Research Matters! Advocating for a More Creative Wisconsin

Create Wisconsin & Wisconsin Arts Board

April 19, 2022

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Artists and Innovation

“Operation Fortitude”

117TH CONGRESS
1ST SESSION

H. R. 707

IN THE SENATE OF THE UNITED STATES
MAY 19, 2021

Received; read twice and referred to the Committee on Banking, Housing, and Urban Affairs

AN ACT

To award a Congressional Gold Medal to the 23d Headquarters, Special Troops and the 3133d Signal Service Company, in recognition of their unique and highly distinguished service as a “Ghost Army” that conducted deception operations in Europe during World War II.

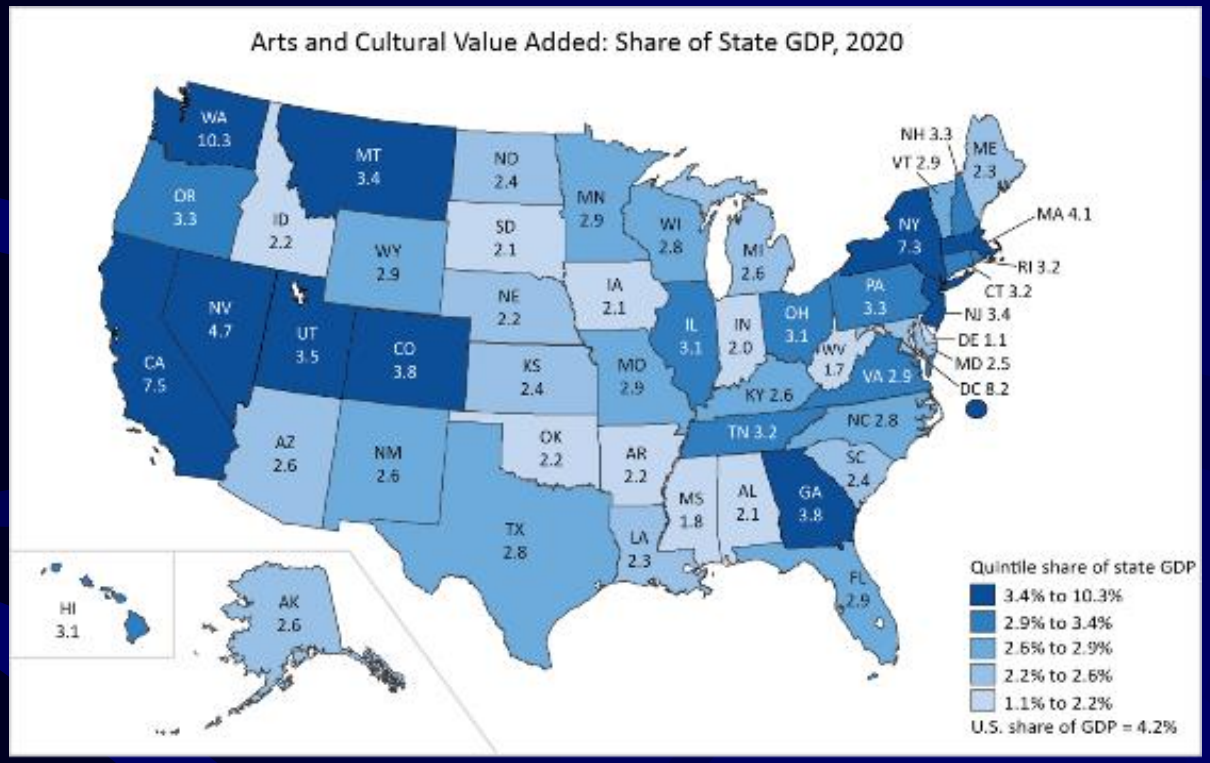
The Arts Make Us Feel Creative!

Nearly two-thirds of Americans believe the arts make them a more a creative person.

