

THE ARTS MEAN BUSINESS



Milwaukee's vibrant arts scene ranks as one of the best in the country, and it's the No. 1 draw for people to live and play downtown. But the arts also provide economic stability for the entire region, generating \$300 million worth of economic impact in Greater Milwaukee.



\$220.4 MILLION
SPENT LOCALLY
BY ARTS ORGANIZATIONS



THE ARTS CONTRIBUTE
\$33 MILLION
IN TAXES



\$79.3 MILLION
SPENT BY ARTS PATRONS
AT RESTAURANTS,
HOTELS & STORES



6,000 JOBS
LINKED TO THE ARTS

Support 14 world-class performing arts groups in Southeastern Wisconsin with a single donation to UPAF. Donate at www.UPAF.org.



UNITEDPERFORMINGARTSFUND



The nationally recognized Milwaukee Repertory Theater has generated \$100 million in economic activity over the past five years.

Michael J. Farina and cast in The Rep's 2017-18 production of "Guys and Dolls."
Photo by Michael Brosilow.

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