



CREATE

WISCONSIN

Arts | Community | Economy

growing and strengthening a thriving, equitable, creative environment, infrastructure, and opportunities in every corner of the state, through:

- Creative advocacy and activism
- Creative economic, workforce, and community development
- Creative placemaking and placekeeping
- Creative education
- Creative networking
- Creative promotion and visibility
- Creative service, training and consulting



CREATIVE WISCONSIN MONTH

APRIL 2022

Nationally:

2019-\$919.7 billion economic impact!

Economic activity in the sector had been expanding in 2019:

- Production of arts and cultural goods and services in the U.S. added **4.3 percent** directly to the nation's GDP, for a total approaching a trillion dollars (**\$919.7 billion**).
 - This amount remains greater than the value added by such industries as construction, transportation and warehousing, mining, and agriculture.
- Arts and cultural industries had **5.2 million workers** on payroll with total compensation of **\$447 billion** (not including self-employed creative workers).

Wisconsin: 2019-\$10.9 billion economic impact!

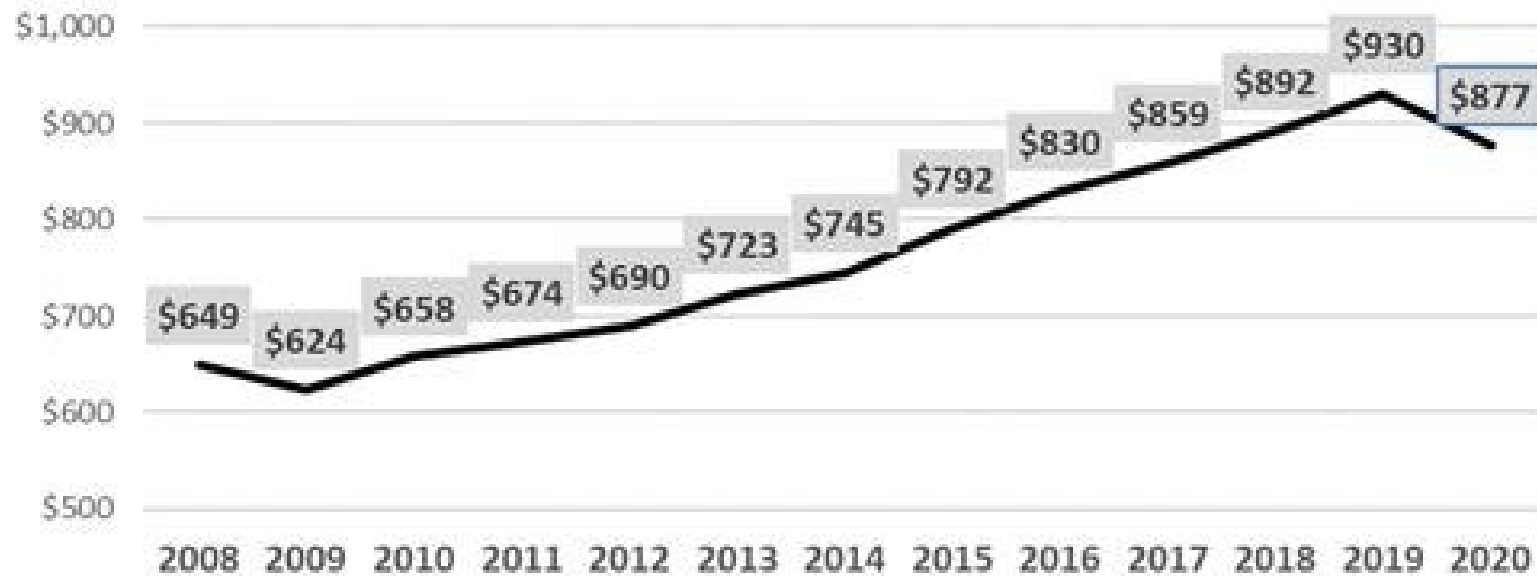
Wisconsin	
Total Value Added	\$10,894,618,000
Arts and Cultural Share of Total Gross State Product (GSP)	3.1%
Total Jobs	96,450



Nationally: 2020-\$877 billion economic impact

First decline in arts and culture production since the Great Recession
Even so, the economic impact of the creative sector is significant: 4.2% of the nation's GDP and 4.6 million wage + salary workers.

