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

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

“The passage of the Legacy Amendment in Minnesota allowed the Prairie Lakes Regional 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.”

SOUTH CENTRAL MINNESOTA REPORT HIGHLIGHTS:

Although sixth in population size among the state’s eleven regions, South Central Minnesota ranks 2nd in youth attendance, 3rd in economic impact from audiences, 3rd in average hourly wages for creative workers and 4th in overall audience attendance. The region also ranks 5th in economic impact per capita and in overall economic impact generated from the arts sector.

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 South Central Minnesota is over \$36.9 million annually.**

- This includes **\$8.6 million** spent by nonprofit arts organizations, **\$17.3 million** spent by **879,364 attendees**, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$11 million.**
- This is a **growth of \$3.7 million** in total economic impact since a previous 2017 Creative Minnesota study, and **\$17.1 million in economic impact from arts organizations and their audiences** since the passage of the Legacy Amendment in 2008.

139 nonprofit arts and culture organizations in South Central Minnesota served 879,364 attendees at arts and cultural events in 2016.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN SOUTH CENTRAL MN BY DISCIPLINE	
PERFORMING ARTS	50
ARTS MULTIPURPOSE	17
VISUAL ARTS & ARCHITECTURE	6
MEDIA & COMMUNICATIONS	3
LITERARY ARTS	1
HISTORY & HISTORICAL PRESERVATION	25
OTHER*	36
TOTAL	139

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

PARTICIPATING ORGANIZATIONS INCLUDE:

410 Project, Amboy Festival, American Guild of Organists, Sioux Trails Chapter, Arlington Area Chamber of Commerce, Arlington Historical Society, Arts and Heritage Center Montgomery, Arts Center of Saint Peter Inc., Bavarian Blast, Bethany Lutheran College, Betsy-Tacy Society, Blue Earth Community Education, Blue Earth Community Foundation, Blue Earth County Fair Association, Blue Earth County Historical Society, Blue Earth Valley Concert Association, Boy In Blue Civil War Memorial, Brown County Grant, Children's Museum of Southern Minnesota, Christkindlmarkt New Ulm, Christmas Misfits, City Center Partnership - Sculpture Walk, City of Hanska, City of Mankato, City of Saint James, City of Winthrop, Cleveland Cherry Creek Days, Community and Seniors Together, Concord Singers, Cornstalk Art and Peace Festival Inc., Curtain Call Theatre, DalekoArts, Dance Conservatory of Southern Minnesota, Fairmont Opera House, Fairmont Opera House Inc., Faribault County Agricultural Society, Friends of German Park, Gaylord Area Chamber of Commerce, GnomeMade Artisans, Govenaires Drum and Bugle Corps, Grand Center for Arts and Culture, GSR Fine Art Festival, Healthy Communities Healthy Youth of Brown County, Henderson Area Arts, Henderson Chamber of Commerce, Henderson Heritage Days, Henderson Sauerkraut Days, Hermann Monument Society, Irish Cultural Society of New Ulm, KTV Public Access, Lake Crystal Area Community Band, Le Sueur County Fair, Le Sueur County Historical Society, Le Sueur-Henderson Community Education, Lincoln Election Dramatic Play, Lind House Association, Live Music at Le Bon in Springfield, Madelia Area Chamber of Commerce, Madelia Community Theatre Inc., Mankato Area 77 Lancers Marching Band, Mankato Area Arts Council, Mankato Area Community Band, Mankato Area Community Education, Mankato Area Youth Symphony Orchestra, Mankato Ballet Company, Mankato Children's Chorus, Mankato Mosaic Theatre Company, Mankato Symphony Orchestra Association, Mankato TubaChristmas, Maple River Community Education, Martin County Historical Society, Martin Luther College Summit Avenue Music Series, Merely Players Community Theatre, Minnesota "Over-60" Band, Minnesota Shorts Play Festival, Minnesota State University - Mankato/Centennial Student Union, Minnesota State University - Mankato/Good Thunder Reading Series, Minnesota State University - Mankato/Kearney International Center, Minnesota State University - Mankato/Department of Anthropology History Project, Minnesota State University Mankato - KMSU-FM/KMSK-FM, Minnesota State University - Mankato/Music Performance Series, Minnesota Valley Chorale, Minnesota Valley Music Teachers Association, Minnesota Valley Sweet Adelines, Montgomery Area Community Club, Musicorum, New Prague Community

Education, New Ulm Battery, Inc., New Ulm Film Society, New Ulm Oktoberfest Arts Activities, New Ulm Public Library, New Ulm Suzuki School of Music, New Ulm Turnverein - Turner Hall, Nicollet County Historical Society, Northside Elementary School, Old Main Village, Picnic in the Park Variety Show, Play With Your Food Theater, Prairie Lakes Regional Arts Council Inc., Prairie Piecemakers Quilt Guild, Project GEM, Riverblenders Chorus of Mankato, Rock Bend Folk Festival, Rural Advantage, Rural Route Dance Ensemble, Saint James Community Education, Saint Peter Ambassadors, Saint Thomas Oratory Jessenland, Sibley County Fair, Sibley County Historical Society, Sibley East Community Education, Sleepy Eye Area Concertina Club, Sleepy Eye Area Historical Society & Restoration Project, South Central College-North Mankato, South Central Minnesota Interpretive Center - Heritage Acres, South Central Service Cooperative, Southern Minnesota Independent Living Enterprises and Services, Southern Minnesota Real Big Band, Springfield Community Theatre, State Street Theater Company, String Theory Music Group, Three Trees Theater, Tri-City United Community Education, Truman Historical Association, Twin Rivers Council for the Arts, VINE Faith in Action, Wanda Gag House Association, Wanda Gag Monument Committee Inc., Waseca Arts Council Inc., Waseca Classic Inc., Waseca Community Education, Waseca County, Waseca County Historical Society, Waseca High School Jazz Festival, Waterville-Elysian-Morristown Community Education, Watonwan County Historical Society, Wellcome Manor Family Services, Wells Historical Society, Winnebago Area Museum

IMPACT AND DEMOGRAPHICS OF ARTISTS AND CREATIVE WORKERS:

Creative Minnesota 2019 found that there are over **3,161 artists and creative workers in South Central 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 **92** 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, graphic designers, and musicians and singers**.

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>
- **Prairie Lakes Regional Arts Council:** <http://www.plrac.org/>

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