



Contact: Sheila Smith, Executive Director  
Minnesota Citizens for the Arts  
651-251-0868 / [she-mca@mtn.org](mailto:she-mca@mtn.org)

March 8, 2007

**“Artists Count” Finds Artists in the Seven County Metro Area Have \$152.5 Million in Annual Economic Impact**

**Statewide study also finds that artists are twice as likely as other Minnesotans to go without health insurance.**

A new study released by **Minnesota Citizens for the Arts** on March 8<sup>th</sup>, 2007, as part of Arts Advocacy Day at the Minnesota State Capitol reveals artists in the Seven County Metro Area had a **\$152.5 million** dollar annual impact on Minnesota’s economy, supporting more than **4400 full-time jobs** and delivering **\$17.8 million in state and local government revenue**.

These regional findings are part of a statewide study that shows artists in Minnesota had a total statewide economic impact of **\$205.2 million dollars**. However, the study also found, on the whole, that Minnesota artists are **twice as likely as other Minnesotans to go without health insurance**.

The health insurance figures were part of the “Artist Quality of Life” section of *Artists Count*, which looked at the percentage of artists covered by retirement plans and frequency of volunteerism and voting.

“*Artist Count: The Economic Impact of Minnesota’s Individual Artists* identified nearly **20,000 artists** living in every corner of Minnesota, including full-time, part-time, and retired/hobbyist artists,” said Sheila Smith, Executive Director of Minnesota Citizens for the Arts. “We believe

this is a conservative estimate of the number of artists in our state. Artists are a contributing factor to economies and communities in every region of Minnesota, but we were dismayed by the high rate of the uninsured.”

The study found 12,256 artists living in the Seven County Metro Area. For the purposes of the study, the Seven County Metro includes: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties.

The study, primarily funded by **The McKnight Foundation**, was conducted by **Minnesota Citizens for the Arts**, **Springboard for the Arts**, and the **Minnesota Craft Council** in 2006. Fifty Minnesota arts organizations including the **Metropolitan Regional Arts Council** partnered in the data collection, which asked artists to report their spending, income and other data from 2005.

“As a professional modern dancer without insurance, I injured my ankle and had to go to an emergency room for treatment. Without insurance, I was forced to pay more,” said Sandra Augustin, who is also Executive Director of the National Association of Artists’ Organizations. “Having an affordable, individual healthcare plan is essential for low-income individuals, many of whom are artists.”

Minnesota Citizens for the Arts (MCA) is producing a number of studies on the arts in Minnesota. Last year MCA and the Forum of Regional Arts Councils produced *The Arts: A Driving Force in Minnesota’s Economy* (found at [www.mncitizensforthearts.org](http://www.mncitizensforthearts.org)) about the economic impact of arts and culture organizations and their audiences. **These previous studies included a look at the economic impact of arts organizations in the Seven County Metro Area.**

This new report focuses specifically on individual artists, who were excluded from the previous studies. **Added together, the economic impact of artists, organizations and their audiences statewide in Minnesota is over \$1 billion per year, and in the Seven County Metro Area is \$872 million per year.**

## **FINDINGS: ECONOMIC IMPACT OF ARTISTS**

Altogether, in 2005, Minnesota's individual artists made artistic expenditures of **\$250.1 million**. **Eighty two** percent of those expenditures were made to local merchants and businesses with an in-state total impact of **\$205.2 million**. This spending supported **5,937** jobs and **\$171.8 million** in resident household income. Expenditures of individual artists generated **\$5.2 million** in local government revenue and **\$18.8 million** in state government revenue.

**The Seven County Metro Area was one of six regions included in the study.** Sixty two percent of Minnesota's artists live in the Seven County Metro Area. In 2005, spending by these individual artists had a total economic impact of **\$152.5 million**. **The highest in the state in terms of artistic expenditures**, this area supports **4,402 full-time jobs** and generates **\$3.7 million in local government revenue** along with **\$ 14.2 million in state government revenue**.

“As an artist and an educator, I have an acute awareness of how individual artists enrich our lives here in Minnesota. They allow our young people, our communities and our state to reap the benefit, both economically and creatively, of the glorious and infinite ideas of the mind and gestures of the heart. Although many recognize the intrinsic value of the arts, this study illustrates the value of our creative culture in a more tangible way,” said artist T. Mychael Rambo.

