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%).

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

**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 BUSINESSES** & **3.48M EMPLOYEES ARE INVOLVED IN THE 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.

  - **NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL 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)?
  - 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!

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

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: Facebook Arts Action Fund | Twitter @ArtsActionFund | #ArtsVote

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