



Date

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## New Creative Minnesota Study Of The City of Glenwood Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and Central Square Cultural and Civic Center released a new study today indicating that the arts have a large impact on the City of Glenwood.

*“Central Square made the decision to participate in the Creative Minnesota Economic Study to help illustrate the economic impact and benefits that robust arts programming provides to our community. Artists and arts organizations are a critical economical resource to any community. One of our goals as an organization is to use the results of this study to foster shared insight amongst local government and organizational leaders in our community, and in turn create the groundwork for maintaining cultural and community traditions while inviting vision for the future of arts in Glenwood.*

*Art and cultural programming are not luxuries, we believe they play a fundamental role in the economic and social health of our community. Participation in cultural activities instills civic and communal pride, creates a sense belonging, meaningful interactions, and develops social capital which leads to more equitable conversation among community leaders and members.*

*It is our great hope that this study will help all Glenwood nonprofit organizations who currently provide programming in artistic, creative space making, history awareness and education, and community engagement, advocate for expanded programming and justify the investment in these vital community building endeavors.”*  
- Cheryl Larson, Executive Director of Central Square

The City of Glenwood study is one of seven local studies that **Creative Minnesota** will release by year end, 2021. **Creative Minnesota** produces research about Minnesota’s arts and creative sector. It includes statewide, regional and local looks at nonprofit arts and

culture organizations, their audiences, artists and creative workers. The local studies show substantial economic impact from the nonprofit arts and culture sector in every corner of the state.

All Creative Minnesota research is available for free at **CreativeMN.org**.

**City of Glenwood and Pope County:**

The study found that the **combined economic impact of nonprofit arts organizations and their audiences is over \$1.6 Million annually**. This includes **\$1.3 Million** spent by nonprofit arts organizations and almost **\$372,000** spent by **22,696 attendees**. In the county, direct spending of artists in their communities on things such as art supplies and studio rental is over **\$318,000** and revenues from creative industries is over **\$8.2 Million**.

**NONPROFIT ARTS AND CULTURE ORGANIZATIONS:**

The 9 nonprofit arts and culture organizations in the City of Glenwood served 22,696 attendees at arts and cultural events in 2018.

<b>NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN NORTHWEST MN BY DISCIPLINE</b>	
PERFORMING ARTS	<b>2</b>
ARTS MULTIPURPOSE	<b>1</b>
HISTORY & HISTORICAL PRESERVATION	<b>5</b>
Other*	
VISUAL ARTS & ARCHITECTURE	
MEDIA & COMMUNICATIONS	
LITERARY ARTS	
HUMANITIES	<b>1</b>
<b>TOTAL</b>	<b>9</b>

*\*OTHER includes science and children’s museums, zoos, and arts and culture programs housed in non-arts nonprofits and local governments.*

**PARTICIPATING ORGANIZATIONS INCLUDE:**

- Ann Bickle Heritage House, Inc.,  
Central Square, Inc., Glenwood  
Lakes Area Welcome Center, Pope  
County Historical Society, Terrace  
Mill Foundation, Sons of Norway
- Mjosen Lodge #145, Minnewaska  
Theater Arts Ass. "Showstoppers",  
Minnewaska Community  
Education, Pope County - History  
Project

**ARTS AND CULTURE ATTENDEES**

- **The City of Glenwood’s** nonprofit arts and cultural organizations draw almost **22,700 attendees** annually – impressive! This attendance includes almost 3,800 **K-12 students** through the arts annually.

- The economic impact of **attendee** spending is \$371,987, while arts and cultural **organizations** contribute another \$1,260,901 in economic impact for a combined **\$1,632,888 in impact each year.**

## ARTISTS AND CREATIVE WORKERS

- **Pope County** has a **higher density of artists and creative workers in its workforce** than would be expected, with creative worker density at 18 creative jobs per 1,000 overall jobs.
- Further, spending by artists and creative workers in surpasses **\$318,000 in annual economic impact.**

*\*Note that the study areas in this report for nonprofit arts organizations and audiences (City of Glenwood) and for artists and creative workers (Pope County) are different.*

*“Communities which value, encourage and support the arts are communities which live out of high cultural self-esteem seeking to live in creativity, using all the skills among the people and building on all aspects of community life. They release people to work outside the lines and beyond the boundaries. The community committed to the arts does not settle for the ordinary but looks to the extraordinary. The arts bring ‘fresh air’ to all communities.”—Bentley Peters, Central Square board member*

*“I have always believed and support the arts in my community, not only because of the beauty and universality of expression they provide, but also because I believe that how we support arts in our community has a direct impact on the peace, productivity and problem resolution in our communities.”—Karen Martinson*

*“As Sid Hartman said about pro sports: “Without multiple Pro sports franchises in Minneapolis, we’d be nothing but a “cold Omaha.” It is the same with the arts in our communities. Without quality live art programming to support the future and culture of our rural communities and regions, we will dry up and die. Not all of us can, nor want to live in the ten-county area surrounding the cities of Minneapolis and Saint Paul. Greater Minnesota will continue to prosper and be “GREAT”, because we continue to find ways to support and grow local art offerings which build and support a strong culture and community.”—Larry Zavadil, Central Square board member*

## ARTISTS AND CREATIVE WORKERS In POPE COUNTY:

- **There are over 80 artists and creative workers.** Creative workers are defined as people who make their living wholly, or in part, by working for for-profits, non-profits, or self-employed, in 41 creative occupations.

