



GROW WISCONSIN CREATIVELY INITIATIVE

To ensure that young and new people want to make Wisconsin their home, Create Wisconsin and more than 100 creative economic development stakeholders support the proposed **GROW WISCONSIN CREATIVELY INITIATIVE**. The availability of American Recovery Plan Act (ARPA) funds provides an opportunity for much needed strategic public investments in creative economic development in Wisconsin to promote economic opportunity and vibrancy through arts and cultural assets. Below is an outline of the proposed creative economic development activities.

Develop the Creative Economy through Community-Based Planning, Improved Collaboration

- Build a collaborative umbrella between statewide creative development organizations to:
 - 1) Create new pathways for business, entrepreneurial, and career development through expanded markets;
 - 2) Unify regional and local promotion of the creative sector; and
 - 3) Facilitate locally designed creative economy development projects.
- Establish Governor's Commission on the Creative Economy to provide leadership and policy direction for the growth of Wisconsin's creative economy.

Support the Growth of Talent and Creative Enterprises

- Encourage the retention and growth of talent in the creative economy by:
 - 1) Providing technical support and access to capital for culturally based businesses and creative entrepreneurs;
 - 2) Improving creative business management through access to business seminars; and
 - 3) Expanding the apprenticeship system in creative businesses.
- Encourage creative worker development programs through:
 - 1) The development of "Creative Workforce"/ArtsCorps that work on community-based projects and programs (e.g., WEDC's *We're All In Creative Workforce Program*); and
 - 2) The establishment of technical college and two-year campus programs to encourage creative worker participation in other sectors (i.e., health, environment, and manufacturing).

Promote & Document Creativity, Culture, and Innovation in Wisconsin's Economic Future

- Track and report on the creative economic sector.
- Reinforce arts and heritage education through a statewide public information campaign.
- Promote civic engagement leading to cultural growth, including cultural tourism and celebratory events and initiatives.

Invest in Communities so they may Build on their Past, while Adapting for a Vibrant Future

- Make culture and heritage priority community investments, including:
 - 1) The expansion of cultural facilities funding to support historic towns and village centers;
 - 2) Support for arts and craft businesses with long-term, deep roots in the community (e.g., Eckels Pottery <https://www.eckelspottery.com>);
 - 3) The encouragement of creative entrepreneurial development in vacant industrial and retail spaces (e.g., Phantom Galleries – Wisconsin from the Wisconsin Arts Board); and
 - 4) The preservation of creative spaces and increasing the volume of these spaces (e.g., Austin, TX).

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