10 YEAR IMPACT OF LEGACY ARTS & CULTURE INVESTMENTS IN MINNESOTA

Created by spending of Nonprofit Arts & Culture Organizations and their Audiences*

**ARTS & CULTURE ATTENDANCE**

2006: 14,487,592 Attendees  + 8,739,862 Attendees
2019: 23,227,454 Attendees  60% Increase

**ARTS & CULTURE ECONOMIC IMPACT**

2006: $838M/Year  + $662M/Year
2019: $1.5B/Year  79% Increase

**JOBS SUPPORTED BY ARTS & CULTURE**

2006: 22,095 Jobs  + 20,023 Jobs
2019: 42,118 Jobs  91% Increase

**GOV’T REVENUES GENERATED BY ARTS & CULTURE**

2006: $94M/Year  + $64M/Year
2019: $158M/Year  68% Increase

Updated 1/16/2019

*Does not include spending of artists and creative workers

Source: CreativeMN 2019, www.creativemn.org
ABOUT THE CLEAN WATER, LAND, & LEGACY AMENDMENT

Minnesota voters passed the “Clean Water, Land and Legacy Amendment” in 2008 to increase investments in the state’s land, clean water, parks, arts, and culture. On the 10-year Anniversary of the Amendment, we analyzed the impact of its funding on the growth of and the access to arts in our state.

Creative Minnesota most recently studied the economic impact of the arts in the state in 2019. A previous study was done by Minnesota Citizens for the Arts in 2006 with the same methodology, which allows us to compare before-and-after the Amendment to see how the arts sector has grown.

The arts are giving back to our communities.

What a difference ten years of investments have made! Many more Minnesotans are participating in the arts than before the Amendment. There are more nonprofit arts and culture organizations making a larger economic impact in our communities. Government revenues and jobs created by the arts have also dramatically increased.

All of this shows that when we invest in the arts, the arts give back!

Legacy arts investments here are made by the Regional Arts Councils and Minnesota State Arts Board system from an appropriation by the Minnesota Legislature. The highly accountable granting decisions are made by panels of community members, responding to public need.

We are proud to report back to the public that their vote has made, and will continue to make, a difference.

NOTES ON DATA SOURCES COMPARING PRE- AND POST-LEGACY IMPACTS:

• Comparing the results of two similar studies in 2006 (Pre-Legacy) and 2019 (Post-Legacy) gives us a useful look at the impact of Legacy investments from 2009-2018 (2009 is when the Legacy Amendment revenue was first available, and 2018 is the data year included in the study completed in 2019). There were no studies available from 2007-2009.
• Caveat on Methodology: Both the 2006 and 2019 studies used have the same underlying methodology for modeling the state’s arts economy. The only difference is that we are becoming more capable at finding organizations, particularly small organizations, and getting their data into the research. So, some of the growth is actual growth, and other growth is in additional organizations that may have existed in 2006 but had not yet been accounted for.

2006 DATA SOURCES:
• Statewide and Eleven Regional Reports within “The Arts: A Driving Force in Minnesota’s Economy,” published by Minnesota Citizens for the Arts and Americans for the Arts
• Download available on “Other Studies” page on CreativeMN.org

2019 DATA SOURCES:
• Statewide and Eleven Regional Reports within “Creative Minnesota 2019”
• Download available on “Main Page” of CreativeMN.org.