



# KENOSHARISING

**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.**

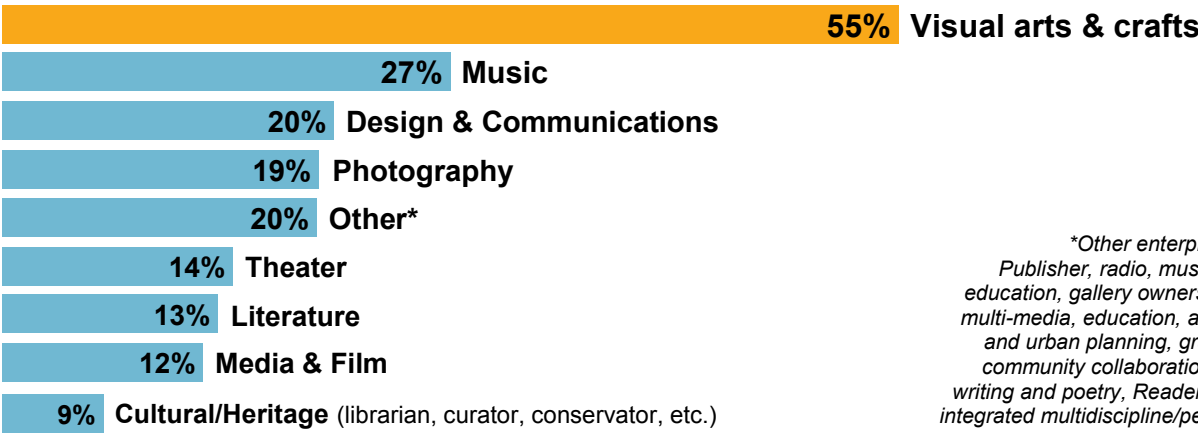
**Kenosha is Rising.**



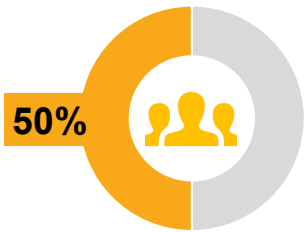
KENOSHA COMMUNITY ARTIST SURVEY

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?



WHY KENOSHA?

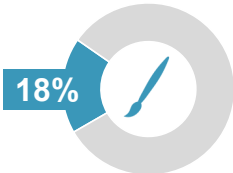


Personal networks



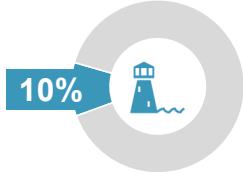
Affordable cost of living

"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."

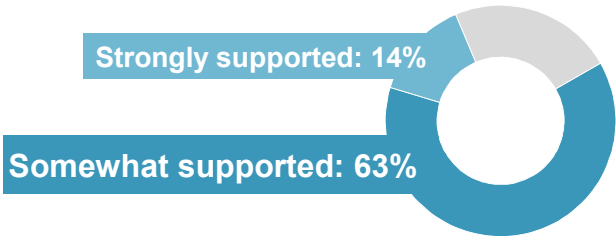
Nearly 1 in 5 respondents selected "All of the above."

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.

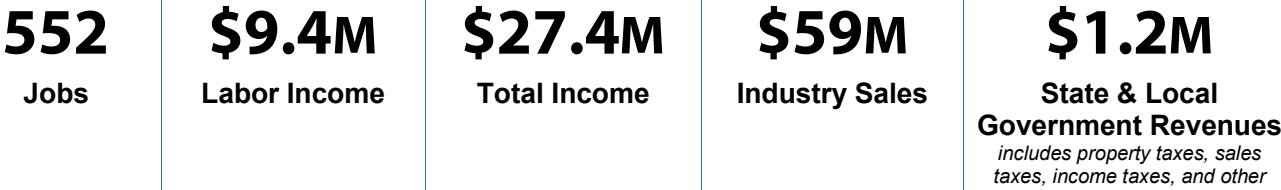
SUPPORTED BY THE ARTS COMMUNITY?



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



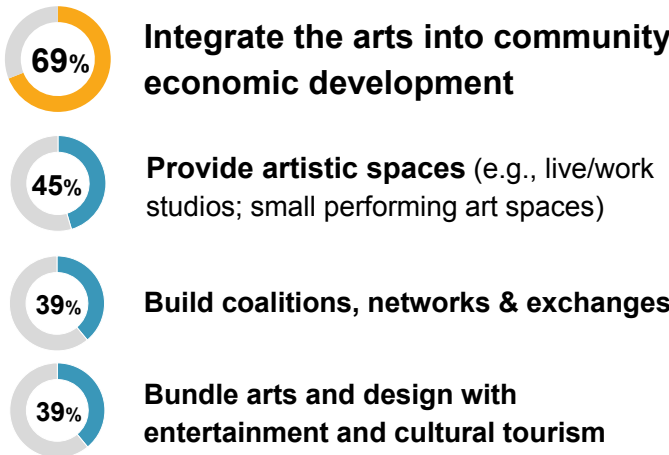
Source: NETS Data, 1989-2011. The National Establishment Time Series (NETS) is a longitudinal database of more than 52 millions establishments, drawing from Dun and Bradstreet's Market Identifier and other D&B files. This establishment-level database provides information on all businesses, including 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?



OPPORTUNITIES TO INCREASE ARTS ECONOMY



Learn more and get connected at: [www.kenosharising.org](http://www.kenosharising.org)

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is a collaboration among

