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### **Creative Minnesota 2019 Study Reveals Growth of Arts and Culture Sector in Southeast Minnesota**

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and the Southeastern Minnesota Arts Council released a new study today indicating that the arts and culture sector in Southeast is growing.

“The passage of the Legacy Amendment in Minnesota allowed the Southeastern Minnesota Arts Council and Minnesota State Arts Board to increase support for the arts and culture in this area, and that has had a big impact,” said Sheila Smith, Executive Director of Minnesota Citizens for the Arts. “It’s wonderful to see how the access to the arts has grown in this area over time.”

**The Legacy Amendment** was passed by a statewide vote of the people of Minnesota in 2008 and created dedicated funding for the arts and culture in Minnesota. 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.

“**Creative Minnesota’s** new 2019 report is about Minnesota’s arts and creative sector. It includes statewide, regional and local looks at nonprofit arts and culture organizations, their audiences, artists and creative workers. This year it also looks at the availability of arts education in Minnesota schools,” said Smith. “We also include the results of fifteen local studies that show substantial economic impact from the nonprofit arts and culture sector in every corner of the state, including **\$2.1 million in the City of Faribault, \$2.2 million in the City of Northfield, \$2.2 million in the City of Red Wing, and \$4.7 million in the City of Winona** in this region.”

#### **SOUTHEAST MINNESOTA REPORT HIGHLIGHTS:**

With the second largest population in Minnesota, it’s not surprising that Southeast Minnesota ranks 2nd in total number of artists and creative workers. These artists and creative workers have the 2nd highest average hourly wage of the eleven regions. Southeast Minnesota also ranks 2nd in state and local government revenue from artists and creative workers.

**NONPROFIT ARTS AND CULTURE SECTOR:**

The study found that the **combined economic impact of nonprofit arts organizations, their audiences and artists and creative workers in Southeast Minnesota is over \$83 million annually.**

- This includes **\$26.4 million** spent by nonprofit arts organizations, **\$12.3 million** spent by **1 million attendees**, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$44.2 million.**
- This is a **growth of \$6.3 million** in total economic impact since a previous 2017 Creative Minnesota study, and **\$20.9 million in economic impact from arts organizations and their audiences** since the passage of the Legacy Amendment in 2008.

**177 nonprofit arts and culture organizations in Southeast Minnesota served 1 million attendees** at arts and cultural events in 2016.

<b>NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN SOUTHEAST MN BY DISCIPLINE</b>	
PERFORMING ARTS	<b>64</b>
ARTS MULTIPURPOSE	<b>36</b>
VISUAL ARTS & ARCHITECTURE	<b>13</b>
MEDIA & COMMUNICATIONS	<b>5</b>
LITERARY ARTS	<b>1</b>
HISTORY & HISTORICAL PRESERVATION	<b>32</b>
OTHER*	<b>26</b>
<b>TOTAL</b>	<b>177</b>