64% of Americans believe the arts make them a more creative person

Arts Contribution to the Nation's Economy

$867.7 Billion—4.2 Percent of GDP—4.6 Million Jobs

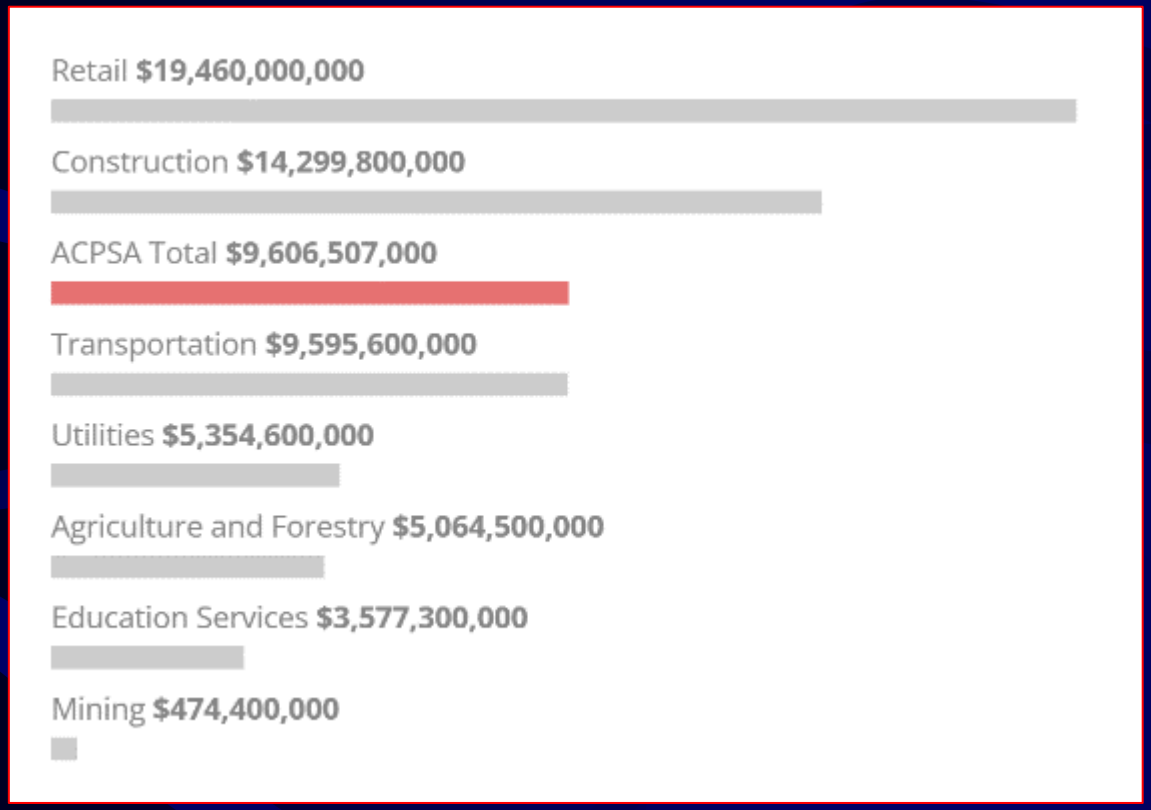


- **Accelerates economic recovery**
- **Diversifies economy**
- **Stimulates statewide job growth**

Source: U.S. Bureau of Economic Analysis

Arts Contribution to the Wisconsin Economy

$9.6 Billion—2.8 Percent of GSP—83,166 Jobs



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ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

AMERICANS for the ARTS

CREATING **JOBS.** GENERATING **COMMERCE.** DRIVING **TOURISM.**

Wisconsin!

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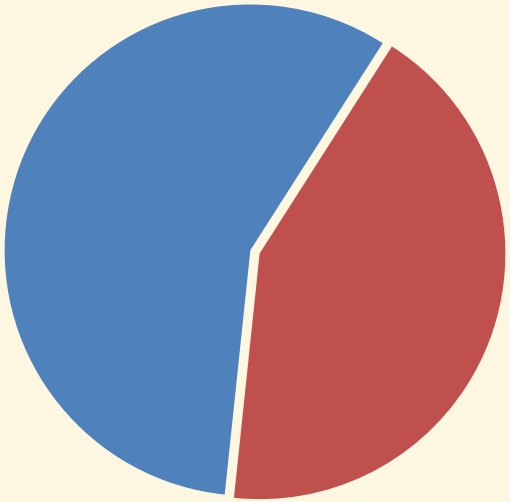
#AEP5

