

# 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 21<sup>st</sup> century, engaged residents and a community's vibrancy and success; and

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

- According to Dun and Bradstreet, there are nearly 10,000 businesses in Wisconsin involved in the creation or distribution of the arts, ranging from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies.
- The U.S. Bureau of Economic Analysis and the National Endowment for the Arts report that nationally, the arts and cultural sector contributed \$804.2 billion or 4.3 percent of the nation's gross domestic product (GDP) in 2016. For Wisconsin, the arts and cultural sector impact is currently \$9,749,065,000 and 3.1% of Wisconsin economy, contributing 94,167 jobs (compared to 31,000 in Wisconsin's papermaking sector and 35,000 in the state's biotech industry).
- The total economic contribution of museums in 2016 amounted to more than \$50 billion in GDP, 726,200 jobs and \$12 billion in taxes to local, state, and federal governments.

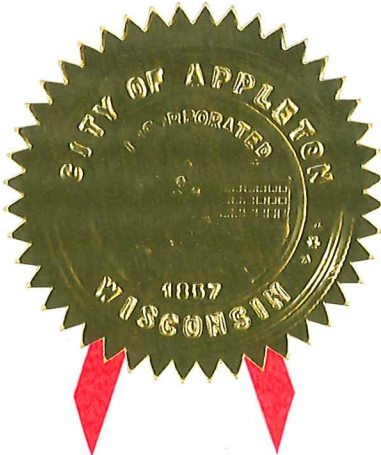
**WHEREAS**, the City of Appleton acknowledges that the arts **spark creativity and innovation**. The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders, with 72 percent saying creativity is of high importance when hiring. Their *Ready to Innovate* report concludes, "The arts-music, creative writing, drawing, dance-provide skills sought by employers of the 3<sup>rd</sup> Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists; and

**WHEREAS**, the City of Appleton celebrates many impressive creative economy activities, projects and initiatives, such as education programs at museums, revitalization initiatives, and civic engagement projects, happening in communities across Wisconsin during Creative Economy Week,

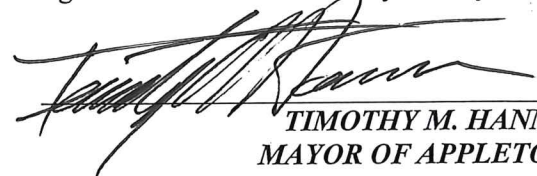
**NOW, THEREFORE, BE IT RESOLVED, THAT I, TIMOTHY M. HANNA**, Mayor of the City of Appleton, do hereby proclaim the week of May 11-18, 2019 as

## CREATIVE ECONOMY WEEK

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



Signed and sealed this 15<sup>th</sup> day of May, 2019.

  
**TIMOTHY M. HANNA**  
**MAYOR OF APPLETON**