



REGION 11: TWIN CITIES METRO AREA, MN



COUNTIES: ANOKA, CARVER, DAKOTA, HENNEPIN, RAMSEY, SCOTT, WASHINGTON

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$786 MILLION**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$488 MILLION**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$1.3 BILLION**

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$360 MILLION**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$161 MILLION**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$521 MILLION**

TOTAL ANNUAL IMPACT FROM

- NONPROFIT ARTS & CULTURE ORGANIZATIONS
- THEIR AUDIENCES
- ARTISTS & CREATIVE WORKERS

\$1.8 BILLION

Change in impact since 2017 report: +\$93 Million | Economic impact per capita in this region: \$592 | Area population in 2016: 3,033,693

PARTICIPATING ORGANIZATIONS

BY DISCIPLINE

- 436 Performing arts
- 115 Arts multipurpose
- 62 Visual arts and architecture
- 28 Media and communications
- 24 Literary arts
- 7 Humanities
- 90 History and historical preservation
- 132 Other
- 894 TOTAL**

*To see all participating organizations visit creativeMN.org

BY BUDGET SIZE

351 Under \$25K	109 \$250K – \$1M
224 \$25K – \$100K	55 \$1M – \$5M
130 \$100K – \$250K	25 Over \$5M

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **29,455**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **46,854**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **76,309**

Includes creative workers employed full or part-time by others, as well as self employed. Does not include student, retired or hobbyist artists.

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | WRITERS AND AUTHORS | MUSICIANS AND SINGERS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$23.24**

This is \$2.36 below the average for all workers in this area

ATTENDEES

TOTAL ATTENDEES **17.7 MILLION**

NUMBER OF STUDENTS SERVED **4.2 MILLION**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$27.58**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+556,494**

STUDY HIGHLIGHTS

It's not surprising that the Twin Cities Metro Region, with the largest population in Minnesota, also ranks first in every measure, with the largest economic impact, economic impact per capita, total audience, and number of artists and creative workers among the state's eleven regions. Over 70% of Minnesota's artists and creative workers live and work in the Seven County Metro Area. Each year, the area also hosts 17.7 million arts attendees, accounting for 76% of total attendees statewide. Of these attendees, 4.2 million were students.

Total economic impact from the arts and cultural sector in the Twin Cities is \$1.8 billion per year.



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STATE AND LOCAL GOVERNMENT REVENUES



GOVERNMENT REVENUE (TAXES & FEES) GENERATED BY ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES

\$136 MILLION

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$68 MILLION

TOTAL GOVERNMENT REVENUE (TAXES & FEES) GENERATED BY THE ARTS SECTOR

\$204 MILLION

ACCESS TO ARTS EDUCATION IN MINNESOTA'S SCHOOLS

Minnesota statute sets requirements for arts education, but local control means that each school district decides how it will provide arts education to its students. Some schools are meeting or exceeding the requirements set in statute, and others are falling short. This study covers one year of data from the **2016/2017 school year, in High School grades 9 through 12, from 482 public and charter schools serving 252,181 students.** High schools **must offer at least three** and require at least one of the following arts areas: **media arts, dance, music, theater and visual arts.** Students must take one credit of the arts to graduate. Unfortunately, our first report on the availability of arts education in Minnesota schools is incomplete because **so many schools have not complied with the mandatory reporting requirements.**

- So far **165 schools, representing 24 percent of Minnesota's high school students, have not yet submitted their data.**
- Only **20% of high schools** have affirmatively reported that they are providing access to the required three arts disciplines. They serve just 37% of Minnesota's 252,181 high school students.
- However, **76% of students** are in schools that report they provide at least some arts instruction.
- The most common disciplines offered are **Visual or Media Arts and Music.**

School by school results and other statewide information will be available at CreativeMN.org

Creative Minnesota is a collaborative effort to fill the gaps in available information about Minnesota's cultural field and to improve our understanding of its importance to our quality of life and economy.

It is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.

Creative Minnesota's statewide and eleven regional studies include:

- *The economic impact of Minnesota's nonprofit arts and culture organizations and their audiences*
- *An analysis of the impact of artists and creative workers on our economy*
- *Public opinion polling about the arts*
- *Local studies of the economic impact of the arts in Minnesota communities*
- *Analysis of the availability of arts education in Minnesota's schools*

Our team includes Minnesota Citizens for the Arts, McKnight Foundation, Minnesota State Arts Board, Forum of Regional Arts Councils of Minnesota, Target, Jerome Foundation, Mardag Foundation, Bush Foundation, Perpich Center for Arts Education, Springboard for the Arts and Minnesota Music Educators Association with in-kind support from the Minnesota Historical Society, City of Minneapolis, Ideas that Kick, the Center for Urban and Regional Affairs (CURA) at the University of Minnesota, Minnesota Compass, and others.

Find much more at creativeMN.org



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