$656.9 Million in Spending

Organizations
$376.9 Million



Audiences
$279.9
Million

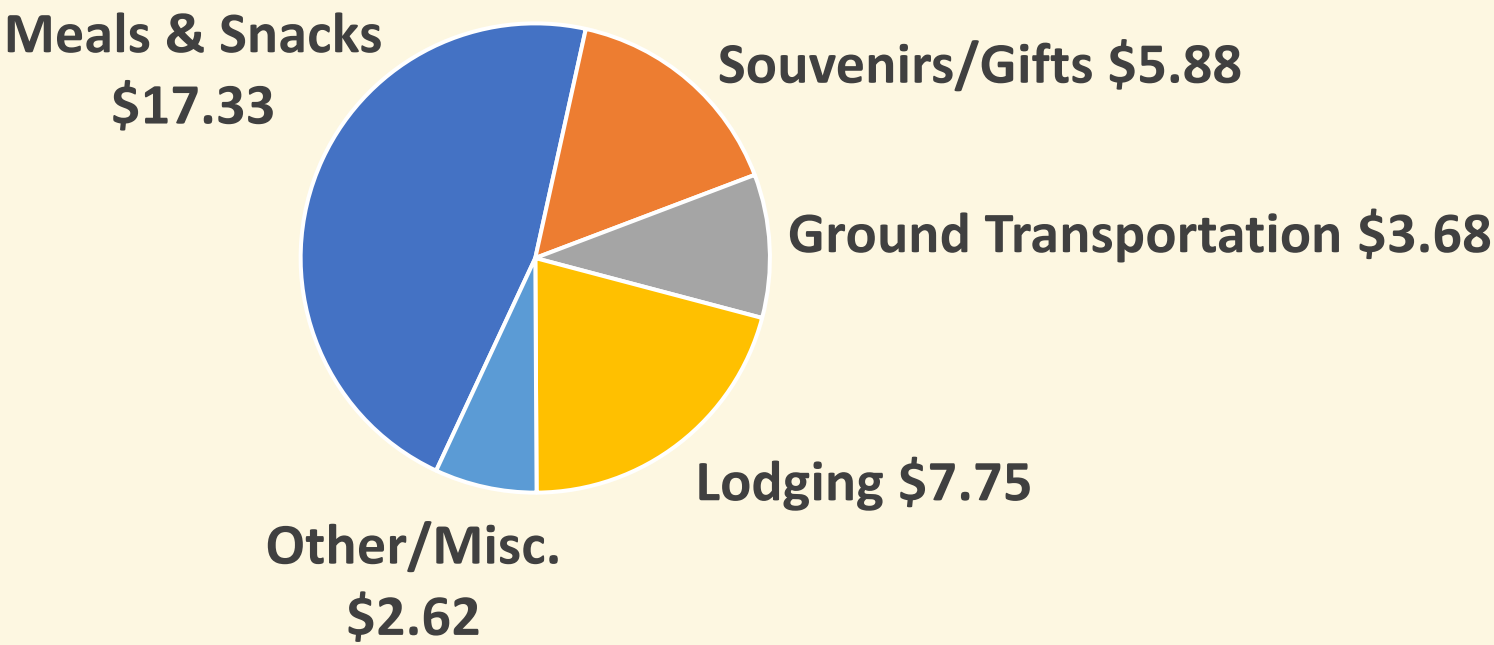
Jobs Supported (FTE)