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

**PARTICIPATING ORGANIZATIONS INCLUDE:**

Absolute Theatre, Albert Lea Art Center, Albert Lea Community Theatre, Ameriikan Poijat Finnish Brass Band, Anderson Center for Interdisciplinary Studie Inc., Art of the Rural, ArtReach, Austin Area Commission for the Arts, Austin Community Band, Austin Public Television KSMQ, Austin Symphony Orchestra, Berne Summer Concert Series, Big Island Rendezvous and Festival Inc., Bluff Country Artists Gallery, Bluff Country Studio Art Tour, Boys and Girls Club of Rochester, Brave Community Theatre, Bridge Chamber Music Festival, Cannon Arts Board, Cannon Falls Area Historical Society, Cannon Falls Community Band, Cannon Falls Library, Cannon Valley Regional Orchestra, Carleton College, Celebration of a City - Rochester Fest, Chamber Music Live, Chatfield Brass Band, Chatfield Center for the Arts, Children's Dance Theatre, Choral Arts Ensemble of Rochester, City of Adams, City of Faribault Parks and Recreation, City of Northfield, City of Northfield -Northfield Hospital and Clinics, City of Peterson, City of Red Wing, City of Rochester Music Department/Riverside Concerts, City of Winona, City of Winona Community Services, Commonwealth Theatre Company, Cultural Diversity Network of Owatonna, Czech Heritage Club, Dodge Center Economic Development Authority, Dodge County Historical Society, Dover Eyota Music Association, Dreamery Rural Arts Initiative, Eagle Bluff Environmental Learning Center, Eyota Days Inc., Faribault Art Center Inc., Faribault Community Television, Fillmore County Historical Center - Emery & Almeda Eickhoff Genealogy Library, Freeborn County Arts Initiative, Freeborn County Historical Society, Library and Historical Village, Friends of Peterson, Friends of St. Rose Inc., Friends of Way Park, Frozen River Film Festival, Giants of the Earth Heritage Center, Goodhue County Historical Society, Great River Shakespeare Festival, Greater Rochester Arts and Cultural Trust, Hambone Music Festival, Hayfield Community Schools, Hispanic Outreach Program of Goodhue County, HistoryAlive! Lanesboro, Honors Choirs of Southeast Minnesota, HOPE Coalition, Hormel Historic Home, Houston Area Chamber of Commerce, Houston Arts Resource Council, Houston County Historical Society, I Cantanti Chamber Choirs, Independent School District #659, John Paulson Jazz Group, KQAL-FM Winona State University, Lake City Area Arts, Lanesboro Arts Center, Lanesboro Barn Dance, Lanesboro Community Theatre, Lanesboro Historical Preservation Association, Laura Baker Services Association, Lockwood Theatre Company, Mantorville Art Guild Gallery and Studio, Mantorville Economic Development Authority, Mantorville Restoration Association, Mantorville Theatre Company Inc., Matchbox Children's Theatre, Mayo Clinic Health System in Red Wing, Mid West Music Fest, Minnesota Children's Museum of Rochester, Minnesota Marine Art Museum, Minnesota State Academy for the Blind, Minnesota State Public School Orphanage Museum, Mower County Historical Society, National Eagle Center, Northfield Arts and Culture Commission, Northfield Arts Guild, Northfield Community Services, Northfield Healthy Community Initiative, Northfield Historical Society, Northfield Public Library, Northfield Public Schools , Northfield Senior Citizens Inc., Northfield Troubadours, Northfield Union of Youth, Northfield Youth Choirs Inc., Northland Words, Norwegian-American Historical Association, Olmsted County Historical Society, Owatonna Arts Council, Owatonna Symphony Orchestra, Pine Area People for the Arts, Polish Cultural Institute, Prairie Island Indian Community, Preston Area Arts Council, Preston Historical Society, Project FINE, Project Friendship, Red Wing Arts Association, Red Wing Brass Band Inc. - Sheldon Theatre Brass Band, Red Wing Singers, Renewing the Countryside, Resounding Voices, Rhapsody Performing Arts For All, Rice County Historical Society, River Arts Alliance,

River Junctions Arts Council, Rochester Art Center, Rochester Art Ensemble, Rochester Arts and Culture Collaborative, Rochester Chamber Music Society, Rochester Civic Theatre, Rochester Community Education, Rochester Dance Company, Rochester International Film Group, Rochester Irish Fest, Rochester Male Chorus, Rochester Music Guild, Rochester Repertory Theatre, Rochester Symphony Orchestra and Chorale, Rushford Area Society of the Arts, Saint Charles Community Education, Saint Mary's University of Minnesota, Minnesota Conservatory for the Arts, Saint Mary's University of Minnesota, Page Theatre, Saint Olaf College, Save the Northfield Depot, Shorewood Senior Campus, Sing Out Loud, Sound Support for String Music, South Central Minnesota Studio Art Tour, Southeast Minnesota Bluegrass Association, Southeast Minnesota Center for Independent Living, Southeast Minnesota Federation Music Club, Southeastern Minnesota Arts Council Inc., Southeastern Minnesota Youth Orchestras, Steele County Historical Society, Studio ARTour, Summerset Community Theatre, Sweet Adelines Zumbro Valley Chapter, T. B. Sheldon Memorial Theatre, The Merlin Players, Theatre du Mississippi, Universal Music Center, Vintage Band Music Festival, Wabasha County Historical Society, Wabasha Public Library, West Concord Historical Society & Community Center, Winona Arts Center, Winona County Historical Society, Winona Dakota Unity Alliance, Winona Oratorio Chorus, Winona State University, Winona Symphony Orchestra, Wits' End Theatre, Wykoff Area Historical Society, Zumbrota Area Arts Council, Zumbrota Community Band

## IMPACT AND DEMOGRAPHICS OF ARTISTS AND CREATIVE WORKERS:

*Creative Minnesota 2019* found that there are over **7,401 artists and creative workers in Southeast Minnesota**. 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 40 creative occupations.

