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Contacts: Sheila Smith, 651-251-0868
Executive Director, Minnesota Citizens for the Arts
Nicole DeBoer, 507-537-1471
Executive Director, Southwest MN Arts Council

Creative Minnesota 2019 Study Reveals Growth of Arts and Culture Sector in Southwest Minnesota

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

“The passage of the Legacy Amendment in Minnesota allowed the Southwest MN 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 **\$400K in Big Stone County, \$952K in Renville County, \$2 million in Rock County and \$2.2 million in the City of Hutchinson** in this region.”

SOUTHWEST MINNESOTA REPORT HIGHLIGHTS:

Southwest Minnesota is right on target. Among the state’s eleven regions, it is fifth in population size, 5th in the number of artists and creative workers, and 5th in state government revenue from artists and creative workers. It is also 5th in economic impact from organizations and economic impact 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 Southwest Minnesota is over \$29.1 million annually.**

- This includes **\$10.4 million** spent by nonprofit arts organizations, **\$5.5 million** spent by **279,319 attendees**, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$13.2 million.**
- This is a **growth of \$9.3 million** in total economic impact since a previous 2017 Creative Minnesota study, and **\$13.9 million in economic impact from arts organizations and their audiences** since the passage of the Legacy Amendment in 2008.

119 nonprofit arts and culture organizations in Southwest Minnesota served 279,319 attendees at arts and cultural events in 2016.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN SOUTHWEST MN BY DISCIPLINE	
PERFORMING ARTS	34
ARTS MULTIPURPOSE	20
VISUAL ARTS & ARCHITECTURE	8
MEDIA & COMMUNICATIONS	2
HUMANITIES	1
HISTORY & HISTORICAL PRESERVATION	34
OTHER*	20
TOTAL	119

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

PARTICIPATING ORGANIZATIONS INCLUDE:

Appleton 52 Wing Restoration Committee, Arts and Mentoring Project, Augustana Care, Balaton Chamber of Commerce, Big Stone Arts Council, Big Stone County Historical Society, Bird Island Cultural Centre, Blue Mound Area Theatre, Bonanza Education Center, Brandenburg Prairie Foundation, Buffalo Ridge Chorale, Calumet Players Inc., Chippewa County Historical Society, City of Appleton, City of Cottonwood, City of Granite Falls, City of Montevideo, City of Walnut Grove, City of Watson, City of Willmar, Clinton Depot, Cottonwood Area Historical Society, Remick Art Gallery, Crow River Drumline Association, Crow River Players Inc., Crow River Singers, Crow River Youth Choir, Cultural Awareness Organization, Dakota Wicohan, Danube Historical Society, Dassel Area Historical Society, Dassel-Cokato Arts Association, Dawson-Boyd Arts Association, Dawson-Boyd Community Education, Dream Technical Academy - Willmar, End-O-Line Park and Museum, Fagan Fighters World War II Museum, Fair Association of Jackson County, Friends of the Arts, Friends of the Auditorium Inc., Friends of the Orchestra LTD, Granite Area Arts Council, Granite Falls Area Community Theater, Granite Falls Historical Society, Granite Falls Riverfront Revitalization, Greater Litchfield Opera House Association Inc., Green Earth Players, Historic Hutchinson, Hutchinson Center for the Arts, Hutchinson Community Video Network HCVN, Hutchinson Concert Association, Hutchinson Photography Club, Hutchinson Public Arts Commission, Hutchinson Theatre Company, Jackson Center for the Arts, Jackson County Historical Society, Kandiyohi County Historical Society, Lac qui Parle County Historical Society, Lac Qui Parle Players, Lake Benton Opera House Inc., Laura Ingalls Wilder Museum & Tourist Center, Lincoln County Historical Society, Lower Sioux Indian Community, Lower Sioux Indian Community, Luverne Convention & Visitor's Bureau, Luverne Initiative for Tomorrow, Lyon County Agricultural Society, Lyon County Historical Society, Madison Healthcare Services, Marshall Area Farmers Market, Marshall Area Fine Arts Council, Marshall Area Stage Company, Marshall Community Services, McLeod County Historical Society, Meander Art Crawl, Meeker County Historical Society, Milan Village Arts School, Minnesota Pottery Festival, Murray County Historical Society, New London Arts and Culture Alliance, New London Clay Center, New London Music Festival, Nobles County Historical Society, Norway Lake Lutheran Historical Association, West Central MN Educational Television Co., Pipestone

Civil War Days, Pipestone County Historical Society, Pipestone Indian Shrine Association, Pipestone Performing Arts Center Inc., Prairie Arts Chorale, Prairie Arts Continuum, Prairie Dance Alliance, Prairie Winds Concert Band, Redwood County, Redwood County Historical Society, Renville County Historical Society & Museum, Rhythm of the River, RiverSong Music Festival, Rock County Fine Arts Association, Rock County Historical Society, Sacred Heart Area Historical Society, Society for the Study of Local and Regional History, Southwest Minnesota Arts Council, Southwest Minnesota Regional Research Center, Southwest Minnesota State University, Southwest-West Central Service Cooperative, Spicer Beautification Committee, Tonantzin Tlalli Guadalupe, Walnut Grove Community Club, West Central Singers, Wheels Across the Prairie Museum, Wilder Pageant, Willmar Area Arts Council, Willmar Area Symphonic Orchestra, Willmar Community Education, Willmar Community Theatre Inc., Winsted Arts Council, Worthington Area Symphony Orchestra, Worthington Public Arts Commission, Yellow Medicine County Historical Society

IMPACT AND DEMOGRAPHICS OF ARTISTS AND CREATIVE WORKERS:

Creative Minnesota 2019 found that there are over **3,217 artists and creative workers in Southwest 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.

- 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 graphic designers**.

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 www.artsMN.org @MNCitizen
- **The McKnight Foundation:** 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
- **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
- **CURA Center for Urban and Regional Affairs, University of Minnesota:** <http://www.cura.umn.edu/>
- **Ideas that Kick:** www.ideasthatkick.com
- **Minnesota Compass:** <http://www.mncompass.org>
- **Minnesota Historical Society:** <http://www.mnhs.org/about>
- **Southwest MN Arts Council:** <https://swmnarts.org/>

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