26,695

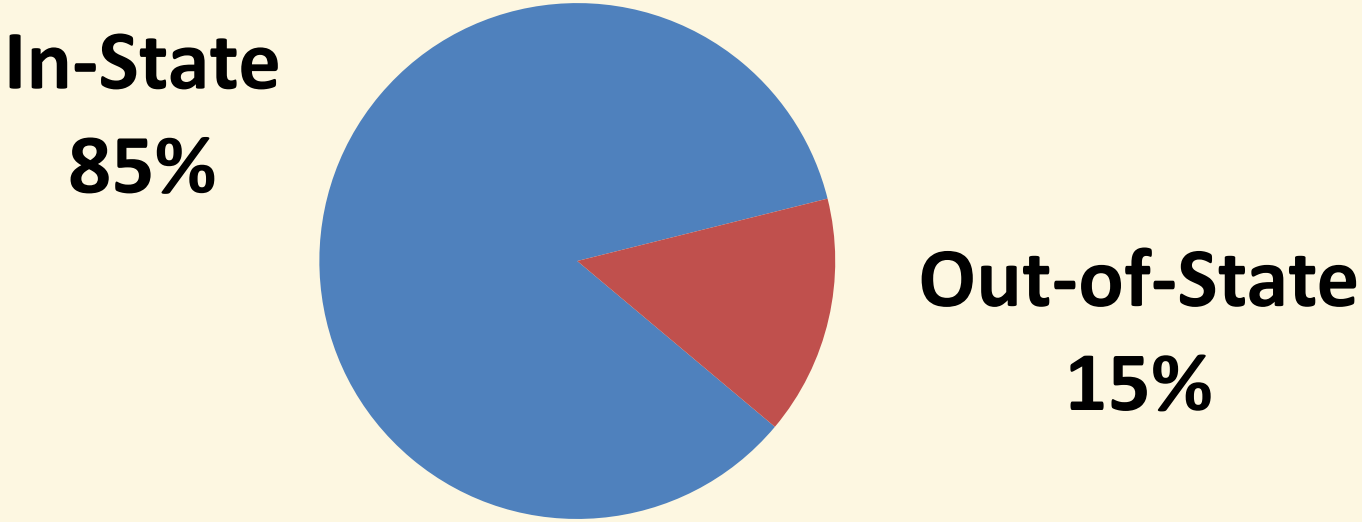
Government Revenue
(Local & State)

$75.2 Million

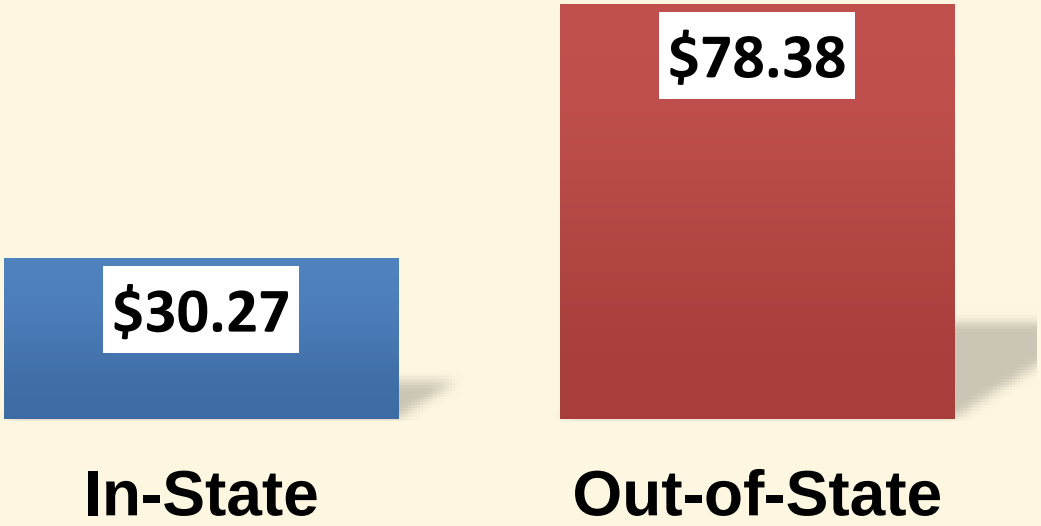
Attendees Spent $37.26 Per Person, Per Event



Audiences: In-State vs. Out-of-State



Event-Related Spending
In-State vs. Out-of-State



59 percent of non-local attendees said, "This arts event is the primary purpose for my trip."

