

WHEREAS; creativity, imagination, entrepreneurship, and innovation are vital to Wisconsin's economic, educational, and civic growth and success; and

WHEREAS; the arts, culture, and creativity are deeply rooted in the state's history and are integral to the Wisconsin Idea, enriching the lives of all Wisconsinites by providing a means for individual expression, processing the unknown, and building connections between diverse groups of people within communities; and

WHEREAS; supporting and investing in a strong arts and creative sector is a critical strategy for Wisconsin to compete in the global economy, to educate kids for the 21st Century, and to develop, attract, and retain a diverse and highly skilled workforce in healthy, vibrant communities where people want to live, work, learn, and grow; and

WHEREAS; according to data from the United States Bureau of Economic Analysis, the creative sector, including visual arts, theater, music, dance, literature, advertising, architecture, design, fashion, film, publishing, software, TV and radio, video game design, and more, contributed \$11.9 billion to Wisconsin's economy and provided more than 89,000 jobs across the state in 2022; and

WHEREAS; further, Americans for the Arts reported that Wisconsin's nonprofit cultural sector generated more than \$933 million in economic activity in 2022; and

WHEREAS; on this occasion, the state of Wisconsin encourages all Wisconsinites to engage with cultural and creative opportunities and joins dedicated advocates and organizations across the state in celebrating the state's abundant creative resources, encouraging all Wisconsinites to engage with cultural and creative opportunities, and reaffirming local and statewide commitments to supporting and investing in Wisconsin's creative industries and assets;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim March 25 2025 as

CREATE WISCONSIN DAY

throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 14th day of March 2025.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State