Arts & Culture Production in the U.S. Economy
[Billions of Current Dollars]



Wisconsin: 2020-\$9.6 billion economic impact



2020 - Wisconsin

Arts and Cultural Production Satellite Account (ACPA)

ACPSA Value Added	% of State Value Added	ACPSA Employment	% of State Employment	ACPSA Compensation	% of State Compensation
\$9.6 million	2.8%	83,166	2.9%	\$5.7 billion	2.9%



Let's

IMA

IMAGINEMKE

together.



OUR VISION & WORK

Imagine MKE envisions a vibrant and thriving Milwaukee powered by arts, culture [and creativity].

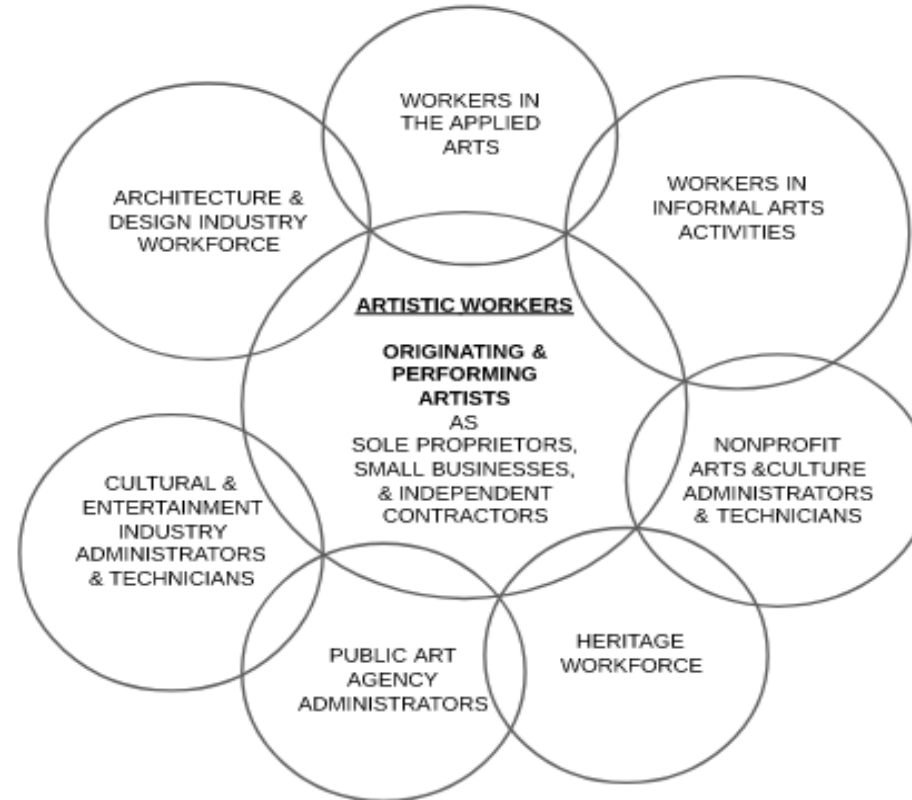
Our work is rooted in the belief that arts and culture have the power to transform Milwaukee and be the catalyst for social, economic, and civic vitality.

Through our shared agenda, research & advocacy, and capacity building services, we work to integrate the arts and culture ~~se~~ into the civic fabric of our region so that Milwaukee can imagine and create the future together.

WHO MAKES UP “THE CREATIVE ECONOMY?”

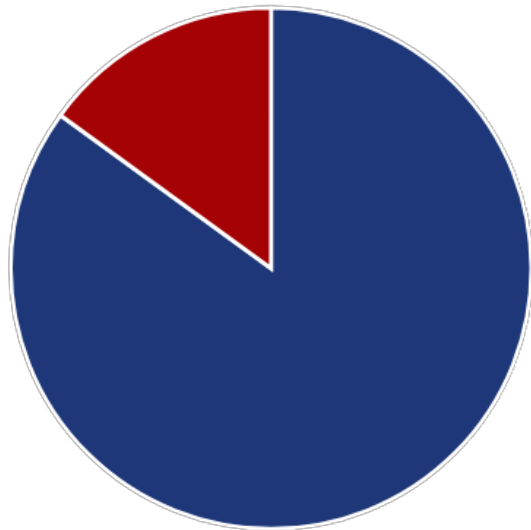
Who doesn't fit?

It is an incredible sector but is there enough affinity to call it a sector?



VAST MAJORITY OF BUSINESSES NEED CREATIVITY; YET FEW INVEST IN DEVELOPING IT

Creativity Plays a Role In Day-To-Day Responsibilities



Has Your Company Brought In Creative Practitioners To Help Develop Creativity