Importance of Creativity
"2020 Workplace Learning Report"

Top 5 Soft Skills	
1. Creativity	same
2. Persuasion	same
3. Collaboration	same
4. Adaptability	same
5. Emotional intelligence	new

Top 10 Hard Skills	
1. Blockchain	new
2. Cloud computing	-1
3. Analytical reasoning	same
4. Artificial Intelligence	-1
5. UX design	same
6. Business analysis	+10
7. Affiliate marketing	new
8. Sales	same
9. Scientific computing	+3
10. Video production	-3

LinkedIn Learning

"Soft skills are the essential interpersonal skills that make or break our ability to get things done. We think of them as foundational and every professional should be working to build them."

AMERICANS for the ARTS

THE CONFERENCE BOARD

Ready to Innovate

RESEARCH REPORT
R-1424-08-RR

Trusted Insights for Business Worldwide

Our Jobs Require Creativity

55% of Americans believe that their jobs require them to be creative

60% of Americans believe the more creative they are at their job, the more successful they will be in the work place

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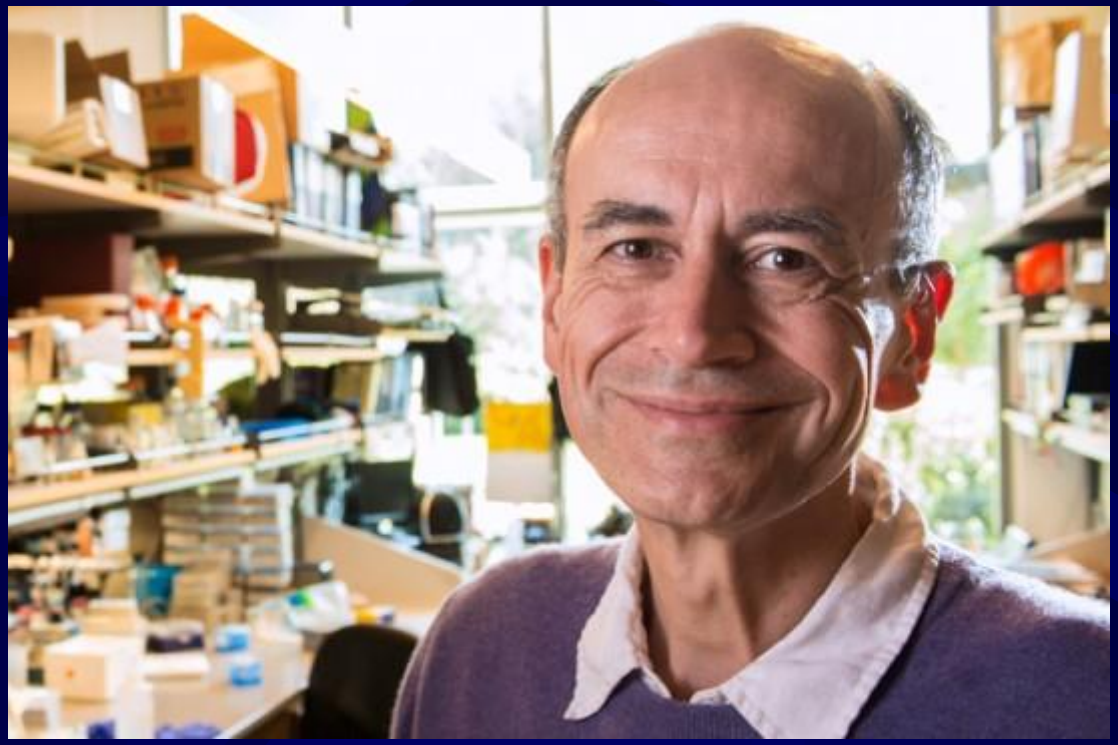
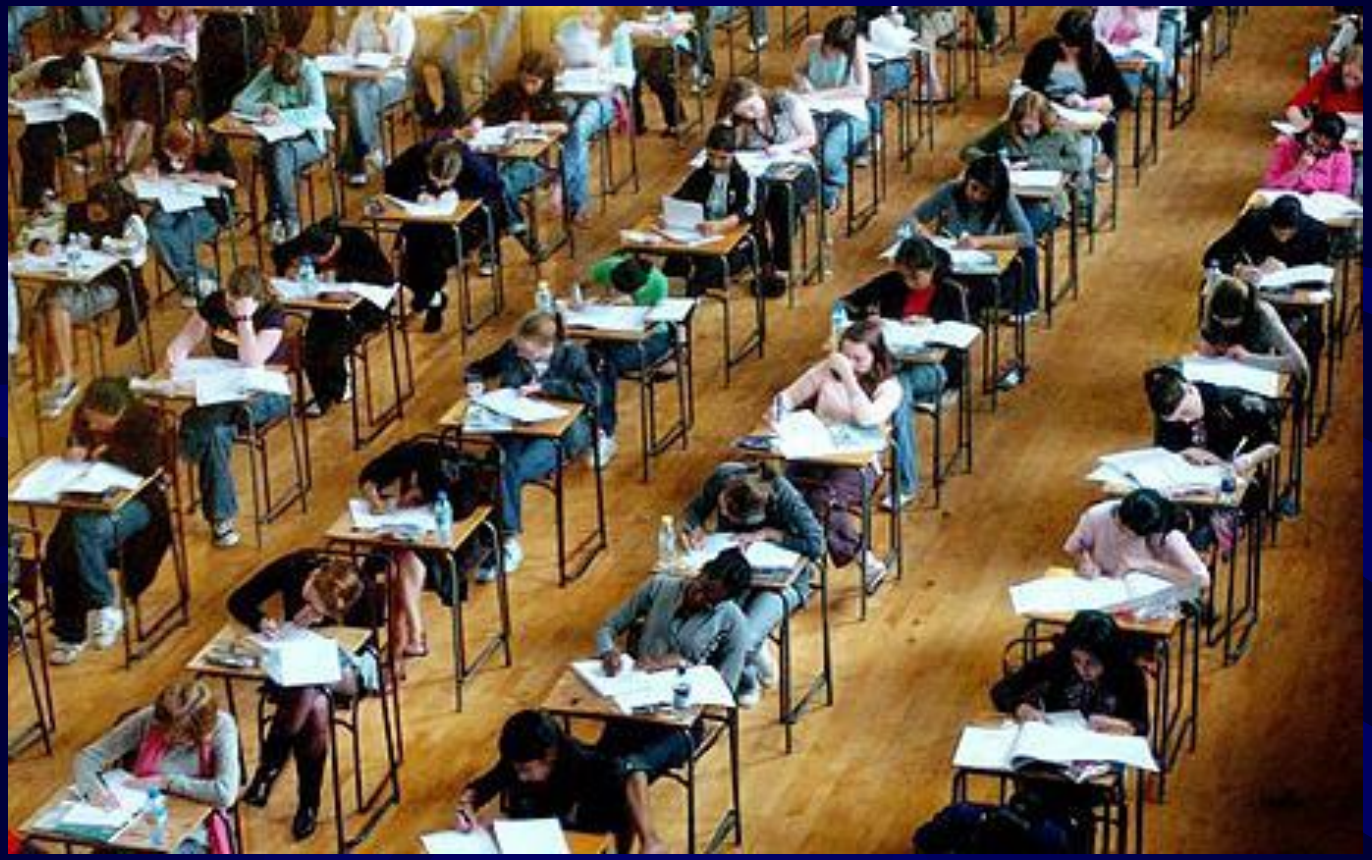
Thomas Südhof
Nobel Prize for medicine:
"I owe it all to my bassoon teacher"

