

Memo

To: Economic Development Committee, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

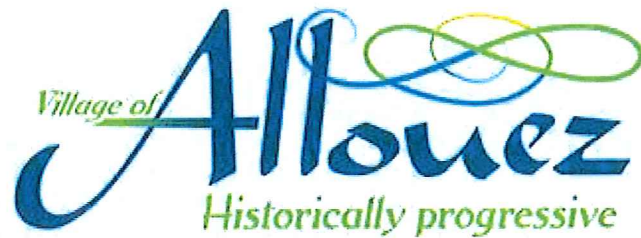
Re: ACTION RE: PROCLAMATION OF CREATIVE ECONOMY WEEK – APRIL 24-30, 2016

Date: March 25, 2016

The League of Wisconsin Municipalities and Arts Wisconsin are hosting the annual statewide Creative Economy Week, promoting and celebrating the creative economy in Wisconsin's communities.

The League has asked every municipality to support and recognize the importance a creative economy has on the health of a community.

Attached is a proclamation recognizing the week of April 24-30, 2016 as Creative Economy Week. The Economic development Committee is asked to review and recommend approval of the proclamation.



Proclamation for Creative Economy Week April 24-30, 2016

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

WHEREAS, the Village of Allouez 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;

WHEREAS, the Village of Allouez 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;

WHEREAS, the Village of Allouez 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 (spending by organizations and their audiences), supporting 22,872 million jobs and generating \$64.9 million in state and local government revenue.
- The arts engage. Attendees at Wisconsin's nonprofit arts events spend \$19.06 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Nine percent of the 9.4 million nonprofit arts attendees come from outside of Wisconsin. Those 806,000 attendees spend nearly twice as much as residents (\$33.02 vs. \$17.73), valuable revenue for businesses and communities statewide.
- 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 are an export industry. U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.

- 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. The biggest creativity indicator? A college arts degree. Their Ready to Innovate report concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” 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.

THEREFORE, the Village of Allouez 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

Passed and Approved this 19th day of April, 2016

Village President

Attest:

Village Clerk (Village Seal)