



WHY THE ARTS MATTER IN MINNESOTA



NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$804 billion industry**, representing 4.3% of the nation's GDP—a larger share of the economy than construction (4%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2016.

\$804 BILLION Arts & Culture Sector

\$746 BILLION Construction

\$244 BILLION Education Services

BONUS: U.S. exports generate a \$25 billion arts trade SURPLUS.

MINNESOTA ARTS FACTS

MINNESOTA ARTS & CULTURE SECTOR REPRESENTS 3.6% OF STATE'S GDP & 99,143 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$12 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, 2016.

\$12 BILLION Arts & Culture Sector

\$13.3 BILLION Construction

\$3.7 BILLION Education Services

BONUS: In 2016, MN arts and culture generated \$6.5 Billion 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 EMPLOYEES 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 EMPLOYEES 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.

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

The Arts Give Back: In 2018, 109,000 artists and creative workers, 1900 nonprofit arts and culture organizations and **23.2 million** attendees generated **\$2.2 billion** in state and local government revenue.

- In Minneapolis, nonprofit revenues topped **\$346 million** in 2016. Creative sector job growth is up 14.4% from 2006 to 2016, with over 22,000 creative jobs in the city.

Source: *Creative MN*, 2017.

NONPROFIT ART IS A **\$2 BILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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 **\$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just **49¢** 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, 2020.

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 **\$40,741,000** to the Minnesota State Arts Board. In FY 2019-20, the Minnesota State Arts Board also received **\$790,100** in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. Another 119 nonprofit arts organizations received direct NEA grants totaling \$6,040,000.

Source: NEA and NASAA, 2020.

GDP & JOBS

BUSINESSES

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](#)
- **Drew Digby** is the Chair of the Forum of Regional Arts Councils and Executive Director of the Arrowhead Regional Arts Council in Duluth, MN. > [More](#)
- **Mary Ann Aufderheide** is the Chair of Minnesota Citizens for the Arts and Managing Director of Vocalessence in Minneapolis, 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

Minnesota Theater Alliance

www.mntheateralliance.org

Minnesota Association of Museums

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, [Click Here.](#)

MINNESOTA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



To download this fact sheet, “WhytheArts Matter in Minnesota” with corresponding resource links visit www.ArtsActionFund.org/StateFactsheets.