



4.23.18

Contacts: Sheila Smith, 651.251.0868
Executive Director, Minnesota Citizens for the Arts
Kristen Twitchell, 507.332.7372
Executive Director, Paradise Center for the Arts

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

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts, City of Faribault, Paradise Center for the Arts, and Faribault Area Chamber of Commerce released a new study today indicating that the arts have a large impact on the City of Faribault.

“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 Faribault.” 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.”

“One of the things that make Faribault so impressive is the number of artists and creatives who have chosen to make Faribault their home. I am excited for Faribault and our extended community to see the true economic and cultural impact of the artistic programming here, but also the important role residential artists and creatives play creating a strong, healthy community,” said Kristen Twitchell, Executive Director of the Paradise Center for the Arts.

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 FARIBAULT HIGHLIGHTS:

- **The total economic impact of nonprofit arts and culture organizations and their audiences in FARIBAULT* is over \$2.1 MILLION annually.**
- Although 10 of Faribault's 15 participating organizations reported annual budgets of under \$25,000, the total organization spending exceeded \$1 million per year.
- Faribault impressively drew over 80,000 attendees to arts and cultural events in the city, and served almost 26,000 K-12 students, a very large number compared to other study areas.
- **RICE COUNTY* also benefits from \$4.7 MILLION in economic impact generated from artist and creative worker spending.**
- This artist and creative worker spending in Rice County generated over \$600,000 in local and state government revenues.
- Further, Rice County artist and creative worker wages were almost exactly the same as the average worker wage for the entire county.

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

"I have observed the impact of the Paradise Center for the Arts for the past ten years on not just Faribault but surrounding communities such as Northfield and Owatonna. The number of new retail businesses that have opened is exciting to see whether it's a coffee house, boutique, restaurant or the Cheese Cave. The Merlin Players buy their set supplies in local businesses such as Ace Hardware and Lamperts Lumber. Our participants and audiences all spend their dollars in Faribault," said Julianna Skluzacek, Artistic Director of The Merlin Players. "And you can no longer say there is nothing going on in Faribault. On any given night, you have rehearsals with two theater groups taking place, visual arts classes upstairs, community band rehearsals and a busy, vibrant retail shop selling artist's wares."

The Faribault Creative Minnesota study was part of Faribault's larger participation in the Arts Learning Lab program: Leveraging Creativity in Community, led by Arts Midwest. The Faribault cohort included Dick Kettering, Shattuck-St Marys School, Jennifer Pelletier, Minnesota Academy for the Blind, Julie Fakler, Operations Manager and Kristen Twitchell, Executive Director at the Paradise Center for the Arts, and Kim Clausen and Brad Phenow from the City of Faribault. The group attended several weekend-long retreats featuring workshops, case studies and keynotes on the important impact creativity has on economic and community vitality.

"Access to Arts, Leisure and Nature are priorities in Faribault's 2040 Vision along with ensuring we have a Vibrant Downtown. Both initiatives benefit greatly from the Paradise Center for the Arts (PCA) presence and will continue to advance as the PCA's programming is enhanced," said Nort Johnson, President of the Faribault Area Chamber of Commerce.

OTHER LOCAL FINDINGS:

ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE SECTOR:

- In Faribault the study found that the **combined economic impact of nonprofit arts organizations and their audiences is \$2.1 million annually**. This includes:
 - **\$1.1 million** spent by nonprofit arts organizations,
 - **\$1 million** spent by **80,140 attendees**,
 - Also, the direct spending of artists in their communities in Rice County on things such as art supplies and studio rental is **\$4.7 million**.
- The economic impact from organizations and their audiences represents an infusion of \$88.67 per City of Faribault resident into the local economy from the arts and culture.

IMPACT AND NUMBER OF NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

- **15 nonprofit arts and culture organizations in Faribault served 80,140 attendees** at arts and cultural events in 2014. This number includes 25,821 K-12 students served annually.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN MN BY DISCIPLINE	
PERFORMING ARTS	7
ARTS MULTIPURPOSE	3
HISTORY & HISTORICAL PRESERVATION	1
VISUAL ARTS & ARCHITECTURE	3
MEDIA & COMMUNICATIONS	1
TOTAL	15

- The economic impact of **just nonprofit arts and culture audiences in this region totaled \$1 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 per attendee is \$12.05, which 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 impact of nonprofit arts and culture organizations in Faribault includes \$203,153 in state and local government revenues and supports 53 FTE jobs which generate \$1.1 million in resident household income annually.

LOCAL ORGANIZATIONS PARTICIPATING IN THE STUDY INCLUDED:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Beau Chant • Buckham Memorial Library • City of Faribault Parks & Recreation (performing arts) • Faribault Chamber of Commerce (performing arts) • Faribault Community Festivals, Inc. • Faribault Community TV and Multimedia Center | <ul style="list-style-type: none"> • Faribault Diversity Coalition • Fesler-Lampert Performing Arts Series @ Shattuck-St. Mary's School • Minnesota Academy for the Deaf (arts programming) • Minnesota State Academy for the Blind (arts programming) • Paradise Center for the Arts |
|--|--|

- Rice County Agricultural Society (arts programming)
- Rice County Historical Society
- Rice County Social Services (visual arts)
- The Merlin Players

LOCAL ARTISTS AND CREATIVE WORKERS:

• *Creative Minnesota 2017* found that there are over **787 artists and creative workers** in Rice 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 Rice County is \$19.54, which **is nearly the same as the average worker wage** of \$19.53.
- The direct spending of just artists and creative workers in the community generates **\$607,863 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 Faribault, Parks and Recreation Department:** <https://www.ci.faribault.mn.us/212/Parks-Recreation>
- **Paradise Center for the Arts:** <http://www.paradisecenterforthearts.org/>
- **Faribault Area Chamber of Commerce:** <https://www.faribaultmn.org/>

###