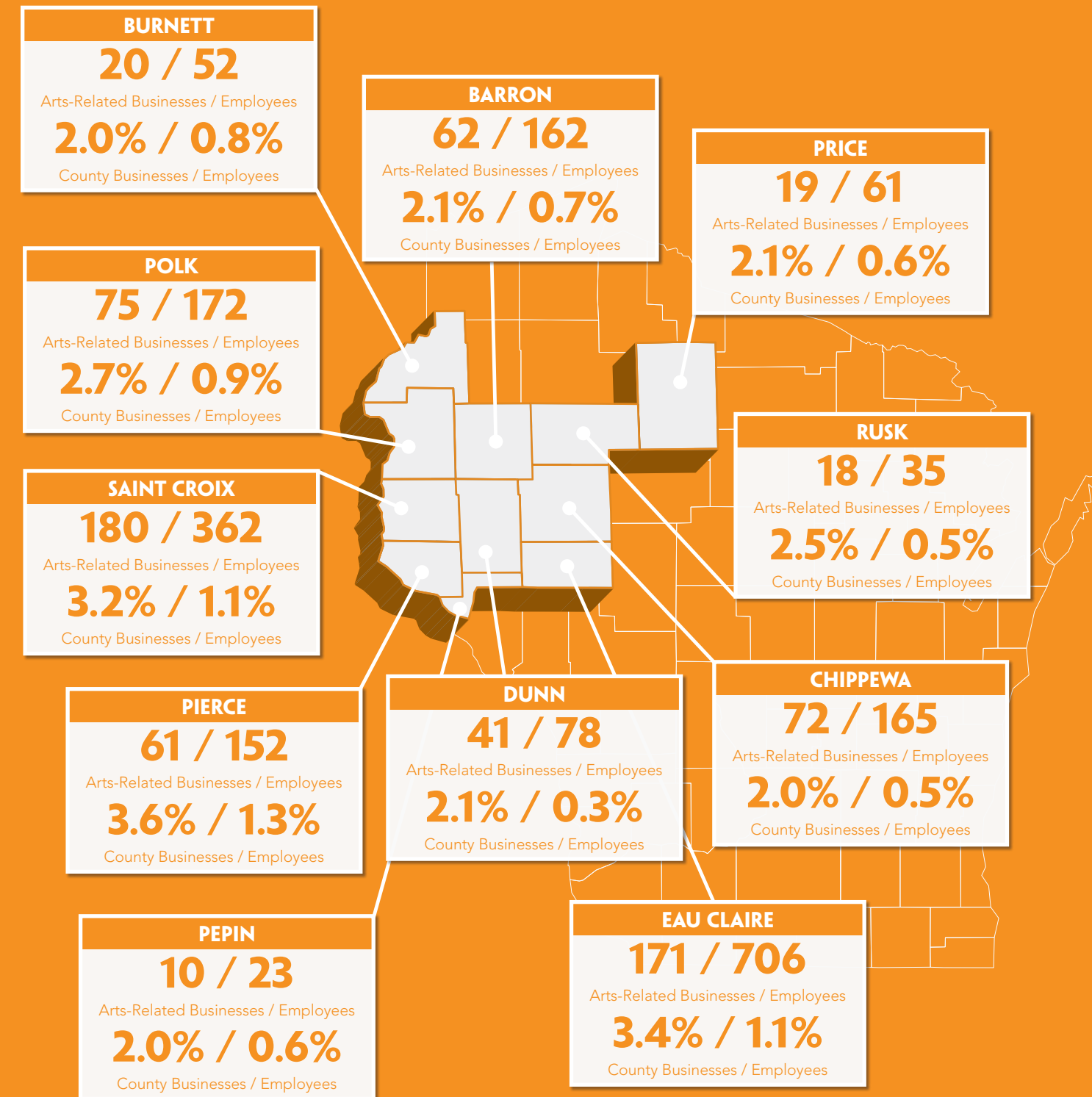
*"CREATE Portage County is driving development and innovation and has received strong support from our community and governmental leaders in proactively developing a strategy to understand and expand our local Creative Economy. They understand the value of arts, culture, entertainment, education and 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, CREATE Portage County

# NORTHWEST

## Barron, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, Price, Rusk, St. Croix Counties

The 11 counties of northwest Wisconsin are home to 729 arts-related businesses that employ 1,968 people. The creative industries account for between 2.0 and 3.6 percent of the total number of businesses in these counties, and between 0.3 and 1.3 percent of the people they employ.



### PABLO CENTER AT THE CONFLUENCE, EAU CLAIRE

Originally a lumber town, Eau Claire has become a cultural hub for the arts, music festivals, and fine dining, among other attractions. The Confluence Center is a major public-private partnership initiative to redevelop a blighted area in the heart of Eau Claire and at the confluence of the Eau Claire and Chippewa Rivers, opening in September 2018. The Center includes UW-Eau Claire facilities, community space, and mixed-use retail and housing. The State of Wisconsin and City of Eau Claire have invested in the project as an economic drive for the community.

*“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



Confluence Center  
Photo by Lee Butterworth

### IN A NEW LIGHT GALLERY, WEBSTER

Northwest Passage’s therapeutic arts program In a New Light uses photography as a medium for expression and healing for at-risk youth, supported by the National Park Service and other national, state and local funders and exhibited nationally. The In a New Light Gallery in Webster showcases and sells NWP students’ artwork to the public, giving youth a platform upon which to use their art to rewrite society’s narrative about themselves and other vulnerable youth like them.



In a New Light Gallery

### ST. CROIX FALLS CIVIC AUDITORIUM

- The City of St. Croix Falls is leading this mixed-use theater restoration project as integral to downtown revitalization and cultural tourism development
- Festival Theatre and other community arts organizations are housed in the auditorium.
- The project has received grants from the Wisconsin Arts Board and National Trust for Historic Preservation, and strong community support.



