



Editorial: Arts & Economic Development - Now Do We Get It?

We get the message.

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ARTS & ECONOMIC DEVELOPMENT - NOW DO WE GET IT?

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Yet another study. Yet the same results. The arts are a huge revenue generator for the local economy. Are you kidding me? Have we not yet gotten the message? Perhaps it was of some additional value to learn that the economic impact is even greater here in Dane County than other places. But this is getting a little ridiculous.

It's been at least 20 years now that various groups have been compiling data and it's all the same: the arts generate big bucks, nearly 150-Million dollars in Dane County in the study year 2010. Imagine what could be generated if we promoted the arts, provided support infrastructure, coordination and incentives. The arts should be part of every message we send out about the greater Madison region and why this is a great place to live and start a business. No more studies. Let's go.

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