



1.10.18

Contacts: Sheila Smith, 651-251-0868
Executive Director, Minnesota Citizens for the Arts
Kim Citrowske, 218.299.5333
Assistant City Planner, City of Moorhead

New Creative Minnesota 2017 Study of Clay County Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and the City of Moorhead released a new study today indicating that the arts have a large impact on Clay County.

“Nonprofit arts and culture organizations contribute to the vibrancy of Minnesota’s economy and quality of life and make our state a magnet for jobs and businesses. Now we can quantify that in Clay County,” said Sheila Smith, Executive Director of Minnesota Citizens for the Arts. “In addition to providing life changing experiences, educational opportunities and accessibility to audiences of all ages in their stages and museums, arts and culture organizations are important employers and economic engines.”

“I see investment in art as a win-win for my city,” said Del Rae Williams, Mayor of the City of Moorhead. “My citizens expressed interest in more art in our community. It’s a quality of life issue for them. The double-win for my city is that art is also an economic development driver. It is my goal to make art an integral part of Moorhead’s growth and plans to move forward. This study will help connect the dots between development and art.”

As the most comprehensive report ever done of the state’s creative sector, *Creative Minnesota 2017* fills in the gaps of available information about Minnesota’s cultural field and seeks to improve our understanding of its importance to our quality of life and economy. *Creative Minnesota 2017* quantifies the impact and needs of Minnesota’s artists and creative workers and nonprofit arts and culture organizations. The report includes both new, original research and analysis of data created by others.

All Creative Minnesota research is available for free at **CreativeMN.org**.

CLAY COUNTY HIGHLIGHTS:

- The total economic impact of nonprofit arts and culture organizations, their audiences, and artists and creative workers in Clay County is \$9.6M annually.
- Clay County is a role model among our 15 Minnesota study areas. Clay County ranks 6th in population size, but outperforms the other areas by being 2nd in attendance, 3rd in organizational spending and total attendee & organizational economic impact, local and

- state governmental revenues, and 4th in attendee spending
- The economic impact of audiences alone in Clay County is \$2.6M. These audiences are spending money in the area that would not otherwise be there
- Clay County can also celebrate over \$3 million in total economic impact from the spending of its artists and creative workers, who are earning close to a \$1 an hour more than the average county wage for all workers

"The arts and culture are known for having broad and deep economic impacts in communities. We have seen the impacts in our own community," said Carrie Wintersteen, Executive Director of Theatre B and Chair of the Moorhead Art and Culture Commission. "The arts and culture sector were instrumental in spreading the impacts of the Renaissance Zone in downtown Fargo. Community investments such as Bluestem Center for the Arts have further expanded the reach of attractions in our region. Much of our data, however, is regional rather than local. Participating in the Creative MN study gave the Moorhead Art and Culture Commission an opportunity to look more specifically at the impacts of the arts and culture sector in the City of Moorhead. We know that Moorhead has strong institutions, a healthy network of individual artists, and a vibrant arts sector serving all ages. The Creative MN study has been a useful tool to help guide our planning as we develop our vision for the future of arts and culture in Moorhead."

LOCAL ORGANIZATIONS PARTICIPATING IN THE STUDY INCLUDED:

Barnesville Potato Days, City of Barnesville/History Project, City of Moorhead, Concordia College, Concordia Percussion Ensemble, Dilworth Glyndon Felton School, Fargo-Moorhead Chamber Chorale, Fargo-Moorhead Choral Artists, FM LGBT Film Festival, Friends of the Moorhead Minnesota Library/Lake Agassiz Regional Library, Gooseberry Park Players, Hawley High School, Heritage Education Commission, Historic Comstock House, Historical and Cultural Society of Clay County & Hjemkomst Center, Master Chorale of Fargo-Moorhead, Minnesota State University Moorhead, Minnesota's Historic Northwest, Moorhead Community Access Television Corporation, New Rivers Press, Nordic Culture Clubs, Rourke Art Gallery Museum, The Arts Partnership, Theatre B, Trollwood Center for Performing Arts and Blustem Amphitheater, Ulen-Hitterdal Community Education AKA Top Hat Theatre

Cindy Graffeo, Executive Director of the Moorhead Economic Development Authority said, "The arts are an undeniable economic driver. Any community that overlooks or undervalues the arts is missing opportunities and leaving a valuable tool unused in their toolbox. Companies won't look at or locate in communities they don't also want to live in. The arts ensure a quality of life that communities need to truly be competitive when it comes to economic development."

Tim Beaton, JD, Executive Director of Fargo-Moorhead Area Foundation, said, "I have always considered Moorhead to be in arts colony that only needs to be identified as such. Music, painting, sculpture, theater, and the list goes on. It's all here. We only need to emphasize its existence and acknowledge its contribution to our lifestyle and our economy."