### GREAT RIVER ROAD CREATIVE ECONOMY

Wisconsin’s National Scenic Byway along the Mississippi River is one of the most beautiful scenic drives in America. The small towns along the river are home to countless artists and creative entrepreneurs, community and cultural tourism events, and unique small businesses, including the Stockholm Art Fair and Fresh Art Tour in Pepin and Pierce counties, Stockholm’s Widespot Performing Arts Center and world famous Pie and General Store; and the Big River Theatre in Alma.

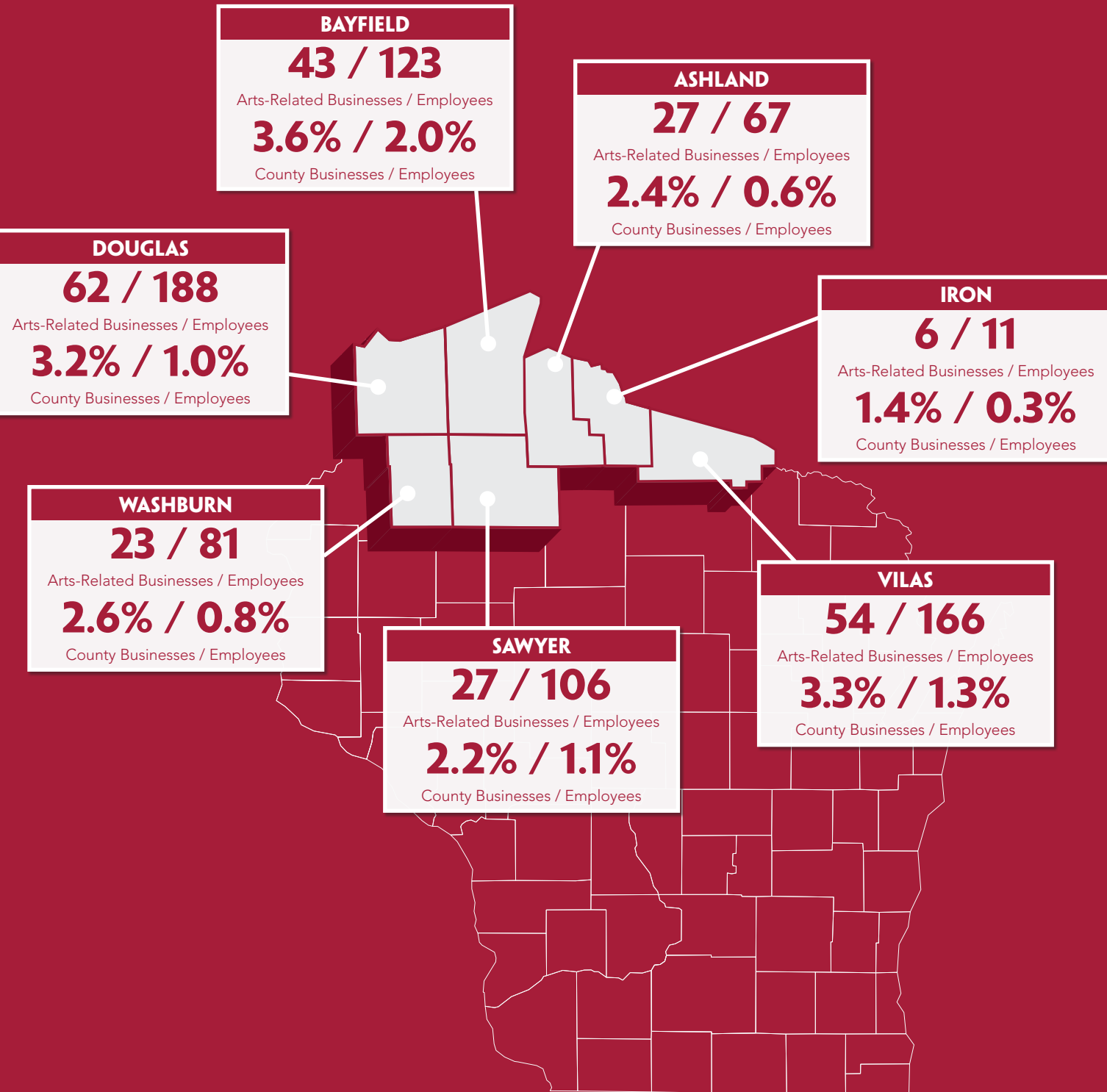




# NORTHERN

## Ashland, Bayfield, Douglas, Iron, Sawyer, Vilas, Washburn Counties

These seven counties in Northeastern Wisconsin are home to 242 arts-related businesses that employ 742 people. The creative industries account for between 1.4 and 3.6 percent of the total number of businesses located there, and between 0.3 and 2.0 percent of the people they employ.



## NORTHWOODS CREATIVE ECONOMY COALITION

Economic and community development focused on cultural tourism and enterprise businesses is blossoming in Wisconsin's northwoods. Coalition partners include Nicolet College, Artstart Rhinelander, and the School of the Arts Legacy Program in Rhinelander; Land 'o Lakes Area Artisans and Artistree Gallery in Land 'o Lakes; Campanile Center for the Arts and Headwaters Council for the Arts in Minocqua; Warehouse Arts Center, Vilas County Business Innovation Center, and the Northwoods Center in Eagle River; Three Lakes Center for the Arts; creative sector development in Manitowish Waters; and the Northwoods Art Tour throughout the region.



