



KENOSHA RISING

Arts are essential to a community's vitality and economic development.

A vibrant arts sector generates creativity, fuels innovation, and enriches a community's quality of life — all of which are key to attracting new business and a dynamic workforce.

The Kenosha Rising project brings together the insights of local artists and localized economic data to show that the Kenosha County arts community is growing, organized and driven.

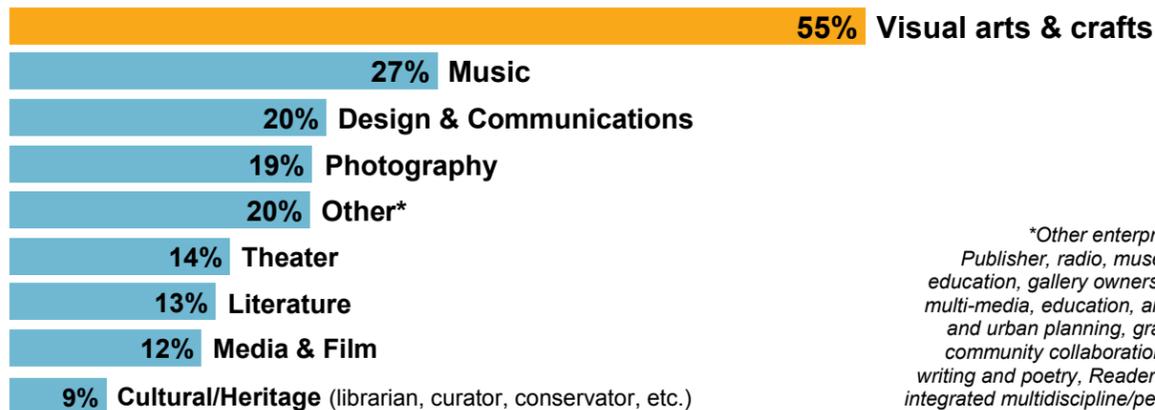
Kenosha is Rising.

Illustration by Bess A. Yontz

KENOSHA COMMUNITY ARTIST SURVEY

In the August of 2015, an online survey was conducted by the City of Kenosha Commission on the Arts, Kenosha County University of Wisconsin-Extension, and Expose Kenosha, with support from the Kenosha Community Foundation, to assess the state of the arts in Kenosha County. A total of 142 local artists participated, sharing their perceptions of the area's strengths, challenges, and opportunities for continued growth.

HOW DID SURVEY RESPONDENTS CLASSIFY THEIR CREATIVE ENTERPRISE?



*Other enterprises cited: Publisher, radio, museums, arts education, gallery owners, robotics, multi-media, education, architecture and urban planning, grant maker, community collaboration, creative writing and poetry, Readers Theater, integrated multidiscipline/performance

WHY KENOSHA?



Personal networks



Affordable cost of living

"I am able to make a living based on coastal cost of living, but spend it at a Midwest cost of living."



Existing arts community

"I wanted to contribute to an arts community."



Available amenities

"Excellent resources from two universities and the tech college."

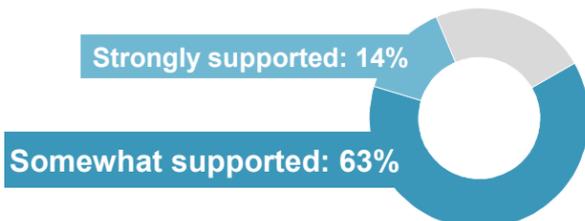
Nearly **1 in 5** respondents selected **"All of the above."**

LOCAL GATEKEEPERS

Local gatekeepers — individuals such as editors, curators, gallery owners who advance artists' careers and increase the value of their art — are said to be **very significant** or **essential** by the vast majority of survey respondents.

However, some questioned the level of expertise available locally.

SUPPORTED BY THE ARTS COMMUNITY?



93% say it is important to their art production to have a community of like-minded, supportive cultural producers.

"There is a greater need for understanding how to promote events, pay fair wages for the art that is produced and encourage a wider variety of artistic endeavors and works."

ECONOMIC IMPACT OF THE ARTS IN KENOSHA



Source: Conservative estimates using IMPLAN economic modeling based on NETS data for North American Industry Classification System (NAICS) codes: Musical Groups and Artists (711130), Independent Artists, Writers and Performers (711510), Interior Design (541410) and Graphic Design (541430), and Kenosha Rising survey data. Figures reflect direct, indirect and induced multiplier effects.

GROWTH IN THE KENOSHA ARTS COMMUNITY, 1989 - 2011

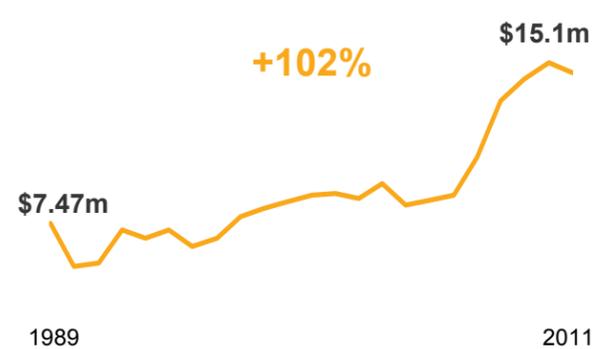
ESTABLISHMENTS (Businesses)



EMPLOYMENT (Jobs)



SALES



Source: NETS Data, 1989-2011. The National Establishment Time Series (NETS) is a longitudinal database of more than 52 millions establishments, drawing from Dun and Bradstreet's Market Identifier and other D&B files. This establishment-level database provides information on all businesses, including sole proprietors and the self-employed, along with public and private companies. Data shown above encompass the Kenosha establishments within the NAICS codes for Musical Groups and Artists (711130); Independent Artists, Writers and Performers (711510); Interior Design (541410); and Graphic Design (541430).

NEXT STEPS

HOW CAN THE KENOSHA COMMUNITY SUPPORT THE ARTS?

50% Increase community awareness

"I feel that higher education institutions are a great cultural resource for any community and they are simply not being taken full advantage of now."

49% Increase financial support

"People think that art should be charity around here."

44% Increase coordination among similar arts groups

"an arts newsletter or social media page dedicated to letting artists/performers know who else is in the area"

31% Greater pursuit of cultural capital by local leaders

"I believe this is starting to improve, but needs to be a formalized, joint effort that needs a cultural plan to help cohesion"

31% Increase affordable spaces

"a building downtown where artists can rent an affordable booth on a permanent basis to sell and display their work"

OPPORTUNITIES TO INCREASE ARTS ECONOMY

69% Integrate the arts into community economic development

45% Provide artistic spaces (e.g., live/work studios; small performing art spaces)

39% Build coalitions, networks & exchanges

39% Bundle arts and design with entertainment and cultural tourism

Learn more and get connected at: www.kenosharising.org

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is a collaboration among

