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.