Campanile Center for the Arts, Minocqua

## BAYFIELD PENINSULA

- Arts and cultural tourism is a major economic sector and employer in the Chequamegon Bay region.
- Lake Superior Big Top Chatauqua brings nationally-known performers to the Big Top and celebrates local culture, history and heritage as a cultural tourism destination with major economic impact for the area
- The Red Cliff Band of Lake Superior Chippewa presents pow-wows and other cultural events attended by residents and visitors.
- Chequamegon Bay Arts Council, A Center for Arts and Well Being, and economic and community development organizations promote creative entrepreneurs and creative sector businesses.



Lake Superior Big Top Chatauqua



Chequamegon Bay Arts Council exhibit at the Washburn Cultural Center

*"The Lake Superior region is teeming with creative people, organizations, businesses and communities, working together to strengthen the economy and keep the area vibrant. There's so much potential for growth and success as a great place to live, work, do business, learn and play."*

– Ashland Mayor Debra Lewis

## CREATIVE DEVELOPMENT IN SUPERIOR

Creative entrepreneurs, cultural organizations, businesses, and city agencies are working on neighborhood and business revitalization to showcase Superior as a vibrant cultural destination, on its own and as a partner with Duluth in the Twin Harbors region. Programs such as the Superior "Phantom Gallery" exhibits included posting art in vacant storefronts to be visible by passing street traffic, and holding evening gallery exhibit times where patrons could stroll into these spaces to enjoy art and music. Many of the vacant sites hosting these Phantom Galleries in Superior were subsequently rented or sold. The Superior Council on the Arts is a grassroots organization advocating for economic vitality and quality of life in the city.



Superior Phantom Gallery

## LUCIUS WOODS PERFORMING ARTS CENTER, SOLON SPRINGS

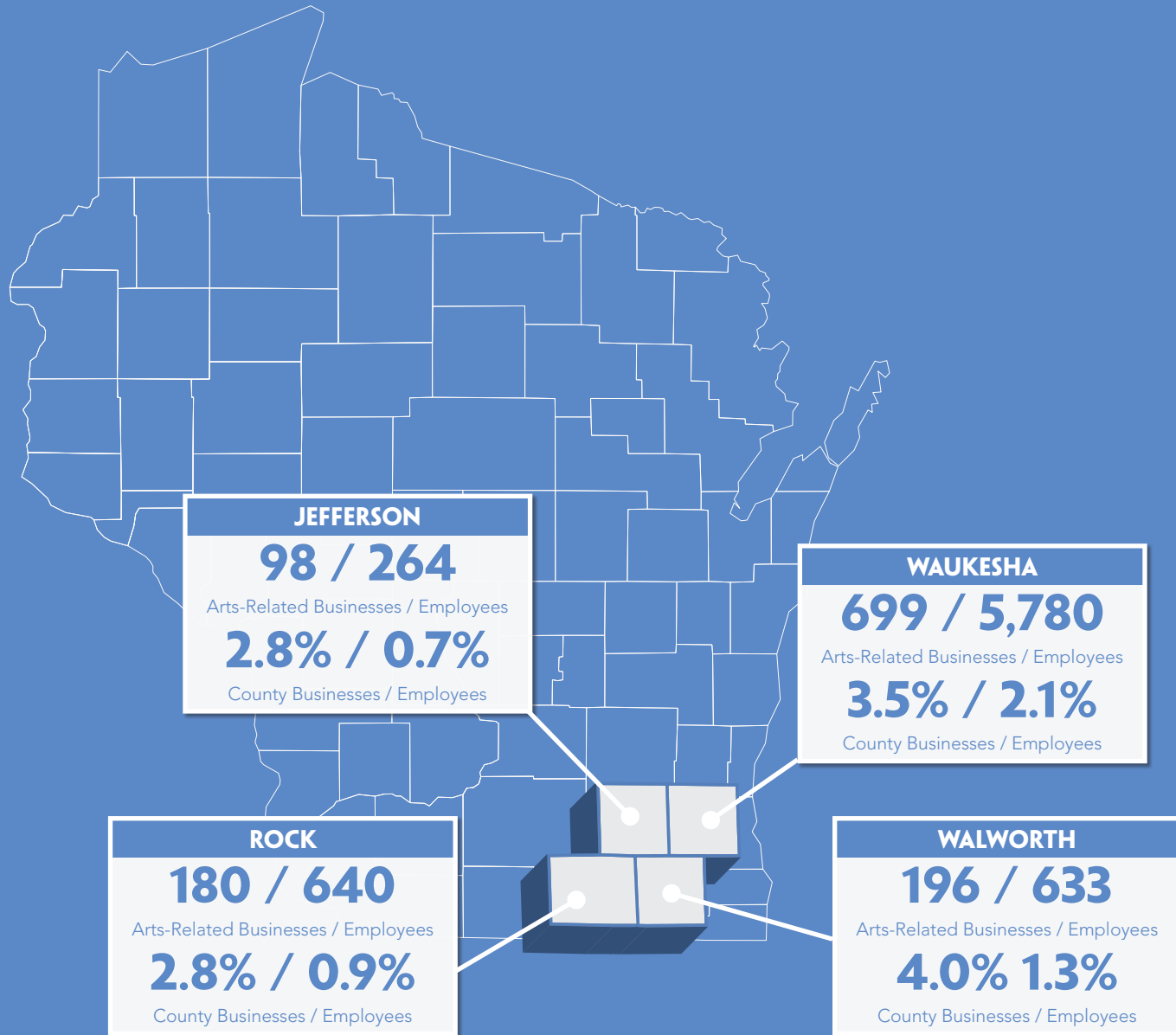
Regional performing arts center located in a town of 500, bringing people from around northern Wisconsin and Minnesota to experience national touring artists and community festivals.



