

Organization:	Creative Alliance Milwaukee
Location:	Milwaukee, WI
Website:	www.creativealliancemke.org
Social Media:	Twitter: @mkecreative Facebook: Creative Alliance Milwaukee YouTube: CreativeAllianceMke
Purpose:	Drive economic prosperity as a catalytic hub, growing our creative industries by leveraging applied creativity in education, commerce, and culture.
Definition of "Creative Industries":	Those individuals and businesses whose products and services originate in aesthetic, artistic or cultural content.
Goal(s):	<ul style="list-style-type: none"> • Support growing jobs and strengthen our creative industries. • Champion the value and role of creativity and innovation in schools, businesses and the community. • Serve as the regional matchmaker of creatives among for profit businesses, nonprofit organizations and artists. • Showcase the Milwaukee region's abundant creative talent through the development and execution of an image building campaign. • Evolve a collaborative operating model of strategic partnerships in order to provide services that bring value to our members, funders and the community at large.
Activities/Tactics:	<p><i>Support growing jobs and strengthen our creative industries.</i></p> <ol style="list-style-type: none"> 1. Aggregate a list of existing resources, tools and training to support any of the creative industries. 2. Work with Wisconsin Economic Development Corporation to grow our region and State's creative industries. 3. Work with MEDC and a local bank to finalize, package and market the low interest loan program "Creative Capital." 4. Work with the city's Office of the Creative Industries to develop an action plan. <p><i>Champion the value and role of creativity and innovation in schools, businesses and the community.</i></p> <ol style="list-style-type: none"> 1. Support development of a 'creative education curriculum' K-12 and conduct a community awareness program on the value of creative education to develop the workforce of the future. 2. Working with local educational institutions, host Milwaukee's first Creative Summit, focused on how creativity is the basis for innovative business results. 3. Continue to manage the MKE Arts education directory through current grant. <p><i>Serve as the regional matchmaker of creatives among for profit businesses, nonprofit organizations and artists.</i></p> <ol style="list-style-type: none"> 1. Become the aggregator of creative community events, happenings, resources, service organizations, etc. a) Offer a robust, virtual digital experience (aka, the Creative Hub – website, social media, etc.). b) Have a physical home of the Creative Hub where creatives connect, convene, learn, find business opportunities; and where businesses find creative talent. 2. Form strategic partnerships to attract and retain creative talent (e.g., Creative Talent Agency, Creative Milwaukee on Tour program).

	<p>3. Working with ART Milwaukee, provide creative and exciting events six times a year where creatives connect. <i>Showcase the Milwaukee region's abundant creative talent through the development and execution of an image building campaign.</i></p> <p>1. With funding from Spirit of Milwaukee, partner with Visit Milwaukee to create a regional image campaign, using local creative agencies and talent. <i>Evolve a collaborative operating model of strategic partnerships in order to provide services that bring value to our members, funders and the community at large.</i></p> <p>1. Determine what members want and find the right strategic partner(s) to develop it. 2. Strengthen the larger creative community by building up segment communities (film and media, culture and heritage, design, performing arts, visual arts and crafts). 3. Support MiKE (the design technology sector).</p> <p>Source: Creative Alliance Milwaukee Vision Statement & Strategic Plan</p>
Board:	20 members
Staff:	1 – President/Executive Director
Members:	37 – Platinum 11 – Gold 61 – Individual/Basic
History/Background:	<p>The Cultural Alliance of Greater Milwaukee was formed in 2005 by a group of cultural leaders who recognized the need for an umbrella organization representing the arts and culture sector in greater Milwaukee. Major activities in the early years included:</p> <ul style="list-style-type: none"> • The first geo-demographic research of over 227,000 culturally affiliated households • Audience development research and workshops • Hosting the national Americans for the Arts Conference, June 2006 • The first survey of our arts and culture organizations with the Public Policy Forum, 2006 • Participating in the Americans for the Arts: Arts & Economic Prosperity report, 2007 • Representing the arts and culture sector within and outside of the region • Encouraging policy development that supported a sustainable arts and culture sector <p>Directly influencing consumer awareness, access and attendance In 2008, the Cultural Alliance was commissioned by the Greater Milwaukee Committee to conduct an audit of the major cultural assets in the region, including a review of organized philanthropic support. This study, <i>The Cultural Asset Inventory of the Seven County Region</i>, made clear that the Milwaukee region has outstanding arts and cultural assets—and a fragile infrastructure. The study recommended a planning process for the creative community incorporating for-profit business, nonprofit arts and culture organizations, and individual artists and creatives.</p>

As a result of the initial study, ***Creativity Works! Milwaukee Regional Creative Industries Project*** launched in 2009 with the goal of inventorying and growing the Milwaukee seven county region's creative economy, meaning *those individuals and businesses whose products and services originate in aesthetic, artistic or cultural content*. After a summit of regional community leaders was held in February, followed by several gatherings with the creative community, it became clear that the scope and complexity of the project required outside assistance. After receiving a \$146,250 grant from the U.S. Department of Commerce and hiring national consultant group Mt. Auburn Associates, the project commenced.

In January of 2011, the report [Creative Industries A New Economic Growth Opportunity for the Milwaukee 7 Region](#) was released. The report recommended a strategic action plan for the region's creative sector. In order to implement those recommendations and serve the broader creative industries in the Milwaukee region, the Cultural Alliance became the Creative Alliance Milwaukee in April 2011, with the goal of adding jobs, small businesses, and increased creative capacity in our region that will ultimately lead to more innovation.

In April 2011, when Creative Alliance Milwaukee was launched, we worked to develop a vision and strategic plan, based upon all the good work contributed on the highly successful [Creativity Works!](#) project. Using that work as a starting point, we gathered a small group of artists, community, education, and business leaders to hone in on a more specific vision and plan to provide focus for the organization. During the fall of 2011, the [Creative Alliance Board](#) and [staff](#) worked to fine-tune the following proposed vision and plan – [Creative Alliance Milwaukee 2012 Vision and Strategic Plan](#).