

## The arts and the creative economy...an investment for Wisconsin

*Ideas | Resources | Action Steps*



Arts Wisconsin is Wisconsin's arts service, advocacy and development organization; the only organization speaking up for the arts, culture, creativity and innovation, for everyone, everywhere in the state.

## Arts Wisconsin's services

- Advocacy, public policy, legislation
- Research and information on the arts in Wisconsin and globally
- Professional development, training, education
- Technical assistance
- Strategic partnerships on behalf of the arts

## Creative Economy

- What is the "Creative Economy?"
- Creative Economy models
- Creative Economy visionaries
- Why is the creative economy so important to the Kewaunee and Wisconsin's future?
- What can be done

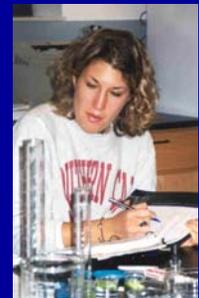
## Misconceptions

- Creativity is about special people.



## Misconceptions

- Creativity is only relevant to specific activities (primarily the arts).



## *Misconceptions*

- You're either creative or you're not.



## *A new focus on creativity*

“Creativity is not new and neither is economics, but what is new is the nature and extent of the relationship between them, and how they combine to create extraordinary value and wealth.”

John Howkins  
*The Creative Economy:  
How people make money from ideas, 2001*

## *Creativity*

“One of the major impediments to a more creative environment is the notion that creativity is not a serious enough activity for grown ups.”

Rance Crain  
AdAge.com



“I see us as being in the art business. Art, entertainment, and mobile sculpture, which, coincidentally, also happens to provide transportation.”

Robert Lutz, Chairman  
General Motors North America

“The MFA Is the New MBA.”

Daniel H. Pink, author  
Harvard Business Review  
February 2004

## What is the Creative Economy?

- Creative industries
  - Creative workforce
  - Creative communities, regions, states, countries
- ...the intersection of the three is the Creative Economy.*

## Creative Industries

- **Performing Arts**
  - Music
  - Theater
  - Dance
  - Opera
  - Services and Facilities
  - Performers
- **Film, Radio and TV**
  - Motion Pictures
  - Television
  - Radio
- **Arts Schools and Services**
  - Arts Councils
  - School and Instruction
  - Agents
- **Museums and Collections**
  - Museums
  - Zoos and Botanical Gardens
  - Historical Sites
  - Planetariums
- **Design and Publishing**
  - Architecture
  - Design
  - Publishing
  - Advertising
- **Visual Arts & Photography**
  - Crafts
  - Visual Arts
  - Photography
  - Supplies and Services

## What makes a place “creative”?

- Talent
- Technology
- Tolerance
- Territory

## What is “Quality of Place?”

- What’s there?
  - The natural and built environments; amenities for all to enjoy
- Who’s there?
  - Diversity
- What’s going on?
  - Activities, events

## Attributes of Place

- Thick labor market
- Lifestyle
- Social interaction
- Diversity
- Authenticity
- Identity



## *Creative Economy visionaries*

- John Howkins
- Richard Florida
- Sir Ken Robinson
- Daniel Pink
- Rebecca Ryan

## *Creative Economy Success Stories*

- Dubuque, Iowa: *Welcome Back to Dubuque*
- Michigan: Gov. Granholm's *Cool Cities* Program
- Oklahoma Creativity Project
- Creative New England
- *Florida's Eden* (north Florida)
- Berkshire (western Massachusetts) Creative Economy Project
- State of Queensland, Australia
- New Zealand film industry
- Ireland (the "Celtic Tiger")
- Singapore

*And...*

**Paducah, Kentucky**

## *Paducah's "Artist Relocation Program"*

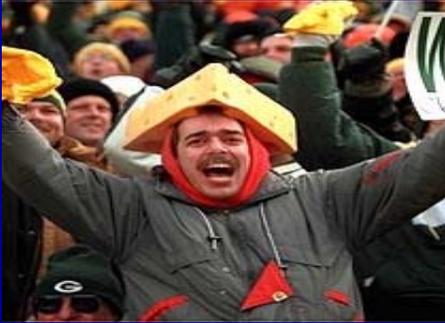


## *What does Paducah offer?*

- **Financial Incentives**
  - Loan-to-Value Ratios of up to 100%
  - Lower than market interest rates
  - Generous discounts on all closing costs
- **Business Incentives**
  - Health Insurance
  - Web sites at no charge
  - Local and national marketing and advertising support
- **Cultural Incentives**
  - "An inordinate number of arts and cultural organizations and venues for a town its size."

## *Why should we care?*

- Wisconsin's historical industries and traditional economic development strategies are no longer enough to compete in the 21<sup>st</sup> century economy.
- We are moving from the **traditional model**, attracting business through tax incentives – to the **creative model**, attracting talent through quality of place.
- Addresses Wisconsin's "brain drain."
- Many other communities, regions, states and countries are ahead of Wisconsin in creative economy planning and development.



## *Opportunities*

- More arts than ever
  - Programs
  - Facilities
- Diversity of voices
- More research
  - Arts education
  - Economic value
- Everything that is considered a challenge!

## *Challenges*

- New systems being created, old systems changing
- New art forms, new mediums
- More choices than ever for consumers (prosumers)
- Technology
- Demographics
- Lack of funding
- Blur of line between nonprofit and profit.

### **What can be done: community development**

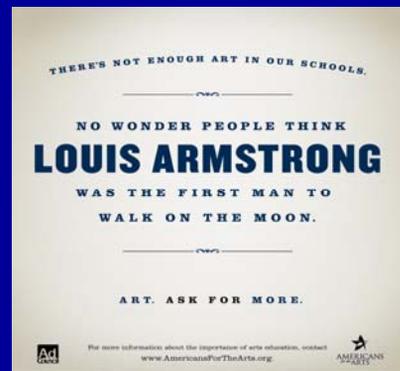
- Encourage communities to work and promote regionally, statewide, globally: NEW North.
- Local governments, regional economic development organizations, and creative economy leaders identify ways for the region to effectively and pro-actively participate in the creative economy.
- Promote Kewaunee's significant civic assets – talented and hard-working people, authentic and unique communities, world class educational institutions - for economic development, civic engagement, tourism.

### **What can be done: community development**

- Encourage investment in and entrepreneurship to develop and sustain the region's creative cluster: creative businesses, organizations, agencies
- Encourage and celebrate diversity and equal engagement for all, regardless of ethnic group, socio-economics, income levels, areas of interest.

### **What can be done: education**

- Promote and support K-12 school systems, universities, colleges, technical schools, and lifelong learning opportunities, as community assets.
- Assert the importance of and support arts educational programs that help students develop critical thinking and creativity.
- Value great teachers who understand different learning styles and encourage creativity and problem-solving.



“Without art,  
we are but  
monkeys with car keys.”

...on the back of  
an artist's business card

#### **Anne Katz**

Executive Director  
Arts Wisconsin  
Box 1054  
Madison, WI 53701-1054  
(608) 255 8316  
(608) 255 0334 fax  
[akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)  
[www.artswisconsin.org](http://www.artswisconsin.org)

