

PROGRAM IMPACT REPORT: Template – Cover Sheet

1. Counties: Regional – Southwest Wisconsin, primarily Crawford, Grant, Green, Iowa, Lafayette, Richland, Sauk
2. Impact Area (s):
 - a. Economic
 - b. Human
 - c. Civic
 - d. Value Added
3. Division (s):
 - a. Continuing Education/Outreach and E-Learning
 - b. Cooperative Extension
 - c. Business and Manufacturing - SBDC
4. UW campus(es): University of Wisconsin - Platteville
5. Program Keyword:
 - a. Arts and Culture
 - b. Business and Economic Development
 - c. Community and Civic Development
 - d. Professional Development

Title: ArtsBuild SmART Communities: The Arts Work to Foster Economic Development in Rural Southwest Wisconsin

Impact Summary: This project demonstrates the efficacy of providing recognition and support to the artists and creative entrepreneurs who are part of Southwest Wisconsin's creative identity. Public investment in the arts, culture, creativity and innovation strengthens the state's competitive edge in economic development, downtown revitalization, educational advancement, tourism opportunities, and community engagement.

Situation: A healthy arts industry is vital not only to the well-being of individuals, but to a stable and viable economy in the communities of Southwest Wisconsin. Identifying and nurturing existing creative, artistic, cultural and historic assets helps to develop alternative and creative sources of economic development, encouraging community leaders to recognize and include the arts in their economic development strategies.

Response: The SmART Communities project took an innovative step towards the goal of creatively growing the economy of Southwest Wisconsin, by initiating conversations between artists, creative entrepreneurs and civic leaders. Community meetings provided the forum for exploring the role of the arts, historic preservation and cultural activities in community and economic development and creating opportunities for networking, education, and expanded partnerships necessary to support future growth.

Inputs: Specific funding of this project includes \$20,000 from UW-Extension Outreach and E-Learning, along with in-kind contributions of \$3,700 from UW-Platteville Office of Continuing Education, and \$3,270 from the Wisconsin Arts Board and Arts Wisconsin. Additional resources were contributed through the relationships developed with area arts organizations, Chamber and Mainstreet programs, county Extension agents, and regional economic development groups. These pARTnerships contributed to the scope and the success of the project, connecting area artists, creative entrepreneurs, businesses and civic organizations with expanded resources.

Outputs:

In the fall of 2005, the SmART Communities project began working with artists and community leaders to promote the arts as a valuable economic asset:

- Formed a 17 member ArtsBuild Regional Committee.
- Created 5 area planning task forces Mineral Point, Platteville, Shullsburg, Prairie du Chien and Monroe involving an additional 40 individuals.
- Task forces planned, promoted and facilitated SmART Community "Different Voices, One Vision" sessions - bringing artists, civic leaders, business owners and area youth together for community conversations
- Over 150 individuals attended the sessions in 4 communities - Platteville, Shullsburg, Prairie du Chien and Monroe - brainstorming the role of the arts in community and economic development.
- Brainstorming results were distributed and posted on the ArtsBuild website www.uwplatt.edu/cont_ed/artsbuild (click on About Us, Accomplishments).

ArtsBuild continued commitment to providing assistance to creative entrepreneurs:

- Sponsored or co-sponsored 13 educational opportunities throughout the region with over 100 registrations.
- Expanded original database of regional artists (275) to over 400 participants.
- Further developed the ArtsBuild website as a marketing tool and resource www.uwplatt.edu/cont_ed/artsbuild/.

Outcomes-Impacts:

Partnerships, activities and events resulting from SmART Community sessions:

- Platteville area - Participants utilized database of individuals who attended SmART Community session to promote area events, collaborate and partner around existing activities and events, and tackle ideas for community arts projects generated through brainstorming session.
- Shullsburg / Lafayette County area - Formed a core group of individuals who continues to meet, focusing on partnerships throughout the county.
- Prairie du Chien / Crawford County area - Taskforce demonstrated ability (on a weeks notice) to plan a presentation of 9 area arts assets for the Lt. Governor's "Capital for the Day" visit in Ferryville.

"I wanted to express my deep appreciation for putting together the Round Table event with Lt. Governor Lawton in Ferryville today. It is no small feat to organize such an event and have it run so smoothly. I can say that it was invaluable for the Mississippi River Sculpture Park & Interpretive Center project (MRSP & IC). The spirit of collaborative effort and support so evident in all those I have met who represent ArtsBuild echoes the philosophy the MRSP & IC organization attempts to embrace and engender."