- These occupations include:  
*architects, choir directors, curators, librarians, art directors, craft artists, fine artists including painters, sculptors and illustrators, multimedia artists and animators, commercial and industrial designers, fashion, graphic and interior designers, set and exhibition designers, actors, producers and directors, dancers, choreographers, music directors and composers, musicians and singers, editors, writers and authors, sound engineering technicians, photographers, camera operators*

- The most common creative worker jobs in the county are in **Musicians and Singers, Graphic Designers, and Photographers.**
- The average hourly wage for creative workers in is \$27.34, which is **above the average worker wage** of \$21.20.
- The direct spending of artists and creative workers in the county generates **\$37,119 in state and local government revenues.**

#### STATEWIDE MINNESOTA HIGHLIGHTS:

- The *2019 Creative Minnesota* study found that the **combined economic impact of nonprofit arts organizations, their audiences and artists and creative workers is over \$2.167 billion annually** in Minnesota. This includes **\$902 million** spent by nonprofit arts organizations, **\$594 million** spent by audiences, and the direct spending of artists in their communities, on things such as art supplies and studio rental, of **\$671 million. This combined total represents an increase of \$167 million since the 2017 study.**
- **1903 nonprofit arts and culture organizations and programs in Minnesota** served **23.2 million attendees** at arts and cultural events in 2016.
- These organizations serve **5.3 million K-12 students.** There are approximately 900,000 K-12 students in Minnesota, so on average every student is participating **six times a year** in arts and culture activities provided by these nonprofits.
- Just looking at the economic impact of nonprofit arts and culture organizations, Minnesota has **double the arts economy of Wisconsin** even though we have nearly the same population, **eleven times the arts economy of North Dakota, and twelve times the arts economy of South Dakota.**
- *Creative Minnesota 2019* found that there are over **108,755 artists and creative workers** in Minnesota, a **growth of 4,607 creative workers since the 2017 study.**
- **24 percent of self-identified artists in Minnesota are employed full-time as artists, 42 percent are employed part-time,** and the rest, 34 percent, are retired, hobbyists or students.
- **State and local government revenue from the arts sector exceeded \$245 million,** including income and sales taxes.

#### STATEWIDE AND NATIONAL PUBLIC OPINION POLLING ON THE ARTS:

Minnesotans strongly believe the arts and culture are important to their quality of life, and Minnesotans attend and participate in the arts more than other Americans:

- **74%** of Minnesotans, compared to **54%** of all Americans, attend arts and culture events in the past year.
- **55%** of Minnesotans are personally involved in creative activity in their everyday life.
- **81%** of Americans believe that the arts are a “positive experience in a troubled world.”

- **90%** of Americans believe that cultural facilities (theaters, museums, sculpture parks, neighborhood arts centers) improve quality of life.

## ABOUT CREATIVE MINNESOTA

Creative Minnesota was developed by a collaborative of arts and culture supporting organizations in partnership with Minnesota Citizens for the Arts (MCA). The report includes both new, original research and analysis of data created by others. It is a long-term endeavor to provide hard data about the arts sector for education, policy making, and advocacy. We envision that arts advocates, legislators, local government officials, schools and parents, as well as arts and culture organizations, will use this report to find new ways to improve their lives and communities with arts and culture. Creative Minnesota research is available for free at **CreativeMN.org**.

## MAJOR SPONSORING ORGANIZATIONS:

- **Minnesota Citizens for the Arts (MCA)** is a statewide arts advocacy organization whose mission is to ensure opportunity for all people to have access to and involvement in the arts. MCA organizes the arts community and lobbies the Minnesota State Legislature and Congress on issues pertaining to the nonprofit arts and conducts original research. MCA works with over 40,000 arts advocates in Minnesota. 651-251-0868 [www.artsMN.org](http://www.artsMN.org) @MNCitizen
- **The McKnight Foundation:** [www.mcknight.org](http://www.mcknight.org)
- **The Minnesota State Arts Board:** <http://www.arts.state.mn.us/>
- **Forum of Regional Arts Councils of Minnesota:** <http://www.arts.state.mn.us/racs/forum.htm>
- **Target:** <https://corporate.target.com/corporate-responsibility>
- **Jerome Foundation:** <http://www.jeromefdn.org/>
- **Bush Foundation:** [www.bushfoundation.org](http://www.bushfoundation.org)
- **Mardag Foundation:** <http://www.mardag.org/>
- **Perpich Center for Arts Education:** <http://perpich.mn.gov/>
- **Springboard for the Arts:** <https://springboardforthearts.org/>
- **Minnesota Music Educators Association:** <http://www.mmea.org/>
- **Americans for the Arts:** [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)
- **CURA Center for Urban and Regional Affairs, University of Minnesota:** <http://www.cura.umn.edu/>
- **Ideas that Kick:** [www.ideasthatkick.com](http://www.ideasthatkick.com)
- **Minnesota Compass:** <http://www.mncompass.org>
- **Minnesota Historical Society:** <http://www.mnhs.org/about>
- **City of Minneapolis:** <http://www.ci.minneapolis.mn.us/>
- **Northwest Regional Arts Council:** <http://www.northwestminnesotaartscouncil.org>

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