

SUPPORT FOR ARTISTS

Result: Local artists will have access to local financial resources, physical resources, and capacity building support to gain access to the local and national markets in order to earn a living or more of their living as artists.

We will **measure the effectiveness** of this result by annually surveying a significant and diverse cross-discipline sample of artists on whether the local market and supports for artists are improving.

Strategies and Results by July, 2019:

1. Build artists' entrepreneurial skills and ability to secure grants
 - *Launch first trainings or partnerships to support artist skills;*
 - *Evaluations demonstrate value of skill building and refine offerings;*
2. Increase access to spaces where artists can make and show/perform their work
 - *We will have begun inventory of spaces and requirements in new database available to artists;*
 - *We will identify supports artists need to access and contract such spaces and build capacity building support to help them;*
3. Promote the buying of local art and help patrons and audiences more easily access local arts
 - *Campaign branding completed, and multi-faceted campaign planned to support buying of local art;*
4. Build business partnerships to support artists through paying for art, providing pro bono support to artists, and leveraging artists creativity to support their workforce;
 - *Host event with business leaders to promote best practices and new partnerships between businesses and artists;*
5. Remove barriers and create incentives to support local artists creating, showing, and performing in Milwaukee
 - *Identify regulatory and other barriers and develop advocacy agenda for removing them;*
6. Promote Milwaukee's art scene regionally and nationally
 - *Develop PR case, stories, and plan; partner with Visit Milwaukee, MMAC, and others media influencers to promote our case nationally.*

Those who self-define as artists are looking for more opportunities to practice, rehearse, perform, show, and sell their art in Milwaukee. This includes physical spaces, networks, support for building entrepreneurial capacities, and markets of potential audience members and buyers. These artists range in disciplines that have different needs and interests. For example, dancers have different needs than visual artists; film-makers than singers, etc. Artists would like to see the narrative and expectation of "starving artists" shifted and for "buy local" and "Milwaukee made" to include more promotion of buying Milwaukee made art. We also think it is important to ensure that artists from diverse backgrounds experience equal access to physical and financial resources to practice and show their art. If artists feel supported in this city, it will help our arts and culture sector recruit and retain great artistic talent. If Milwaukee is viewed as more of a destination for arts, consumers and audience members from Milwaukee and nationally will feel more confident engaging with, experiencing, and purchasing local art.

We have created strategies informed by a recent survey of 170 Milwaukee artists and 7 artist networks. There is a perception among artists that Milwaukee doesn't realize what it has and do as much as other cities to nurture and support its artistic talent. They believe that beyond training, physical space, and partnerships, there are a number of tools and tactics that other cities have that could support their work, including an online portal, smartphone app with maps of galleries and calendar of performing and visual events, new showcases for patrons who enjoy the hunt for new artistic talent (e.g., a fringe festival), a re-invented gallery night, centralized ticketing, and audience education (many gallery visitors don't know they can negotiate price and even installment plans with artists). They also believe that there are ways Milwaukee leaders and institutions could promote our local artists and arts scenes to visitors and leaders from outside Milwaukee.

Six Month Agenda

1. Imagine MKE needs to gather more information on the current landscape of support for artists and gaps. It would also help to gather artists for a townhall or other type meeting to build trust in the process.
2. Priorities will be strategies 1 (capacity building for artists) and 5 (removing barriers and creating incentives)

Tactics/Activities:

- **Strategy 1 (Capacity Building for Artists):** Identify local and regional training, professional development opportunities that could benefit artists seeking to enhance their business and entrepreneurial skills. The group also agreed to begin compiling a list of local, regional and national opportunities and financial opportunities for artists including grants, exhibitions, residencies, fellowships, festivals and commissions.
 - **Strategy 5 (Removing Barriers & Creating Incentives):** Design a convening to get input from local artists and creatives to better understand the barriers to creating and performing in Milwaukee. The group has agreed to brainstorm a list of invitees.
3. We would like the Marketing and PR Workgroup to prioritize promotion of Milwaukee arts and artists.