## **HEALTH INSURANCE**

While the focus of this study is the economic impact of individual artists, is also investigated Minnesota artists' quality of life. The study found a major concern in terms of health insurance. **Fourteen percent of Minnesota artists are not covered by insurance**, compared to 7 percent of the general population of Minnesotans who are uninsured. Another **23 percent of artists rely**

**on a spouse, partner or family member for coverage, while 28 percent of artists are paying for individual plans.**

**The Seven County Metro Area, 14 percent of artists were completely uninsured, 21 percent relied on their family, and 29 percent were paying for individual plans.**

“We believe a great majority of those individual plans are high deductible or catastrophic-only coverage, which doesn’t help artists with daily or preventative health care,” said Laura Zabel, Executive Director of Springboard for the Arts. “It is alarming that such high percentages of artists are unable to provide themselves with proper insurance coverage. More research needs to be done as to why artists are so much less likely than the general public to be insured. Partly, this reflects the problems America is having in providing health care to all its citizens. When policy makers are looking at ways to make sure that all Americans have access to health care and to a secure retirement, attention should be directed at why artists are so much less likely to be insured.”

## **ARTIST INCOME AND EXPENSES**

**Only 24 percent of the artist population reports that they are working full-time on their art.** Sixty percent report they are working part-time in the arts and the remaining 16 percent are artists who do not receive payment for their work, including retired and hobbyist artists.

For the artist population as a whole, 71 percent of their income was *not* from artistic work, with only **29 percent of their income coming from their art.** Full-time artists, of course, rely more on their artistic income for their living, reporting an **average income from their art of \$34,342.** Average artistic expenditures for full-time artists was \$26,177.

Unsurprisingly among the six regions studied, the Seven County Metro Area leads by a wide margin in every economic indicator including economic impact from artistic expenditures, jobs created, household income generated, and state and local government revenue. **Twenty six** percent of the Metro’s artists reported they **work full-time in the arts**, which is second only to

the Arrowhead's 30 percent. This area also had the lowest percentage of artists reporting themselves to be retired/hobbyists (14 percent). **Average artistic expenditures** by this area's artists (full-time, part-time, retired/hobbyist) during 2005 were **\$14,773 per artist** compared to the state average of \$13,572. While total income for artists in this area was \$153.6 million per year, that represents only 29 percent of total individual income for these artists. Artistic income for artists in this area averages only \$12,529.

## **COMMUNITY AND CIVIC ENGAGEMENT**

In addition to their economic contributions to Minnesota's economy, Minnesota artists are active and engaged in their communities, volunteering and voting at higher levels than the general public both in Minnesota and nationwide. **Eighty one percent of Minnesota artists reported that they volunteer in their community** at least once each month compared to relatively high 67 percent of the general Minnesota public and only 27 percent of all Americans. The volunteer time contributed by Minnesota's individual artists represents a donation of time with a conservatively estimated value of **\$2.1 million** annually.

"The artists in my community represent possibly every art form...designers, film makers, sculptors, dancers, jewelry artists, photographers...all of whom volunteer, work, create, and inspire the communities they interact with. I can't name one thing in my neighborhood an artist has not contributed to in some way," said artist Ta-coumba Aiken.

In terms of civic participation, **82 percent of artists report they "always" vote**, 16 percent "sometimes" vote, and only 2 percent "never" vote. When compared to the very high voting rates of the general Minnesota public at 77 percent and all Americans at 58 percent, artists' civic participation is exceptionally high.

**The Seven County Metro Area's artists also reported high participation rates. Eighty percent of artists report they volunteer** in their communities at least once each month. An even higher **81 percent** of this areas artists report they **"always" vote**, 17 percent "sometimes" vote, and only 2 percent "never" vote.

Artists are very engaged with their communities, volunteering and voting to a higher degree than the rest of the population. Our communities would be diminished without the many and varied contributions of our artists. Just as we look for ways to ensure that our communities are “hospitable” places for businesses to locate and thrive, we must make certain that our artistic resources are nurtured as well.

## **RECOMMENDATIONS**

The cultural contributions of Minnesota artists are self-evident. Every time we participate in an art crawl or music festival, see an August Wilson play in our home town, use a ceramic bowl made by Warren Mackenzie, see a Judy Onofrio sculpture, or enjoy a performance by Low or the St. Paul Chamber Orchestra we are reminded of Minnesota’s contributions to America’s cultural energy. Young people seeing that Minnesota artists have “made it” are provided role models to help them decide they can follow their individual dreams and live a full and creative life here and in the world. An environment that supports artists is an environment that encourages bright, creative people to make a living and a life here in Minnesota.

How can we, as individuals, help artists thrive in Minnesota? Here are some things that we suggest:

- Support increased funding at the local, state and national level for individual artists and the organizations that employ and assist them.
- Insist that public art be a part of new building projects in your neighborhood, county and state.
- Ask Congress to pass the Artists’ Deduction bill, which would allow artists to deduct the full market value of a work of art donated to a charity.
- Attend local dance and theatre productions, buy local art, and see local bands.
- Commission a piece of art or a song to commemorate events in your life.
- Enroll your child in art classes, music lessons, or an after school theatre program.
- Serve on a board of directors or volunteer for an organization that works with artists.
- Take a class or attend a workshop to create your own art and explore your own creative passions.

