

WHEREAS; in our rapidly changing world—and as we continue to face the COVID-19 pandemic, especially—creativity, imagination, entrepreneurship, and innovation are key to our state’s economic, educational, and civic growth and success; and

WHEREAS; the arts, culture, and creativity are deeply rooted in our 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 our communities; and

WHEREAS; supporting a strong arts and creative sector is a critical strategy for our state to compete in the global economy, to educate our children for the 21st century world and workforce, and to develop, attract, and retain a diverse and highly skilled workforce in healthy, vibrant communities where people want to live, work, learn, and play; and

WHEREAS; according to data from the United States Bureau of Economic Analysis, the creative sector—which includes fields like visual art, theater, music, dance, and literature, as well as advertising, architecture, design, fashion, film, publishing, software, TV and radio, and video game design, among many others – contributes \$10.1 billion to Wisconsin’s economy and provides over 96,000 full-time jobs; and

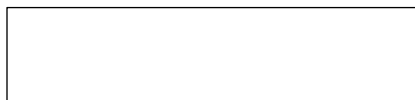
WHEREAS; this month, the state of Wisconsin joins individuals and organizations across our state in celebrating our abundant creative resources, encouraging all Wisconsinites to engage with cultural and creative opportunities, and reaffirming our local and statewide commitments to supporting and investing in Wisconsin’s creative industries and assets;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim April 2021 as

## **CREATIVE WISCONSIN MONTH**

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 24<sup>th</sup> day of March 2021.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State