# SOUTH CENTRAL

## Jefferson, Rock, Walworth, Waukesha Counties

The four counties of south central Wisconsin are home to 1,173 arts-related businesses that employ 7,317 people. The creative industries account for between 2.8 and 4.0 percent of the total number of businesses in these counties, and between 0.9 and 2.1 percent of the people they employ.



## SNAPSHOTS FROM SOUTH CENTRAL WISCONSIN

- **Lake Geneva** is well known as home to artists, galleries, and art festivals that attract residents and visitors.
- In **Oconomowoc**, the Oconomowoc Arts Center at the high school, celebrates the arts and arts education that involves the students and the entire community. The Oconomowoc Festival of the Arts brings together artists, residents and visitors each summer. And Oconomowoc celebrated the 75th anniversary of "The Wizard of Oz" in 2014, since the movie premiered there in 1939.



Celebrating The Wizard of Oz in Oconomowoc

- Ten Chimneys in **Genesee Depot**, the home of legendary actors Alfred Lunt and Lynn Fontanne, is now a national performance and educational theater center and a cultural tourism destination.
- **Fort Atkinson's** arts scene includes Café Carpe, which brings in folk, blues and jazz musicians from across the country; Fireside Theatre, which hosts professional actors in dinner theatre for all ages, and the Lorine Niedecker Poetry Festival, celebrating Fort Atkinson's home-town poet.



Ten Chimneys, Genesee Depot

- In **Janesville**, the historic Janesville High School/ Marshall Junior High School building became the Janesville Performing Arts Center, which presents a wide range of programming and is home to a number of community arts groups. Janesville is currently planning a major riverfront revitalization plan, with the Riverwalk Amphitheater, an open-air, outdoor performing arts venue and multi-use space as the southern anchor of the project. (photo in



Street poetry in Fort Atkinson

- In the past decade, downtown **Beloit** has undergone a renaissance, driven in large part by creativity, entrepreneurship, and civic investment. Beloit College, as a major community partner, turned the former downtown library into the college's Hendricks Center for the Arts. The Center's studios, teaching areas, and performance spaces bring vitality to the community, as does the Beloit Art Center, Beloit-Janesville Symphony, and the Beloit International Film Festival. One of the most popular landmarks in Beloit is the Ironworks campus, located on the banks of the Rock River in the heart of the downtown. For nearly 150 years this site was home to the Beloit Corporation. After the company closed its doors in 1999, the Hendricks family led efforts to revitalize the building, which is now home to entrepreneurial tech businesses, co-working spaces, and community programs. In addition, Jim Spelman, a local artist was commissioned to create the "Forged on the Rock" murals situated along the complex and the river.



