## NATIONAL ARTS FACTS

**Arts & Culture Sector’s Percentage of U.S. Economy**

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td></td>
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</tbody>
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**Bonus:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

**Loss of Revenue and Jobs**

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.

**Economic Impact of Nonprofit Arts Organizations & Their Audiences**

- 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.

**Public Investment in Grants to Nonprofit Arts Organizations & Artists**

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

**A** Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $51 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. 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?

**A** In FY 20-21, the state allocated $36,044,000 to the Minnesota State Arts Board. The Minnesota State Arts Board also received $835,600 in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. Another 135 nonprofit arts organizations received direct NEA grants totaling $5,534,256.

## MINNESOTA ARTS FACTS

**Arts & Culture Sector’s Percentage of State’s Economy**

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$12.6B</td>
<td>95,024</td>
</tr>
<tr>
<td>Construction</td>
<td>$15.6B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$4B</td>
<td></td>
</tr>
</tbody>
</table>

**Bonus:** In 2019, MN arts and culture was also larger than the Agriculture industry.

**Loss of Revenue and Jobs**

In Minnesota, COVID-19 has devastated creative economy businesses with a loss of $2.2 billion in revenue. In addition, 57% of all creative workers in Minnesota became unemployed (56,190 people) as of July 2020.

**Economic Impact of Nonprofit Arts Organizations & Their Audiences**

- In 2018, a total of 109,000 artists and creative workers, 1,900 nonprofit arts and culture organizations and 23.2 million attendees generated $22.2 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.

**Public Investment in Grants to Nonprofit Arts Organizations & Artists**

**Q** How much is the federal government investing in the Minnesota State Arts Board each year?

**A** In FY 20-21, the state allocated $36,044,000 to the Minnesota State Arts Board. The Minnesota State Arts Board also received $835,600 in federal NEA funds, which the Board re-granted to dozens of cultural organizations throughout the state. Another 135 nonprofit arts organizations received direct NEA grants totaling $5,534,256.

**Source:** Americans for the Arts, 2019; BONUS: In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.
“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

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 predecessor 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.

Executive Director: Sue Gens
Chair: Sean Dowse

> Learn more here.

ART 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 theatre and dance performances here.
- Around the Cloud offers a calendar of great arts events in Central Minnesota and Saint Cloud here.

MINNESOTA ART ORGANIZATIONS

Minnesota Theater Alliance
www.mntheateralliance.org
Minnesota Association of Museums
www.minnesotamuseums.org

MINNESOTA CITIZENS FOR THE ARTS—

Founded in 1973, Minnesota Citizens for the Arts (MCA) is a statewide arts advocacy organization that organizes the arts community to lobby the Minnesota State Legislature and Congress. Our mission is to ensure opportunity for all people to have access to and involvement in the arts.

Executive Director: Sheila Smith
Chair: Mary Ann Aufderheide & Ross Willits

> Learn more here.
> Join here.

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 NorthShore 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, and other 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
FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund

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

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