

Arts Wisconsin: To testify on Rural Creative Economy Grant Program

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Madison...On Wednesday, November 3, 2021, Arts Wisconsin Executive Director Anne Katz is set to testify at the Wisconsin State Capitol with leaders from across the state in favor of Assembly Bill 422, relating to the creation of a Rural Creative Economy Grant Program. The bipartisan legislation authored by Representative Donna Rozar (R-Marshfield), Representative Todd Novak (R-Dodgeville), and Senator Dan Feyen (R-Fond du Lac), creates a new state grant program focused on growing our rural creative economies.

“On behalf of our constituents and businesses across all corners of the state, we thank the bill’s authors for recognizing the potential of our rural economies,” said Anne Katz, Executive Director of Arts Wisconsin. “This is a unique moment in time for our state to highlight the potential of our rural communities and expand local businesses as families from all over seek high quality of life in safe and healthy communities.”

Founded in 1992, Arts Wisconsin is the only independent statewide organization providing a leadership forum for advancing the local and statewide creative economy, integrating the arts and creativity in education, educating entrepreneurs and activists, and engaging policymakers and the public as a catalyst for dialogue, information, and action.

“This is an exciting opportunity for the Capitol to hear about the vast untapped potential creative economy businesses have throughout rural Wisconsin,” added Katz. “Wisconsin’s creative sector is a \$10.9 billion economic driver. This investment will help grow our local main street businesses and assist the

revitalization of our rural communities.”

Assembly Bill 422 is also supported by the League of Wisconsin Municipalities, Destinations Wisconsin, the Tourism Federation of Wisconsin, the Wisconsin Restaurant Association, Wisconsin Downtown Action Council, and Wisconsin Rural Partners.