Iron Works Flag and Plants



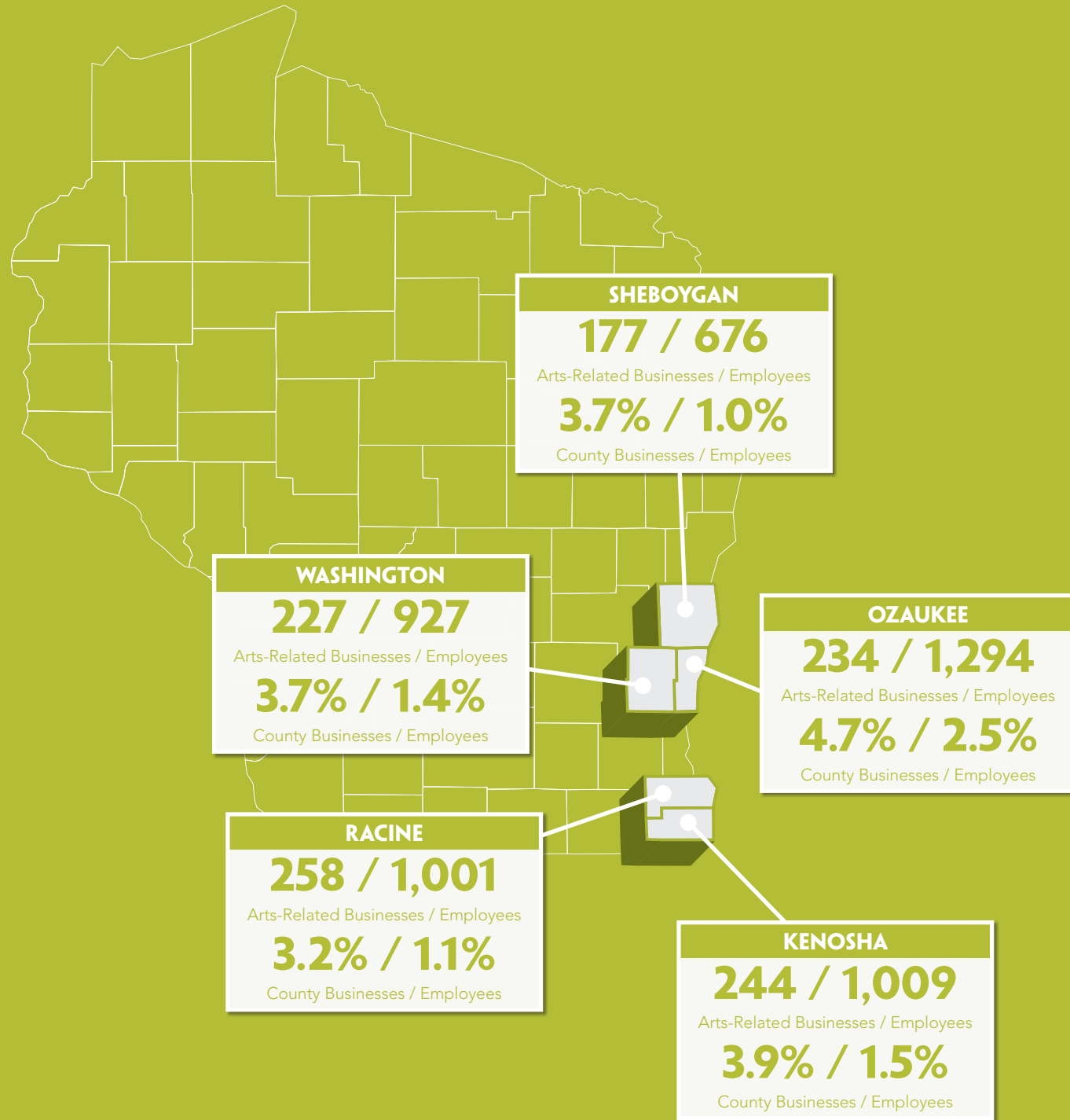
BIW Murals and Power Plant



# SOUTHEAST

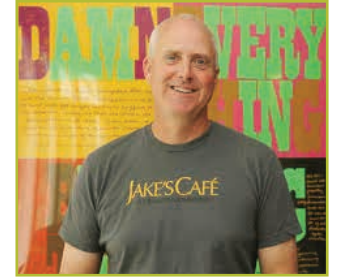
## Kenosha, Ozaukee, Racine, Sheboygan, Washington Counties

The five counties of Southeastern Wisconsin (excepting Milwaukee County) are home to 1,140 arts-related businesses that employ 4,907 people. The creative industries account for between 3.2 and 4.7 percent of the total number of businesses in these counties, and between 1.0 and 2.5 percent of the people they employ.



## SHEBOYGAN'S CREATIVE ECONOMY

- **Jake's Café** - a highly collaborative, multi-disciplinary community of creative thinkers 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.
- **John Michael Kohler Art Center and Arts Preserve (JMKAC)** has a storied reputation as a creative resource providing education, engagement, and vitality for the community. The Arts/Industry artist residency program, started in 1974, is a partnership of the Art Center and the Kohler Corporation. Arts/Industry offers artists the time and space to focus on the creation of new work, and a unique location for their studios. Artists-in-residence work at the Kohler Co. factory and have full access to the company's technical materials and resources. JMKAC is currently planning to establish an Art Preserve museum and park in Sheboygan, which will feature art environments as creative expressions of personal and cultural experiences and add to the community and region's civic infrastructure.
- **The Stefanie H. Weill Center for the Performing Arts** is a 1927 movie palace restored to its original grandeur and reopened in 2001 as a presenter of local and touring performing arts groups.



Art/Industry Residency, John Michael Kohler Arts Center/Kohler Company



John Michael Kohler Arts Center

## MUSEUM OF WISCONSIN ART, WEST BEND

A catalyst of West Bend's plan to revamp the riverfront and revitalize the downtown area. MOWA is a cooperative campus that connects MOWA to the nearby shops and restaurants on Main Street and the riverfront. The city is investing in infrastructure, including the pedestrian bridges across the river to link the cultural and commercial sides.



## CREATIVE SECTOR DEVELOPMENT IN RACINE AND KENOSHA

- The region is becoming known as an arts and cultural destination for residents and visitors.
- Arts and community centers such as the Racine Art Museum, 16th Street Studios, Lemon Street Gallery, Kenosha museums, public markets, colleges and universities are leading the way on quality of life initiatives, revitalization and entrepreneurship
- The City of Kenosha has established an advisory public arts commission
- Kenosha Rising is a community-wide creative economy plan for expanded development based on public/private partnerships.