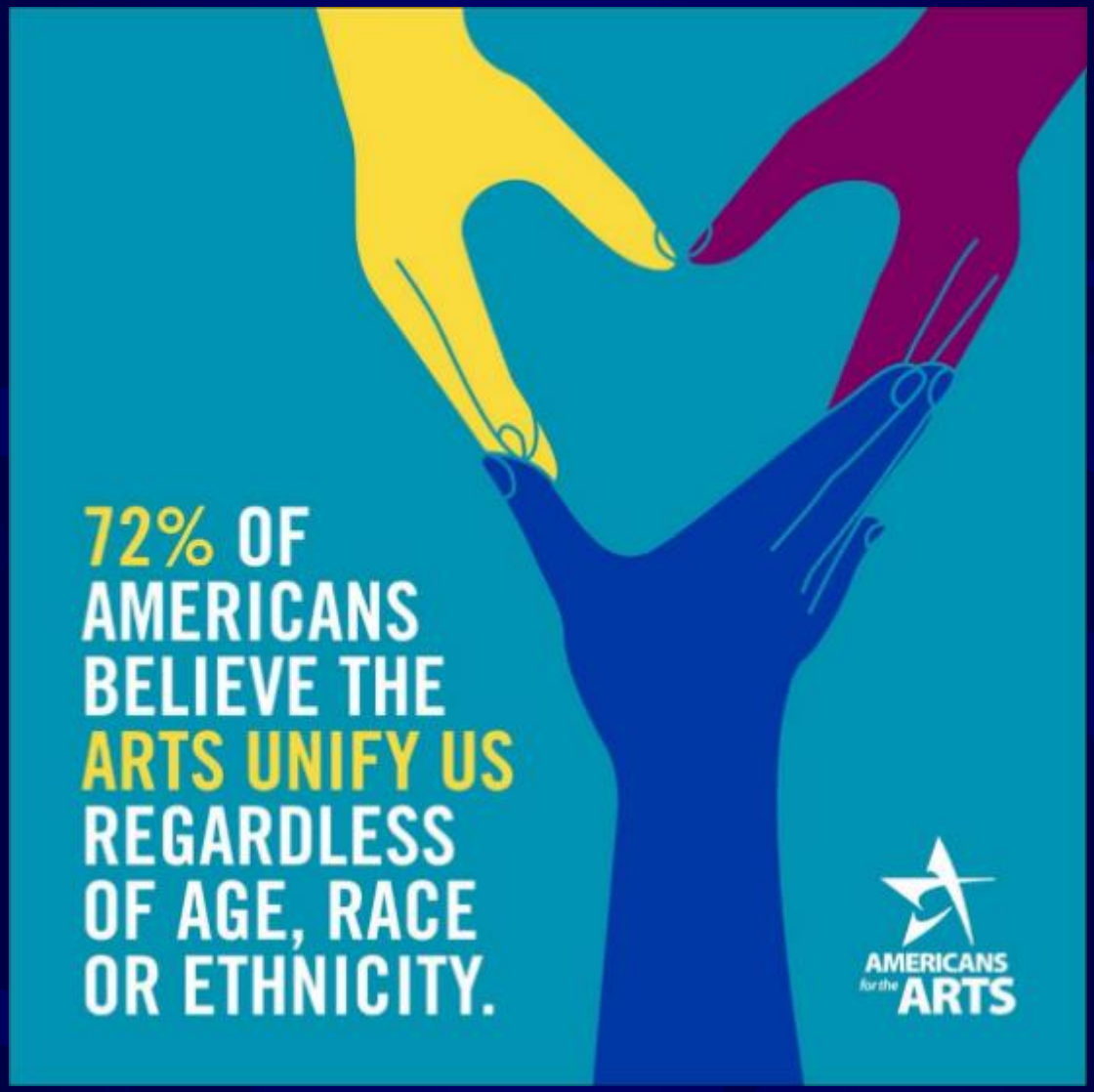


Drive for excellence…visual thinking…pattern recognition…problem solving…perseverance

Improved Academic Performance



The Arts Unify Communities



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Q: *What is the best way to advocate for the arts?*

A: ***"Tell every one of your Senators about the economic benefits of the arts!"***

Former U.S. Senator Tom Udall (D-NM),
Co-chair, Senate Cultural Caucus

Congressional Arts Leadership Awardee (2015)

Claim Your Impact!

1. What is the message?

2. Who gets the message?

3. Who delivers the message?

<u>Golden Rule</u>: No story without a number, and no number without a story!

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Appreciating The Creative Economy

Thank You!

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