

# THE **creative** ECONOMY

*What if you had an art gallery on every corner of your neighborhood?*

The Kenosha example of **Union Park neighborhood** is a residential community hosting a variety of creative businesses, working together to improve quality of life.

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*What if the Kenosha community provided collaborative spaces to assure working creatives that they could pursue their passion and grow their career here, in place, ....or even return back to Kenosha after gaining experience elsewhere, and plug in.*

The Kenosha example of the **Kenosha Creative Space** as a platform for creative entrepreneurs to “plug in,” work together, engage in community art activities and educational enrichment.

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*What if Kenosha recognized that fostering creativity in all forms from childhood and beyond is a skill that “feeds” innovation and new ideas in businesses of all types.*

The Kenosha example of **Kenall Manufacturing** is a patent holder of emerging lighting technology, fosters a company culture that develops talent from within and strives to provide colleagues enriching careers.

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*What if Kenosha recognized, nurtured and grew its own organic base of creative businesses and careers?*

The Kenosha example of **Equity Creative**, is a international leader in quality graphic design products that invests to develop local talent for creative careers.

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Snap-on International, Tri-City National Bank,  
Kenosha County UW-Extension

# Kenosha Creative Economy Strategic Plan

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## **Objective 1: Business Partnerships & Philanthropy**

Fostering robust connections between commerce and culture. Establishing sustainable, dedicated sources of funding for creative projects and organizations.

*“I don’t want donors to engage in a simple financial transaction—why not offer genuine partnership? Let’s discover ways to offer more return for their investment ”*

*- Kenosha-area arts funder*

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## **Objective 2: Community Marketing**

Enhancing community marketing through the coordination of existing efforts and establishment of a centralized clearinghouse for

*“Communication between the different groups [is a challenge] but it’s the best way for everyone to be on the same page and know what’s going on.”*

*-Private sector interview respondent*

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## **Objective 3: Neighborhood Revitalization Through the Arts**

Engaging residential communities in meaningful creative programming and locally-based economic development efforts

*“...the presence of artists in a neighborhood can be a powerful magnet for urban revitalization.”*

*Artspace Preliminary*

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## **Objective 4: Downtown Revitalization and Entrepreneurship**

Encouraging downtown revitalization and entrepreneurship activity through a creative collaborative hub

*“As less emphasis is placed on manufacturing, more emphasis can be placed on creating spaces that encourage a creative, innovative and entrepreneurial focus”*

*-Chrysler Development Plan*