Racine Art Museum – photo courtesy of Real Racine

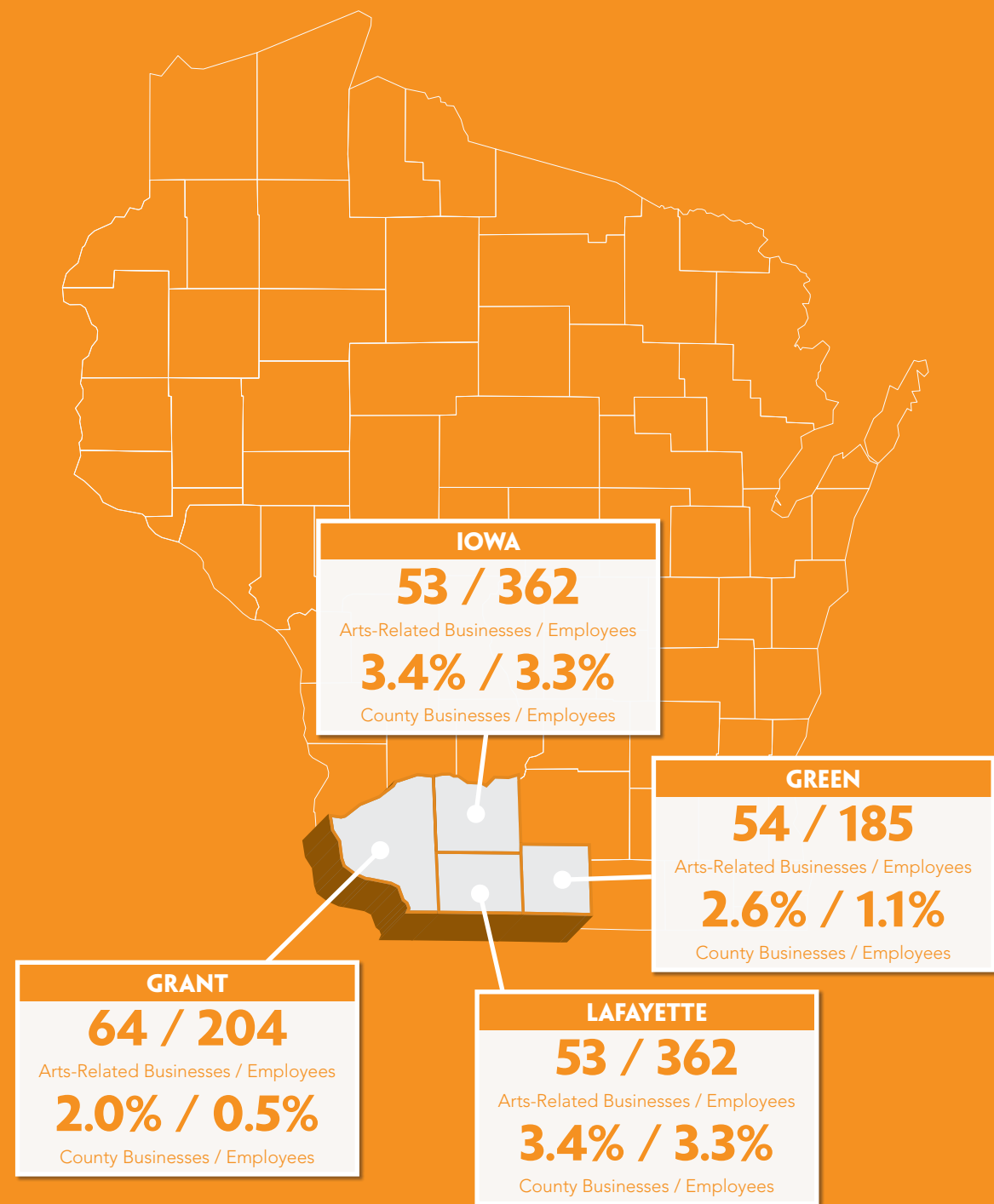


Lemon Street Gallery and ArtSpace

# SOUTHWEST

## Grant, Green, Iowa, Lafayette Counties

The four counties of south central Wisconsin are home to 183 arts-related businesses that employ 803 people. The creative industries account for between 1.1 and 3.4 percent of the total number of businesses in these counties, and between 0.5 and 3.3 percent of the people they employ.



## AMERICAN PLAYERS THEATRE, SPRING GREEN

APT is a world-class professional classical theater nestled in the beautiful SW Driftless area, a major cultural tourism destination, and one of the region's largest employers.

*"American Players Theatre is the great open secret of American regional theater... Nowhere else—not even in New York or Chicago—will you see such plays done more stylishly or excitingly."*

– Terry Teachout, Wall Street Journal National Theater Critic



American Players Theatre, Spring Green

## MINERAL POINT

The arts and history are part of the economy, education, and everyday life in Mineral Point. It's a small town with a creative flair, a community of entrepreneurs and makers of all kinds, from painters and sculptors to farmers and foodies.



Shake Rag Alley Center for the Arts, Mineral Point

## PLATTEVILLE ARTS, TRAILS AND HISTORY (PATH) PLANNING

PATH is a community arts and culture project made possible with the leadership and partnership of the city of Platteville, community residents, and UW-Platteville, and with funds by the National Endowment for the Arts Our Town program. The goal of PATH is to bring the community together to celebrate what makes Platteville special and how arts, culture and creativity can bring together these special qualities for economic growth, community vitality and quality of life. PATH will result in a Creative Community Plan for Platteville, and will culminate by 2020 in a community-wide celebration project, decided through the planning process and community input. The celebration could be a piece of art, sculpture, mural, mosaic, musical performance, theater performance, or something else entirely!



Community mapping and cultural planning in Platteville

## ABA NATIONAL BREWERY MUSEUM, POTOSI

The National Brewery Museum™ is a joint venture between the Potosi Foundation and the American Breweriana Association. These two organizations have teamed up to create a worldclass national brewery museum showcasing a collection of beer bottles and cans, glasses, trays, coasters, advertising materials and other items relating to breweriana collectibles.



ABA National Brewery Museum

## IOWA COUNTY

Folklore Village in Dodgeville, celebrating folk traditions since its founding in 1966, and Nick Engelbert's Grandview in Hollandale, in partnership with the Pecatonica Educational Charitable Foundation, are cultural centers and cultural tourism destinations focusing on community-based arts, education, creativity and heritage.



