

PROCLAMATION

WHEREAS, the City of Appleton recognizes that investment in creative economy development, creative placemaking, and civic engagement through the arts and creativity are important to the health and vibrancy of the community and its future; and

WHEREAS, the City of Appleton 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 vibrancy and success; and

WHEREAS, the City of Appleton 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 Wisconsin during Creative Economy Week; and

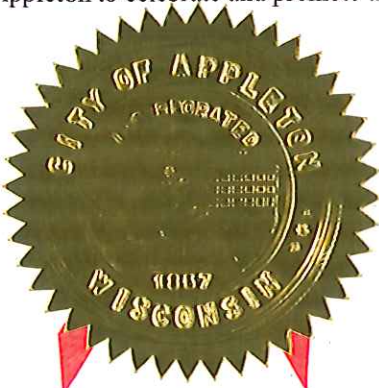
WHEREAS, the City of Appleton recognizes that investment in its creative economy is critical for local and statewide success for these reasons:

- **The arts mean business.** According to Dun and Bradstreet, there are nearly 9,200 businesses in Wisconsin involved in the creation or distribution of the arts that employ over 50,000 people—representing 3.2 percent of the state's businesses and 1.4 percent of its employees (businesses range 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 \$730 billion industry, providing 4.2 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. In Wisconsin, the nonprofit arts industry generates \$657 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. Their *Ready to Innovate* report concludes, "The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd" Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other 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, lower crime and poverty rates.

NOW, THEREFORE, BE IT RESOLVED, THAT I, TIMOTHY M. HANNA, Mayor of the City of Appleton, do hereby proclaim the week of May 12-19, 2018 as

CREATIVE ECONOMY WEEK

in Appleton to celebrate and promote the arts, creativity, and vitality in and for our community.



Signed and sealed this 16th day of May, 2018.


TIMOTHY M. HANNA
MAYOR OF APPLETON