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New Creative Minnesota 2017 Study of HUBBARD COUNTY Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and Park Rapids Lakes Area Arts Council released a new study today indicating that the arts have a large impact on **Hubbard 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 for Hubbard 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 have long been an advocate of justifying the arts for art’s sake. It’s so important that the arts are valued for their contribution to quality of place –important to a community, its visitors, and to its potential residents and businesses. The arts have made the Park Rapids Lakes Area a great place to live. Now, because of the work done by Creative Minnesota, we can demonstrate the significance the arts play in the economic development of a community,” said Paul Dove, Chair, Park Rapids Lakes Area Arts Council.

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**.

HUBBARD COUNTY HIGHLIGHTS:

- The **total annual economic impact** of 15 arts and culture organizations, their audiences and 170 artists and creative workers in Hubbard County is **\$1.6 Million**.
- **Hubbard county** enlists the power of 15 small but mighty **arts and culture organizations to prompt close to half of a million dollars in audience spending**. The economic impact of **just nonprofit arts and culture AUDIENCES** in this region totaled

\$498,063. This spending at local businesses by 24,000 attendees to their performances, arts crawls, concerts and activities 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 \$20.87, 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.

- **State and local government revenues generated** from arts activity in Hubbard County are nearly **\$200,000 annually.**
- In sum, a diverse, innovative and active set of organizations and artists are doing impressive work in serving their audiences, while positively impacting the county's economy. This report can serve as a baseline for measuring the arts sector's growth in the future.

Cynthia Jones, Park Rapids Downtown Business Association said, "The arts play a major role in broadening the appeal of Park Rapids and the surrounding county as a destination to local citizens, seasonal residents and tourists. Retirees, as well as young people returning to Park Rapids and the area, want and expect artistic experiences both for themselves and their families. Such experiences not only add vibrancy but contribute significantly to the overall economy of the area as this report dramatically identifies."

OTHER LOCAL FINDINGS:

IMPACT AND NUMBER OF NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

- **15 nonprofit arts and culture organizations** in Hubbard County served **close to 24,000 attendees** at arts and cultural events in 2014. This number includes **over 4,000 K-12 students** served annually.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN MN BY DISCIPLINE	
PERFORMING ARTS	8
ARTS MULTIPURPOSE	2
HISTORY & HISTORICAL PRESERVATION	2
OTHER*	
VISUAL ARTS & ARCHITECTURE	1
MEDIA & COMMUNICATIONS	
LITERARY ARTS	1
HUMANITIES	1
TOTAL	15

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

- Direct spending by nonprofit arts and cultural organizations was close to \$300,000 in Hubbard County.
- This spending, when combined with audience spending, supported 15 Full-Time-Equivalent (FTE) jobs in Hubbard County.
- The total Resident Household Income generated by organization and audience spending on Arts and Culture is over \$366K.

LOCAL ORGANIZATIONS PARTICIPATING IN THE STUDY INCLUDED:

- Friends of Itasca State Park
- Headwaters Center for Lifelong Learning
- Heartland Concert Association
- Helga Township
- Hubbard County Historical Society
- Nemeth Art Center, Inc.
- Nevis Public Schools
- Northern Light Opera Company
- Park Rapids Area Community Band
- Park Rapids Classic Chorale
- Park Rapids Community Ed Park
- Rapids Lakes Area Arts Council
- Park Rapids Library
- PRCDC Second Street Stage
- Upper Mississippians

LOCAL ARTISTS AND CREATIVE WORKERS:

• *Creative Minnesota 2017* found that there are **170 artists and creative workers** in Hubbard 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 **Photographers, Musicians and Singers, and Writers.**
- Surprisingly, the average hourly wage for creative workers in Hubbard County is \$17.25, which is **\$1.47 above the average worker wage** of \$15.78.
- The direct spending of artists and creative workers in the community generates **\$121,299 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:

Download the full *Creative Minnesota 2017 study* at **CreativeMN.org** for details.

Nonprofit Arts and Culture Organizations: size, number, and economic impact, state and local government revenues: *Creative Minnesota Study 2017* page 35, Section V, plus additional local original data collection.

Nonprofit Arts and Culture Audiences: number, per person spending, economic impact: *Creative Minnesota Study 2017* page 35, Section V, plus original local data collection, and 2015 audience intercept surveys of 3400 arts and culture attendees in Minnesota.

Artists and Creative Workers: number, demographics and economic impact: *Creative Minnesota 2017*, Page 33, Sections I and II.

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, [@MNCitizen](http://www.artsMN.org)
- **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>
- **Park Rapids Lakes Area Arts Council** <http://www.prlaac.org>

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