

# Public Policy Work Group

**Result:** Artists and arts and culture groups will organize a larger collective voice to: (a) shape public perception; (b) advance public resources; and (c) address inequities in access, opportunities, and engagement. In addition, artists and arts and culture groups are partners at community decision-making tables.

We will **measure the effectiveness** of this work by:

- (a) Increase in participation at “leadership tables” by diverse members of this network;
- (b) Improved public perception of the value of arts and culture in Milwaukee increases via public survey;
- (c) Increase in public funds for arts and culture overall and increase in funds for racially diverse artists and neighborhood-based arts and culture organizations; and
- (d) Increase in diverse public participation in arts and culture.

## **Strategies and Results by July 1, 2020:**

1. Campaign for increased public support of the arts through a grass tops (board members and patrons) and grass roots (combined audiences) advocacy effort;
  - *Planning process for the campaign will be underway;*
2. Organize boards and patrons of all member groups to provide grass tops advocacy;
  - *This will be completed with a list of champions who support common agenda;*
3. Develop arts and culture leaders to bring their skills, experience, and perspectives to Milwaukee leadership tables and initiatives.
  - *Imagine MKE will have begun program to prepare and place arts and culture leaders with community initiatives and organizations.*

*The Marketing and PR Workgroup will support the work of this group by (1) developing a brief, compelling, data-driven case about the social and economic impacts of arts and culture, and the opportunity costs of doing nothing; and (2) helping create a merged database of patrons and audiences to deliver messages that shape the narrative about the importance of arts and culture to Milwaukee region.*