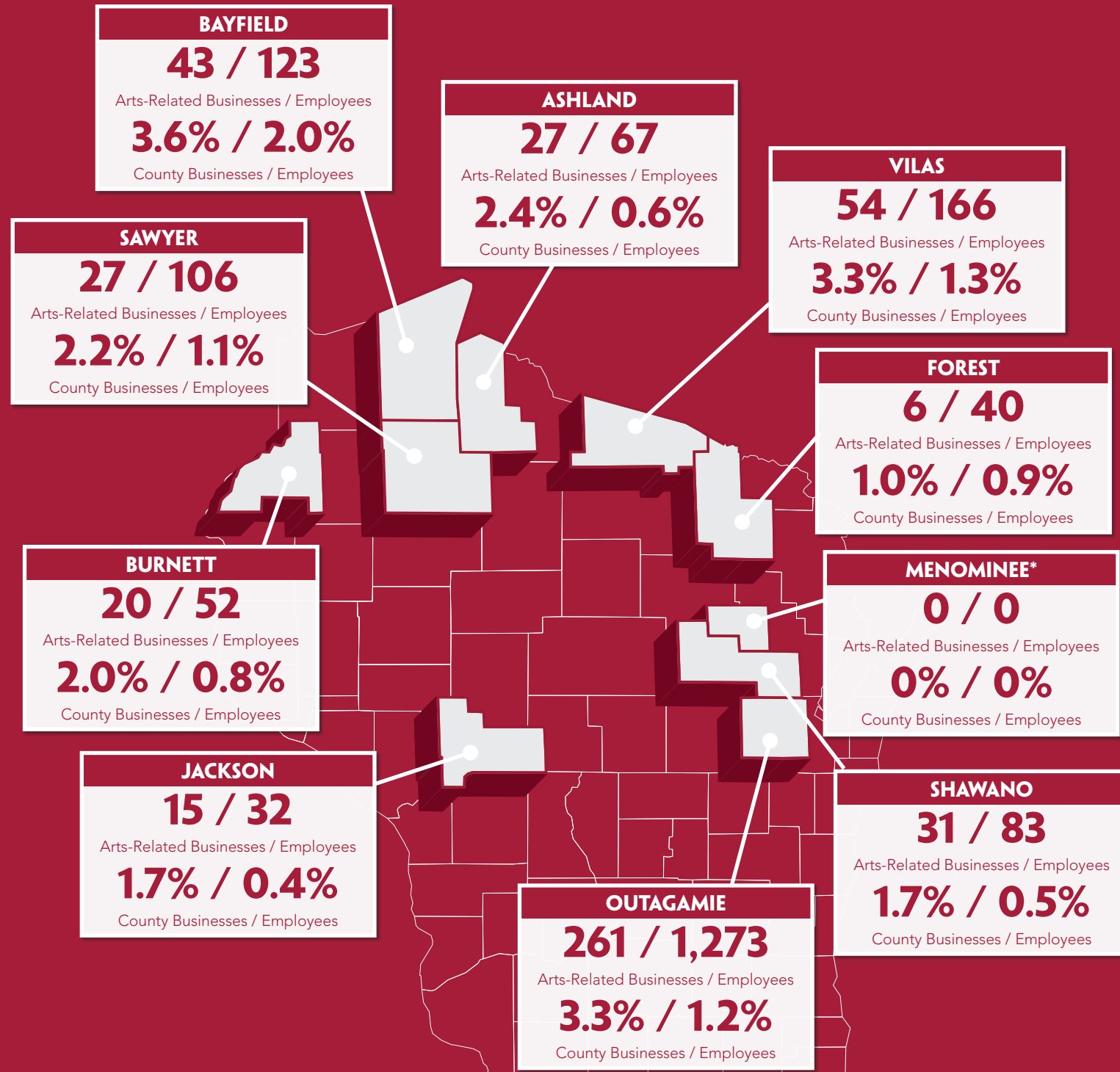
Pecatonica Educational Charitable Foundation parade at Grandview, Hollandale



# TRIBAL

## Ashland, Bayfield, Burnett, Forest, Jackson, Menominee, Outagamie, Sawyer, Shawano, Vilas Counties

The ten counties where Wisconsin's 11 Native American tribal reservations are located are for the most part contained within other portions of this report. Tribal history, culture, and traditions are integral to Wisconsin's success and are highlighted in the report.



\* These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.

## NORTHERN TRIBAL ECONOMIC AND COMMUNITY DEVELOPMENT

Northwoods NiiJii is 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 in northern Wisconsin include apprenticeships with elders, business planning, and restoration stewardship of cultural heritage centers such as the George W. Brown Ojibwe Museum and Cultural Center and the Woodland Indian Art Center in Lac du Flambeau.



George W Brown Ojibwe Museum and Cultural Center – photo credit: TravelWisconsin.com

## ONEIDA NATION ARTS PROGRAM

With funding from the National Endowment for the Arts the Oneida Nation Arts Program hosts a five-day song writing and recording gathering for Native American musicians. The project is to imagine and write the 'lost' songs of Native people. Lost songs are those melodies and songs that fall outside of the traditional music sung in Native communities today yet still reflect Native culture either traditionally inspired or contemporarily influenced. The goal of this project is to bring together Native musicians and recording engineer in a secluded location to create and help build a repertoire of Native cultural music that can be arranged or modified for children, particularly Native children, to sing in schools and choirs.