'The John S. and James L. Knight Foundation in 2007 (commissioned) The Soul of the Community study (which) showed a significant correlation between community attachment and economic growth. The study determined that highly attached residents were more likely to want to stay in their communities, increasing the number of talented, highly educated workers striving to positively affect economic growth. The three attributes identified as most related to attachment...were social offerings, openness and aesthetics. In a broad sense, the arts addresses all three of these key attributes. Displaying and sharing art from many cultures creates the opportunity for inclusion and understanding. The access to arts everywhere provides an increased opportunity for social interaction. And it goes without saying that art, particularly public art, can add to the aesthetics of the community."

OTHER LOCAL FINDINGS:

ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE SECTOR:

- In Clay County the study found that the **combined economic impact of nonprofit arts organizations, their audiences and artists and creative workers in is \$9.6 Million annually**. This includes
 - **\$4 Million** spent by nonprofit arts organizations,
 - **\$2.6 Million** spent by **159,357 attendees**,
 - and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$3 Million**.
- This economic impact represents an infusion of \$155.62 per county resident into the local economy from the arts and culture.

IMPACT AND NUMBER OF NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

- **26 nonprofit arts and culture organizations in Clay County served 159,357 attendees** at arts and cultural events in 2014. This number includes 10,325 K-12 students served annually.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN MN BY DISCIPLINE	
PERFORMING ARTS	10
ARTS MULTIPURPOSE	5
HISTORY & HISTORICAL PRESERVATION	5
OTHER*	1
VISUAL ARTS & ARCHITECTURE	3
MEDIA & COMMUNICATIONS	1
LITERARY ARTS	1
TOTAL	26

**OTHER includes science and children's museums, zoos, and arts and culture programs housed in non-arts nonprofits and local governments.*

- The economic impact of **just nonprofit arts and culture audiences in this region totaled \$2.6 Million**. This spending at local businesses is above and separate from the cost of the ticket to the event, and includes spending in restaurants, gas stations, and other local businesses by attendees on the way to and on the way home from an event. The average spent by an attendee is \$16.39, and is money that would not have been spent in the community unless the event had occurred. Non-locals spend even more, bringing dollars to the community that would otherwise not be there.

- Nonprofit arts and culture organizations, attendees, and artists in Clay County also generate **\$967,068 in state and local government revenues** and support 180 FTE jobs which generate an additional \$4 million in resident household income.

LOCAL ARTISTS AND CREATIVE WORKERS:

- *Creative Minnesota 2017* found that there are over **755 artists and creative workers** in Clay County. Creative workers are defined as people who make their living wholly, or in part, by working for for-profits, non-profits, or self-employed, in 41 creative occupations.

- These occupations include:
architects, choir directors, curators, librarians, art directors, craft artists, fine artists including painters, sculptors and illustrators, multimedia artists and animators, commercial and industrial designers, fashion, graphic and interior designers, set and exhibition designers, actors, producers and directors, dancers, choreographers, music directors and composers, musicians and singers, editors, writers and authors, sound engineering technicians, photographers, camera operators
- The most common creative worker jobs in the county are in **Photography, Music and Writing.**
- Surprisingly, the average hourly wage for creative workers in Clay County is \$18.30, which is **above the average worker wage** of \$17.45.
- The direct spending of just the artists and creative workers in the community generates **\$351,361 in state and local government revenues.**

OTHER STATEWIDE HIGHLIGHTS:

STATEWIDE ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE SECTOR:

- Statewide, the study found that the **combined economic impact of nonprofit arts organizations, their audiences and artists and creative workers is over \$2 billion annually.** This includes \$819 million spent by nonprofit arts organizations, \$564 million spent by audiences, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of \$644 million.
- Just looking at the economic impact of nonprofit arts and culture organizations, Minnesota has **double the arts economy of Wisconsin** even though we have nearly the same population, **ten and a half times** the arts economy of Kansas and **twelve and a half times** the arts economy of South Dakota.
- Statewide, state and local government revenue from the arts sector exceeded \$222 million, including income and sales taxes.

STATEWIDE IMPACT AND DEMOGRAPHICS OF ARTISTS AND CREATIVE WORKERS:

- *Creative Minnesota 2017* found that there are over **104,000 artists and creative workers** in Minnesota whose **spending in the state totals \$644 million annually.**
- **24 percent of self-identified artists in Minnesota are employed full-time as artists, 42 percent are employed part-time,** and the rest, 34 percent, are retired, hobbyists or students.

STRONGEST NEEDS FOR ALL MINNESOTA ARTISTS:

- **SPACE TO WORK:** Artists desire spaces and tools of their own to do their work – but not in solitude.
- **CONNECT:** Artists have strong interest in opportunities to form connections and serve communities.
- **LEARN:** Artists embrace and are seeking more learning experiences, experienced artists would like to pass on their skills, younger artists are looking for mentors.

- **EARN:** Artists remain ambitious about developing paying audiences and generating income from their work, but their identities as artists and the non-monetary value they derive from their practice are strong regardless of earnings.
- **AUDIENCE:** Artists desire to reach wider audiences and markets.

