

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.

- \$1,548,950** 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 2022.¹

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.²

¹AEP6 Americans for the Arts | ²U.S. Bureau of Economic Analysis

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

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

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