Oneida Nation Arts Program

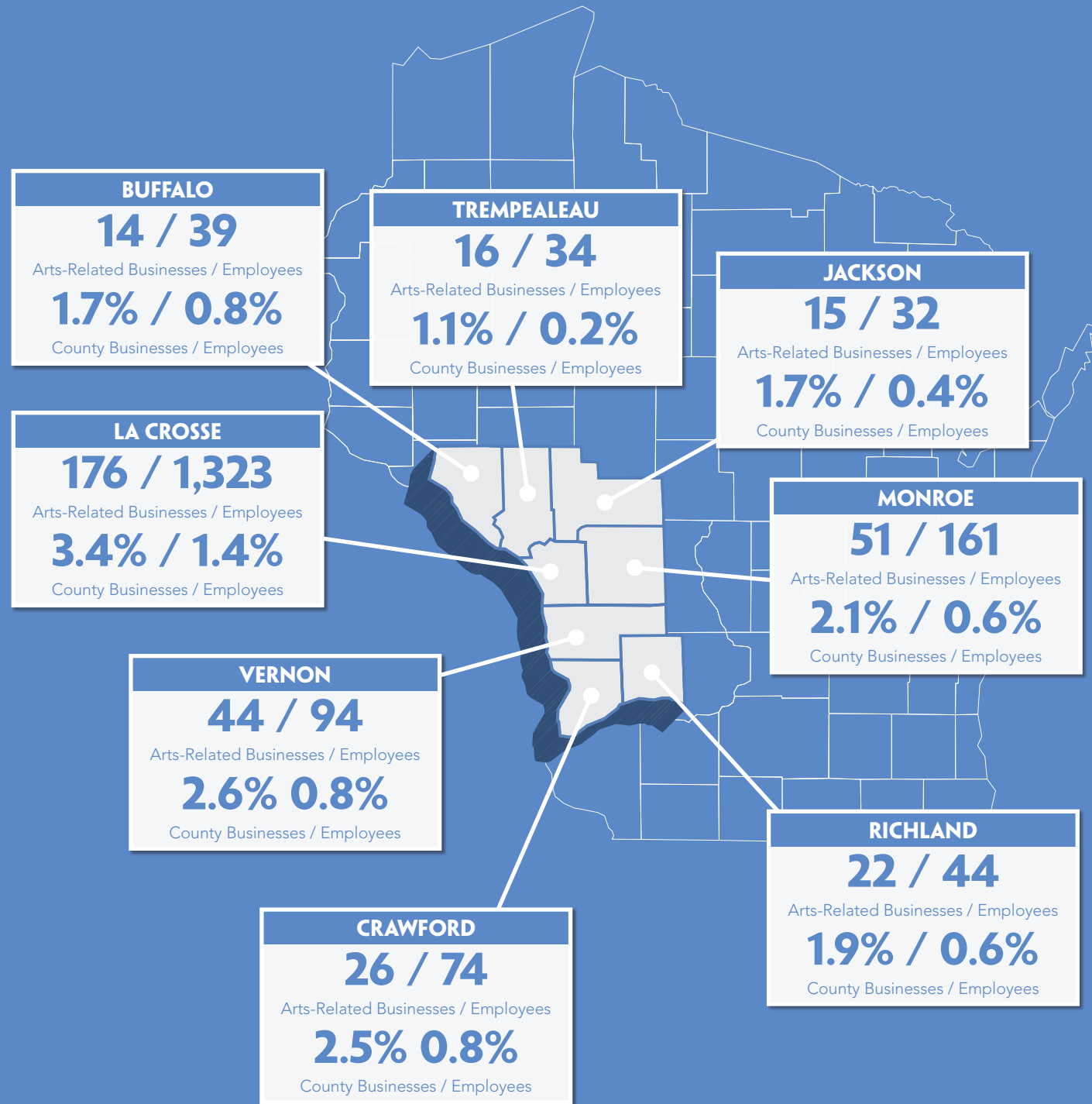
## CHIEF OSHKOSH NATIVE AMERICAN ARTS, EGG HARBOR

Chief Oshkosh in Egg Harbor has been an outlet for Wisconsin Native American art and artists for over 60 years, and specializes in Native American artwork collected throughout North and South America.. Roy Oshkosh, leader of the Menominee Nation, established the business as Chief Oshkosh Trading Post on land once popular as a summer site for Native Americans. Today, Oneida artist and teacher Colleen Bins is slowly reshaping its future with an emphasis on the Woodland region of native peoples. An amphitheater in back provides space for performance art.

# WEST CENTRAL

## Buffalo, Crawford, Jackson, La Crosse, Monroe, Richland, Trempealeau, Vernon Counties

The eight counties of west central Wisconsin are home to 364 arts-related businesses that employ 1,801 people. The creative industries account for between 1.1 and 3.4 percent of the total number of businesses in these counties, and between 0.2 and 1.4 percent of the people they employ.



## ARTS PLANNING AND DOWNTOWN CULTURAL DISTRICT, LA CROSSE

La Crosse is one of a growing number of Wisconsin cities with a mayoral-appointed citizen arts and creative economy development committee. The City of La Crosse Arts Board has developed a strategic plan to guide creative economy development policies and programs that benefit all La Crosse residents, leverage government revenue, support job growth, and expand cultural tourism for the La Crosse area. The Pump House Center for the Arts has been a community resource and showcase for local and regional artists and arts programs since its revitalization and rebirth in the mid-1980s. The 25-by-60-foot mural on the east side of the building, created and dedicated in 2014, was made possible with local, state, and federal public and private support, including a grant from the National Endowment for the Arts. The Weber Center for the Performing Arts is a public/private collaboration and a cornerstone of revitalization efforts along the riverfront and the Riverfront Arts District.



Confluence, by John Pugh

## FRANK LLOYD WRIGHT COUNTRY, RICHLAND CENTER

Richland Center boasts several Frank Lloyd Wright sites, including his birthplace and the A.D. German Warehouse, built in 1915. A conservancy has recently been established to refurbish and revitalize the warehouse, which follows the design mode exhibited in other Wright buildings such as the Imperial Hotel in Tokyo, as a centerpiece for the community.



A.D. German Warehouse, Richland Center

## CREATIVITY IN VIROQUA

Viroqua is known statewide and nationally as a mecca for its artistic and creative opportunities, expression, outdoor recreation, and a strong locally grown and value added food system and offers an abundance of diverse health care and education options. The city features a number of creative arts, culinary and community venues, including the Historic Temple Theatre, Driftless Books and Music, Driftless Folk School, Driftless Café, Kickapoo Coffee, The Ark, and the Viroqua Public Market.



Historic Temple Theatre



Driftless Folk School



Kickapoo Coffee



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Mayor

**George Peterson**, Rothschild – *Past President*  
President

**Erik Brooks**, South Milwaukee  
Mayor

**Joe Chilsen**, Onalaska  
Mayor

**Mark Clear**, Madison  
Alder

**Kathy Ehley**, Wauwatosa  
Mayor

**Mark Freitag**, Janesville  
Manager

**Jim Healy**, Richfield  
Administrator

**Cavalier "Chevy" Johnson**, Milwaukee  
Alderman

**Deb Lewis**, Ashland  
Mayor

**Justin Nickels**, Manitowoc  
Mayor

**Donna Olson**, Stoughton  
Mayor

**Todd Schmidt**, Waunakee  
Administrator

**Sharon Wussow**, Bonduel  
President