STATEWIDE IMPACT AND NUMBER OF NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

- **1601 nonprofit arts and culture organizations in Minnesota** served **22 million attendees** at arts and cultural events in 2014.
- These organizations serve **3.8 million K-12 students**, hosting **29,318 school group visits** each year. There are approximately 900,000 K-12 students in Minnesota, so on average every student is participating four times a year in arts and culture activities provided by these nonprofits.
- The economic impact of just the participating organizations and their audiences totaled \$1.4 billion, **an increase of \$185 million since our previous study in 2015**. This is primarily due to an additional 332 participating organizations, but also includes a **1.5 percent increase in impact** by the organizations participating in both studies.

STATEWIDE PUBLIC OPINION POLLING ON THE ARTS:

Minnesotans strongly believe the arts and culture are important to their quality of life, and Minnesotans attend and participate in the arts more than other Americans:

- **76%** of Minnesotans, compared to 68% of all Americans, attend arts and culture events
- **63%** of Minnesotans, compared to 49% of all Americans, are personally involved in creative activity in their everyday life
- **91%** of Minnesotans believe that people who create art are contributing something important to their communities
- **90%** of Minnesotans believe that arts & cultural activities help make Minnesota an attractive place to live and work
- **82%** of Minnesotans believe it's important to have the opportunity to express themselves creatively or to experience the creativity of others every day

ABOUT CREATIVE MINNESOTA

Creative Minnesota is a long-term collaborative initiative of statewide arts and culture supporting organizations in partnership with Minnesota Citizens for the Arts (MCA). Creative Minnesota's first round of studies, released in February 2015, looked at the economic impact of the nonprofit arts and culture organizations in the state's 11 arts regions and at the state as a whole. The second round in October 2015 looked at the economic impact of nonprofit arts and culture organizations in 17 Minnesota cities and counties. The 2017 study expanded its scope to look at the impact and needs of Minnesota's artists and creative workers. All *Creative Minnesota* research is available for free at **CREATIVEMN.ORG**.

The *Creative Minnesota* team includes **Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, Bush Foundation, Mardag Foundation, and Jerome Foundation**, with in-kind support from the **Minnesota Historical Society** and others.

Highlights of Creative Minnesota 2017's Data Sources:

ORIGINAL RESEARCH:

- **"Artists Count" Survey** of 2100 Minnesota artists by **Creative Minnesota** done with 194 organizational partners in 2016.
- **"Artists Thrive" Survey** of 800 Minnesota artists by the **Minnesota State Arts Board** in 2015.
- Analysis and Update of economic impact data of 1601 nonprofit arts and culture organizations

ANALYSIS OF OTHER DATA SETS WITH MANY PARTNERS:

- **Center for Urban and Regional Affairs (CURA), University of Minnesota** analysis and mapping of *"Artists and Arts Workers in the United States"* from the Quarterly Census of Employment and Wages
- **Minnesota Compass** analysis of Integrated Public Use Microdata Series from the U.S. Census Bureau, American Community Survey 2010-2014, on arts participation
- **Minnesota Center for Survey Research, University of Minnesota**, Public Opinion Polling, *2014 and 2015 State Surveys*
- **Center for the Study of Art and Community**, literature review, synthesis and analysis by Bill Cleveland.
- **For a full list, download the report at www.creativeMN.org**

The Legacy Amendment

The Legacy Amendment was passed by a statewide vote of the people of Minnesota in 2008 to dedicate a portion of the state's sales tax to create four new funds for 1. land conservation, 2. water conservation, 3. parks and trails, and 4. arts and culture. The legislature appropriates the dollars from the Legacy Arts and Culture Fund to the Minnesota State Arts Board, Regional Arts Councils, Minnesota Historical Society and other entities to provide access to the arts and culture for all Minnesotans.

Major Sponsoring Organizations:

- **Minnesota Citizens for the Arts (MCA)** 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 40,000 arts advocates in Minnesota. 651-251-0868, www.artsMN.org @MNCitizen
- **The McKnight Foundation:** www.mcknight.org
- **Target:** <https://corporate.target.com/corporate-responsibility>
- **Bush Foundation:** www.bushfoundation.org
- **Mardag Foundation:** <http://www.mardag.org/>
- **Jerome Foundation:** <http://www.jeromefdn.org/>
- **The Minnesota State Arts Board:** <http://www.arts.state.mn.us/>
- **Forum of Regional Arts Councils of Minnesota:** <http://www.arts.state.mn.us/racs/forum.htm>
- **Minnesota Historical Society:** <http://www.mnhs.org/about>
- **Ideas that Kick:** www.ideasthatkick.com
- **Americans for the Arts:** www.AmericansForTheArts.org
- **CURA Center for Urban and Regional Affairs, University of Minnesota:** <http://www.cura.umn.edu/>
- **Minnesota Compass:** <http://www.mncompass.org>
- **City of Moorhead – Art in Moorhead** <http://www.cityofmoorhead.com/departments/planning-and-neighborhood-services/planning-and-zoning/art-in-moorhead>

###