Margie Hylkema - Crawford County

- Monroe / Green County area - Formed a core group of individuals who continues to meet regularly including; Green County Extension, Blackhawk Technical College, Monroe Chamber and Main Street Program, elected Representative, arts organizations, business owners, and area artists, focusing specifically on partnerships between area businesses and the arts, and branding *Green County "SmART Communities"* with the creation of their own logo.

ArtsBuild and the Arts Build SmART Community project received statewide recognition for its activities.

- **Spring 2006** - ArtsBuild recognized by Wisconsin Rural Partners as the **2006 Top Rural Development Initiative** in the state. Award based on ArtsBuild's '*spirit of partnership and collaboration in creating positive community impacts*'.
- **Fall 2006** – ArtsBuild SmART Communities receives the University of Wisconsin-Extension's **2006 Award for Excellence in Civic Engagement** for '*increasing the business capacity of arts entrepreneurs and helping communities realize the importance of arts to a vital economy*'.

Success stories:

Platteville Journal 8/23/06 - *"When I started writing the Guest Shots column in January of 2005, ArtsBuild was just starting to take off. The enthusiasm bubbled over to Rountree Gallery, Butterflyville, Art at the Farmer's Market, area businesses and individual artists. This year Rountree Gallery and the Friends of our Gallery received over \$3,000 in additional funds for art classes, promoting Sweet Art Sundays, and bringing Rural Women Artists to our part of Heritage day."*

Diane Fox, Director Platteville Rountree Gallery – Grant County

"The Tristate area is a melting pot for artisans of all segments of the arts – a brochure or catalog of artists and their specialties could be a starting point to educate the regional communities about what these artisans and their businesses have to offer."

Rhonda Simmons – Grant County

"The bottom line is assisting artists in a variety of ways to increase their financial stability is one of the best things ArtsBuild can do. I think you are already doing this and I am so THANKFUL for ArtsBuild!"

Diane Splinter, New Leaf – Crawford County

Because of ArtsBuild I will have a show with Pam Callahan at Brewery Pottery Studio. Pam is the mentor that ArtsBuild connected me up with. We have also gotten a group of women artist together that meet once every 6 weeks to have lunch and critic each others work, that group also evolved because of ArtsBuild. I have not been involved lately with your program because I have been very busy painting. But I just wanted to thank you!

Karen Fitzsimons, Iowa County

"The idea for one of Wisconsin's foremost rural economic development efforts germinated at UW-Platteville, engaged the surrounding area and now stands to inform regional development across the state. Their unique wisdom: building a solid economic base on the arts and culture industry – a growing sector and a magnet for the talented workforce and the businesses that follow it. The ArtsBuild model, developed in partnership with the UWP Continuing Education Office, drives communities to inventory and revalue their cultural assets, make entrepreneurs of artists and turn innovative collaborations into powerful forces to leverage new investment and economic activity in a region. It is a story I tell all across the state."

Lieutenant Governor Barbara Lawton

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December 14th, 2006

Attachment 1:

Data Collection: See attached “Summary of responses to SmART Community Followup Survey”

Lessons learned:

1. The term Art has many different meanings for individuals. It is important to define “The Arts” in broad terms – the artistic, creative, cultural and historic assets and resources in a community/region, and to use language that makes sense to individuals in the business and economic development community.
2. Developing and maintaining strong partnerships with local, regional and statewide resources is critical, increasing the success and scope of the project.
3. The individual planning task forces each took different approaches to planning and facilitating the SmART Community sessions. It is important to have a basic structure and let the strength and passion of the task force drive the content of the sessions. Locals know their area the best.
4. Networking continues to be the greatest strength of the project. The connections made through ArtsBuild have transferred to unique partnerships, informal mentoring situations, expanded use of ArtsBuild database, increased opportunities to individual artists for sales through fairs, galleries, studio tours, cooperatives & word of mouth.

Additional Attachments:

- Summary of Responses to SmART Community Follow-up Survey
- Green County SmART Community Update
- ArtsBuild SmART Community Activities to date
- ArtsBuild Regional Committee & Area Planning Task Force Members
- Sample of SmART Community Session poster (pdf)
- ArtsBuild Activity Summary
- ArtsBuild Talking Points handout (pdf)