

# Wisconsin Arts Board Grants

WISCONSIN arts BOARD  
Creativity. Culture. Community. Commerce.

## Arts Dollars Invested

Investments of state and federal grant dollars are matched at least 1:1 by individual, corporate, foundation, and local government support.

- \$1,551,450** Total WAB grant dollars awarded in 2024 in Wisconsin
- 32%** Percentage of grant dollars going to **rural** areas within the state
- 68%** Percentage of grant dollars going to **urban** areas within the state

The Wisconsin Arts Board grants are comprised of money from both the State of Wisconsin and the National Endowment for the Arts.

## Economic Impact

The arts and culture sector in Wisconsin supported **15,851 jobs** and generated **\$190.1 million** in local, state, and federal government revenue in 2022.<sup>1</sup>

The **economic impact of creative industries in Wisconsin is \$11.9 billion**, while nationally it is **\$1.1 trillion**, contributing **4.3%** of the US GDP.<sup>2</sup>

<sup>1</sup>AEP6 Americans for the Arts | <sup>2</sup>U.S. Bureau of Economic Analysis

## People Served

Wisconsinites and visitors benefit from a diverse range of paid and free (underwritten) events that enrich communities across the state. These events — *hosted in performing arts centers, museums, galleries, schools, community centers, art fairs, and festivals* — drive **cultural engagement**, support **local economies**, and ensure **access to the arts for all**. Continued investment in these programs strengthens Wisconsin's vibrant arts landscape and enhances quality of life for residents and tourists alike.

- 1,059,469** Number of children served by WAB grant activities
- 5,282,442** Total number of people served by WAB grant activities

## Contact

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## The Will of The People

Three-quarters of Americans (76%) consider arts and culture personally important to them, with many reporting how the arts contribute to their joy, well-being, and sense of creativity.

Americans for the Arts