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New Creative Minnesota 2017 Study of the City of Eagan Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts, the City of Eagan, Eagan Art House, and Eagan Art Festival released a new study today indicating that the arts have a large impact on the City of Eagan

“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 the City of Eagan.” 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.”

“The art and nonprofit organizations in Eagan provide a valuable asset to our city,” said - Wanda Borman, Executive Director of the Eagan Art Festival. “Artistic disciplines provide deep self-awareness and eliminate cultural barriers, building opportunities for new connections in communities. Eagan organizations including the Eagan Art House, Caponi Art Park, the Eagan Art Festival, Art Works Eagan and the Eagan Theater Company and others bring new visitors to the city and connect the community in unique ways. We look forward to seeing the strength of the economic impact that the arts and non-profits are having in our Eagan Community.”

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**.

CITY OF EAGAN HIGHLIGHTS:

NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

- **The City of Eagan** can be celebrated for the impressive economic impact from nonprofit arts and culture organizations and their audiences with an **annual impact of nearly \$5 million per year**.
- **Eagan's** diverse mix of arts and cultural organizations drew **104,845 audience members** to the city's activities and events, including over **13,000 K-12 students, who spent nearly \$3 million annually**, bringing money to town that would not otherwise be there.
- Spending by nonprofit arts and cultural organizations and audiences supported also **generated over half a million dollars in additional state and local government revenues**.

ARTISTS AND CREATIVE WORKERS:

- While **Dakota County** ranks 3rd among study areas in population, it ranks 2nd among study areas in having **\$57 million in annual economic impact** from the spending of over **8,300 artists and creative workers**.
- This also makes Dakota County 2nd in **per resident economic impact** from artist spending of **\$137.72**.
- Further, artist spending generated over **\$7.4 million in local and state revenues** for Dakota County.

**Note that the study areas in this report for nonprofit arts organizations and audiences (Eagan) and for artists and creative workers (Dakota County) are different.*

"The Eagan Art House, through the City of Eagan, builds community through art!" said Andrew Pimental, Director of Parks & Recreation. "Whether via partnerships, or through our own programming, we help enhance vibrancy, broaden our reach, maximize resources and ensure sustainability. These creative partnerships created within Eagan have expanded and diversified artistic programming and engagement that will further strengthen the role of art in the Eagan community. New programs, investments in public art, and new relationships have sprouted in 2017 and we will continue building upon these successes into the future."

OTHER LOCAL FINDINGS:

ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE SECTOR:

- In the City of Eagan, the **combined economic impact of nonprofit arts organizations, and their audiences is \$4.9 million annually**. This includes:
 - **\$2 million** spent by nonprofit arts organizations, and
 - **\$2.9 million** spent by **104,845 attendees**.
- The economic impact of organizations and audiences in the City of Eagan represents an infusion of **\$72.15 per resident** into the local economy from the arts and culture.
- **14 nonprofit arts and culture organizations in the City of Eagan served 104,845 attendees** at arts and cultural events in 2014. This number includes **13,015 K-12 students served** annually.

PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN EAGAN BY DISCIPLINE	
PERFORMING ARTS	7
ARTS MULTIPURPOSE	3
HISTORY & HISTORICAL PRESERVATION	1
OTHER*	1
VISUAL ARTS & ARCHITECTURE	1
MEDIA & COMMUNICATIONS	1
TOTAL	14

**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 \$2.9 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 \$27.58, and is money that would not have been spent in the community unless the event had occurred. Nonlocals spend even more, bringing dollars to the community that would otherwise not be there.

- Finally, the economic activity of nonprofit arts and culture organizations in the City of Eagan generated **\$534,060 in additional state and local government revenues generated** and supports 123 FTE (Full-Time Equivalent) jobs which generate \$3.2 million in additional resident household income annually.

LOCAL ORGANIZATIONS PARTICIPATING IN THE STUDY INCLUDED:

- AMPERS/Assn of MN Public Educational Radio Stations
- Art Works Eagan
- Caponi Art Park
- City of Eagan Parks and Recreation - Community Events
- City of Eagan/Eagan Art House
- Eagan Art Festival
- Eagan Historical Society
- Eagan Men's Chorus
- Eagan Theatre Company
- Eagan TV
- Eagan Women of Note
- Eagan's July 4th Funfest Committee
- Exultate
- International Friendship Through the Performing Arts

LOCAL ARTISTS AND CREATIVE WORKERS in DAKOTA COUNTY:

- *Creative Minnesota 2017* found that there are over **8,364 artists and creative workers** in Dakota 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 Graphic Design**.
- The direct spending of artists and creative workers in their communities in **Dakota County**, on things such as art supplies and studio rental totals **\$56.6 million**.
- This direct spending of artists and creative workers in the community generates **\$7.4 million in state and local government revenues**.
- The average hourly wage for creative workers in Dakota County is \$21.66, which is **slightly below the average worker wage** of \$23.09.

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 Eagan & Eagan Art House:** <https://www.cityofeagan.com/>, <https://www.cityofeagan.com/eagan-art-house>
- **Eagan Art Festival:** <http://eaganartfestival.org/>

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