

# 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 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:

- 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 \$10,894,618 billion, or 3.1%, of the Wisconsin economy.
- Those industries support 96,450 jobs and create \$6.1 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, biotech, and papermaking.
- Since 2018, the national average annual growth rate in the contribution of arts and culture was 4.45%, slightly higher than Wisconsin's growth rate of 3.52%.

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

**NOW, THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD**, Mayor of the City of Appleton, do hereby proclaim the week of August 1-7, 2022, as

## Creative Economy Week

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



Signed and sealed this 29<sup>th</sup> day of July 2022.

  
**JACOB A. WOODFORD**  
MAYOR OF APPLETON