*Artists Count: The Economic Impact of Minnesota's Individual Artists* demonstrates that investment in the health and vitality of individual artists and their artwork yields significant economic benefits in every region of our state. Data from this study will be used to advocate for the arts and artists at all levels because this report shows conclusively that individual **artists count** as a significant contributor to Minnesota's economy and to our quality of life.

*Background on study partners provided below.*

###

## **BACKGROUND ON STUDY PARTNERS:**

*Artists Count: The Economic Impact of Minnesota's Individual Artists (2007)* is a statewide study conducted by lead organizations **Minnesota Citizens for the Arts (MCA)**, **Springboard for the Arts**, and the **Minnesota Crafts Council (MCC)**, and was primarily funded by the **McKnight Foundation**. Many additional partners assisted in the data collection and are listed in the complete report. The lead organizations contracted with **Americans for the Arts** to create the economic models for the statewide and six regional area studies, and to also provide secure web-based surveying tools.

## **LEAD ORGANIZATIONS**

### **Minnesota Citizens for the Arts**

2233 University Ave. W. #355, St. Paul, MN 55114

651-251-0868

[staff@mncitizensforthearts.org](mailto:staff@mncitizensforthearts.org)

[www.mncitizensforthearts.org](http://www.mncitizensforthearts.org)

Minnesota Citizens for the Arts is a statewide arts advocacy organization whose mission is to ensure opportunity for all people to have access to and involvement in the arts. MCA organizes the arts community and lobbies the Minnesota State Legislature and Congress on issues pertaining to the nonprofit arts and conducts original research. MCA works with over 42,000 arts advocates in Minnesota. For more information on MCA, this project or statistics about the arts in Minnesota, please contact MCA Executive Director Sheila Smith at the above number or view MCA's website.

### **Springboard for the Arts**

308 Prince Street, Suite 270, St. Paul, MN 55101

651-292-4381

[info@springboardforthearts.org](mailto:info@springboardforthearts.org)

[www.springboardforthearts.org](http://www.springboardforthearts.org)

Springboard for the Arts' mission is to cultivate a vibrant arts community by connecting artists with the skills, contacts, information and services they need to make a living and a life. For over

20 years, Springboard has served individual artists and their organizations with one-on-one consulting, on-line resource guide and job listings in the arts, workshops, the Artist Loan Fund, Emergency Relief Fund, Artist Access to Health Care (AAH) and other resources. Springboard for the Arts is based in Saint Paul, MN and serves the 5-state upper Midwest.

### **Minnesota Craft Council**

The Minnesota Crafts Council, an artist member organization for over 30 years, has been responsible for the Minnesota Crafts Festival and the MCC Fall Show, two premier juried venues exhibiting the work of over 100 fine craft artists at these annual events. MCC published the Craft Connection, a quarterly magazine featuring fine craft artists, and produced professional and aesthetic development workshops. MCC's signature work was programming for artists by artists. The Council's participation in this study was its last activity, as it closed its doors in February of 2007.

### **The McKnight Foundation**

710 South Second Street, Suite 400, Minneapolis, MN 55401

612-333-4220

[www.mcknight.org](http://www.mcknight.org)

The McKnight Foundation, a Minnesota-based private philanthropic organization, seeks to improve the quality of life for present and future generations. Through grant making, coalition-building, and encouragement of strategic policy reform, we use our resources to attend, unite, and empower those we serve.

### **PARTNER ORGANIZATIONS**

American Composers Forum

American Association of Woodturners

Americans for the Arts

Arrowhead Regional Arts Council

Art Educators of Minnesota

Bryant Lake Bowl

Center for Hmong Arts & Talent

Central Minnesota Arts Board

COMPAS

Cornucopia Art Center

East Central Arts Council

Five Wings Art Council

Forum of Regional Arts Councils of Minnesota

Illusion Theater

Intermedia Arts

Lake Elmo Regional Arts Center

Lake Region Arts Council

The Loft

Lyric Center for the Arts

MacPhail Center for Music

Metropolitan Regional Arts Council

Minnesota Center for Book Arts

Minnesota Fringe Festival

Minnesota State Arts Board

Minnetonka Center for the Arts

MMEA (Minnesota Music Educators Association)  
mnartists.org, a program of the Walker Art Center

National Association of Artist Organizations

National Writer's Union-Twin Cities Chapter

Northern Clay Center

Northwest Regional Arts Council

Perpich Center for Arts Education

Prairie Lakes Regional Arts Council

Region 2 Arts Council

The Southern Theater

Southeast Minnesota Arts Council Inc.

Southwest Minnesota Arts and Humanities Council

St. Paul Art Collective (St. Paul Art Crawl)

SteppingStone Theatre for Youth Development

Textile Center

Theatre in the Round Players

Thirst Theater

Twin Cities Theater and Film

Uptown Association/Uptown Art Fair

VSA Arts of Minnesota

Young Audiences of Minnesota