



# WHY THE ARTS MATTER IN MINNESOTA



## NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## MINNESOTA ARTS FACTS

### THE MINNESOTA ARTS & CULTURE SECTOR REPRESENTS 3.6% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$11.4 billion** to Minnesota's economy, representing 3.6% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.

**\$11.4 BILLION** Arts & Culture Sector

**\$13.6 BILLION** Construction

**\$3.0 BILLION** Education Services

**BONUS:** In 2015, MN arts and culture jobs generated \$372.5 million in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

In Minnesota, **13,039 Arts-Related Businesses** employ **61,321 people**.

- In Dakota County, **655 Arts-Related Businesses** employ **3,257 people**.
- In Hennepin County, **4,558 Arts-Related Businesses** employ **27,595 people**.
- In Ramsey County, **2,322 Arts-Related Businesses** employ **7,703 people**.

Source: Americans for the Arts, *Creative Industries*, Minnesota report, 2017.

**13,039** & **61,321** ARE INVOLVED IN THE  
BUSINESSES JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

**ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

**The Arts Give Back:** In 2017, over 104,000 artists and creative workers, 1600 non-profit arts organizations and 22 million attendees generated **\$2 billion in economic activity** annually that generated **\$221.6 million** in state and local government revenue.

- In **Minneapolis**, nonprofit revenues topped **\$285 million** in 2014, and the average creative worker has a median hourly wage of \$20.79. Creative jobs make up 5% of all Minneapolis jobs.

Source: *Creative MN*, 2017.

**ART IS A \$2 BILLION GDP DRIVER OF OUR STATE ECONOMY.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about Minnesota—how much does state government allocate to the Minnesota State Arts Board each year?

**A** The state allocated **\$38,842,000** to the Minnesota State Arts Board. In FY 2017, the Minnesota State Arts Board also received **\$775,300** in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. Another **80 nonprofit arts organizations** received direct grants from the NEA totaling **\$5,901,845**.

Source: NEA and NASAA, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“We have known for a long time that the arts and culture are important to Minnesota. They enhance our quality of life, bring diverse communities together, and make our state a magnet for jobs and businesses. Minnesota is the epicenter for the arts in the Midwest.”

—Sheila Smith, Minnesota Citizens for the Arts



## MINNESOTA ARTS FACTS

### IN THE LAND OF 10,000 LAKES, THE ARTS UNITE US

Enriching education for all citizens of Minnesota, arts and culture organizations hosted 29,318 student group visits and provided 672,813 classes, workshops, lectures and readings to people of all ages in 2017. In total, Minnesota’s nonprofit arts and culture organizations served nearly 4 million student attendees.

#### THE MINNESOTA STATE ARTS BOARD—

A precursor to the Minnesota State Arts Board was established by the State Legislature in 1903. The Board works statewide in partnership with eleven **Regional Arts Councils** to accomplish the following: to enhance the quality of life for all Minnesotans, to bolster a creative state economy that attracts businesses and cultural tourism, to make the arts thrive, and to provide trustworthy stewardship of public arts funding.

> [Learn more here.](#)

#### MEET SOME MINNESOTA ARTS ADVOCATES

- **Sheila M. Smith** is the Executive Director of Minnesota Citizens for the Arts and Chair of Creative Minnesota. > [More](#)
- **Sue Gens** is the Executive Director of the Minnesota State Arts Board. > [More](#)
- **Mara Hanel** is the Chair of the Forum of Regional Arts Councils and Executive Director of the Northwest Minnesota Regional Arts Council. > [More](#)
- **Sandy Boren-Barrett** is the Chair of Minnesota Citizens for the Arts and Artistic Director and CEO of Stages Theater in Hopkins, MN. > [More](#)

#### ARTS IN MINNESOTA

- **Explore Minnesota** lists great arts destinations throughout the state [here](#).
- **Mpls St Paul Magazine** can direct you to the best venues of live theater and dance performances [here](#).
- **Around the Cloud** offers a calendar of great arts events in Central Minnesota and Saint Cloud [here](#).

#### MINNESOTA ARTS ORGANIZATIONS

Minnesota Citizens for the Arts

[www.artsmn.org](http://www.artsmn.org)

Minnesota Theater Alliance

[www.mntheateralliance.org](http://www.mntheateralliance.org)

Minnesota Association of Museums

[www.minnesotamuseums.org](http://www.minnesotamuseums.org)

### THE ARTS ARE EVERYWHERE!

- Enjoy the beautiful fall colors as the Arts Meander leads you across Southwest Minnesota to discover dozens of artist studios in **Ortonville, Appleton, Madison, Milan, Dawson, Montevideo** and **Granite Falls**.
- In April and May, go “**Up North**” to see a high quality theater production in the newly renovated and historic NorShore Theater in **Duluth**, then head out to hear music all over town at the Duluth Homegrown Music Festival.
- Explore **Minneapolis**, a great theater town, by catching a performance at the Guthrie Theater or one of the hundreds of smaller exceptional theaters. The Twin Cities is second only to New York City for the percentage of the workforce employed in theater companies!
- Along the beautiful **North Shore of Lake Superior**, try making art yourself at the **Grand Marais** Art Colony or North House Folk School at the tip of the **Arrowhead**.
- Hear the Grammy-award winning Minnesota Orchestra perform in **Hibbing** High School Auditorium as part of Common Chords – a festive week of music activities and outreach around town.
- Visit **Battle Lake** to see how a small town has incorporated public art to bring vitality to main street, and visit Art of the Lakes, home to a Studio Tour, workshops, and the Art and Craft Affair, as well as many educational opportunities in the region offered to enhance the local school’s art classes.

To View the Top 10 Reasons to Support the Arts in Minnesota, [Click Here.](#)

## MINNESOTA ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Minnesota” with corresponding resource links visit [www.ArtsActionFund.org/MN](http://www.ArtsActionFund.org/MN).