- This is a growth of **680** creative workers since the 2017 study.
- Included occupations are:  
*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 region are **photographers, musicians and singers, and writers and authors**.

### STATEWIDE MINNESOTA HIGHLIGHTS:

- The study found that the **combined economic impact of nonprofit arts organizations, their audiences and artists and creative workers is over \$2.167 billion annually** in Minnesota. This includes **\$902 million** spent by nonprofit arts organizations, **\$594 million** spent by audiences, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$671 million**. **This combined total represents an increase of \$167 million since the 2017 study.**
- **1903 nonprofit arts and culture organizations and programs in Minnesota** served **23.2 million attendees** at arts and cultural events in 2016.
- These organizations serve **5.3 million K-12 students**. There are approximately 900,000 K-12 students in Minnesota, so on average every student is participating **six times a year** in arts and culture activities provided by these nonprofits.
- 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, **eleven times the arts economy of North Dakota, and twelve times the arts economy of South Dakota**.
- *Creative Minnesota 2019* found that there are over **108,755 artists and creative workers** in Minnesota, a **growth of 4,607 creative workers since the 2017 study**.

- **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.
- **State and local government revenue from the arts sector exceeded \$245 million**, including income and sales taxes.

### STATEWIDE AND NATIONAL 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:

- **74%** of Minnesotans, compared to **54%** of all Americans, attend arts and culture events in the past year.
- **55%** of Minnesotans are personally involved in creative activity in their everyday life.
- **81%** of Americans believe that the arts are a “positive experience in a troubled world.”
- **90%** of Americans believe that cultural facilities (theaters, museums, sculpture parks, neighborhood arts centers) improve quality of life.

### ACCESS TO ARTS EDUCATION IN MINNESOTA’S SCHOOLS

New data from Minnesota’s Department of Education have allowed us to take a look at students’ access to arts education in Minnesota’s K-12 schools. Minnesota statute sets requirements for arts education offerings, credits for graduation, and achievement of academic standards in the arts. Local control in Minnesota 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**. Information on more grades will become available over time.

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**. We cannot definitively say what percentage of students do not have access to the three arts courses that should be available to them in high school. It may be that their school has reported that they are not providing the courses, or it may be that the schools have not reported in at all.

- 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**.
- **Traditional public schools are doing much better than Charter schools in providing access to arts courses.** Only **6% of Charter Schools** report they provide access to three arts disciplines required by Minnesota Statute, compared to **23% of Traditional Public Schools** which have reported the same. Stated in terms of the percentage of students in each type of school, **11% of students** at Charter Schools, compared to **38% of students** at Traditional Public Schools, have been reported to have access to the three arts disciplines.

While the results are summarized here, much more information will be available soon at **CreativeMN.org**, including details from each reporting school. Our new research is intended to be a tool for schools, principals, superintendents and most importantly parents and community members to learn whether or not their school is providing the state mandated access to arts courses and academic standards. They can then advocate for more arts education in their communities.

## ABOUT CREATIVE MINNESOTA

Creative Minnesota was developed by a collaborative of arts and culture supporting organizations in partnership with Minnesota Citizens for the Arts (MCA). The report includes both new, original research and analysis of data created by others. It is a long-term endeavor to provide hard data about the arts sector for education, policy making, and advocacy. We envision that arts advocates, legislators, local government officials, schools and parents, as well as arts and culture organizations, will use this report to find new ways to improve their lives and communities with arts and culture. Creative Minnesota research is available for free at **CreativeMN.org**.

## 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](http://www.mcknight.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>
- **Target:** <https://corporate.target.com/corporate-responsibility>
- **Jerome Foundation:** <http://www.jeromefdn.org/>
- **Bush Foundation:** [www.bushfoundation.org](http://www.bushfoundation.org)
- **Mardag Foundation:** <http://www.mardag.org/>
- **Perpich Center for Arts Education:** <http://perpich.mn.gov/>
- **Springboard for the Arts:** <https://springboardforthearts.org/>
- **Minnesota Music Teachers Association:** <https://www.mnmusicteachers.com/>
- **Americans for the Arts:** [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)
- **CURA Center for Urban and Regional Affairs, University of Minnesota:** <http://www.cura.umn.edu/>
- **Ideas that Kick:** [www.ideasthatkick.com](http://www.ideasthatkick.com)
- **Minnesota Compass:** <http://www.mncompass.org>
- **Minnesota Historical Society:** <http://www.mnhs.org/about>
- **Southeastern Minnesota Arts Council:** <http://www.semac.org/>

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