

PROCLAMATION



Office of the Mayor

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 recognizes that investment in its creative economy is critical for local and statewide success for these reasons:

- The annual Arts and Cultural Production Satellite Account study tracks the economic impact of arts and cultural production nationally from 35 nonprofit and commercial industries. Among the report's findings, Wisconsin's arts and cultural production account for \$9.75 billion, or 3.1%, of the Wisconsin economy.
- Those industries support 94,167 jobs and create \$5.6 billion in compensation for creative workers, according to the report. Arts Wisconsin, a statewide cultural development organization, noted that the creative industry employment numbers are greater than the Wisconsin industries of beer (63,000), biotech (35,000), and papermaking (31,000).
- From 2014 to 2016, the national average annual growth rate in the contribution of arts and culture was 5.9%, slightly higher than Wisconsin's growth rate of 5.4%.

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, JACOB A. WOODFORD, Mayor of the City of Appleton, do hereby proclaim the week of May 9-16, 2020 as

Creative Economy Week

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

Signed and sealed this ____ day of May 2020.


JACOB A. WOODFORD
MAYOR OF APPLETON

