



**CITY OF PORT WASHINGTON  
Ozaukee County, Wisconsin**

***A PROCLAMATION CELEBRATING "CREATIVE ECONOMY WEEK"***

**WHEREAS**, our City of Port Washington recognizes that investment in creative economy development and the arts are important to the health and vibrancy of the community and its future; and

**WHEREAS**, our City of Port Washington appreciates that creative economy development and community cultural engagement are directly related to economic vitality, education for the 21st century, engaged residents and a community's future success; and

**WHEREAS**, our City of Port Washington joins in celebrating the many creative economy activities, projects and initiatives, such as education programs at arts centers, revitalization initiatives, and civic engagement projects, happening in communities across the state during Creative Economy Week; and

**WHEREAS**, our City of Port Washington recognizes that investment in the creative economy is critical to the continued growth and success of our community and our state of Wisconsin for these reasons:

- **The arts mean business.** According to Dun and Bradstreet, there are nearly 10,000 businesses in Wisconsin involved in the creation or distribution of the arts that employ over 42,000 people – representing 3.2 percent of the state's businesses and 1.4 percent of its employees, businesses ranging from nonprofit museums, symphonies, art galleries, and theaters to for-profit film, architecture, and design companies.
- **The arts add to the economy.** The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$704.2 billion industry, impacting a larger share of the economy than transportation and agriculture. In Wisconsin, the nonprofit arts industry generates \$535 million in economic activity annually (spending by organizations and their audiences), supporting 22,872 million jobs and generating \$64.9 million in state and local government revenue.
- **The arts engage.** Attendees at Wisconsin's nonprofit arts events spend \$19.06 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Nine percent of the 9.4 million nonprofit arts attendees come from outside of Wisconsin. Those 806,000 attendees spend nearly twice as much as residents (\$33.02 vs. \$17.73), valuable revenue for businesses and communities statewide.
- **The arts drive tourism.** Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of travelers including museum visits on their trip has grown steadily since 2003 (18 to 28 percent).
- **The arts are an export industry.** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion – a \$47 billion arts trade surplus.
- **The arts spark creativity and innovation.** The Conference Board, a leading global business research association, reports that creativity is among the top 5 applied skills sought by business leaders –

with 72 percent saying creativity is of high importance when hiring. Their "Ready to Innovate" report concludes, 'The arts – music, creative writing, drawing, and dance – provide skills sought by employers of the 3rd millennium.' Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists.

- **The arts have social impact.** Research shows concentration of arts in a community leads to greater civic engagement, more social cohesion, higher child welfare, lower crime and poverty rates.

**NOW THEREFORE**, I, Tom Mlada, Mayor of the City of Port Washington, proudly declare the week of May 13<sup>th</sup> – 20<sup>th</sup>, 2017 as "Creative Economy Week" in "Our Home Port" to celebrate and promote the arts, creativity, and vitality in and for our community and throughout the state.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Great Seal of Port Washington to be affixed, on this 2<sup>nd</sup> day of May in the Year Two Thousand and Seventeen.



Tom Mlada, Mayor