

Craig, Sondra

From: Ben Richgruber <ben.richgruber@gmail.com>
Sent: Friday, October 27, 2023 10:58 AM
To: ZZ Council Members
Cc: Zachary Stensen; Marcou, Jacqui
Subject: Support the La Crosse Arts Board

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Hello,

I'm writing in full support of the La Crosse Arts Board proposal for a one time infusion of \$75,000 in ARPA funds.

The arts are an integral part of a thriving community, and funding the arts has been shown time and again to bring a strong return on investment.

Our neighbors (and occasional civic rivals) to the north in Eau Claire have been steadily increasing their investment in the arts, and WOW, the results are in. In 2016, direct economic activity from the arts totaled \$10.3M. Today, after years of community investments in the creative economy, the **direct economic impact is up 145%, to \$25.3M.**

This information is the result of the [Arts & Economic Prosperity](#) study, conducted every few years by the Americans for the Arts, with local [2022 results issued just this month.](#)

La Crosse, too, has a vibrant arts scene. The La Crosse Arts board has recently updated their grant process and redoubled their efforts to spotlight and grow the local creative economy. This \$75,000 investment, in addition to continued and expanded annual support from the city, will build the creative economy and lead to continued economic development for our city.

Thank you for your support,
Ben Richgruber
La Crosse, WI