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## **New Creative Minnesota Study Of Martin County Reveals Large Impact of the Arts on Local Economy**

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and Fairmont Opera House released a new study indicating that the arts have a large impact on Martin County.

The Martin County 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**.

*"When I first became involved with the Fairmont Opera House in 2016, I met former MN Citizens for the Arts Executive Director Sheila Smith, who told me about Creative MN, and I knew immediately that I had to be part of the study. Since that time, I have worked to find ways to get involved with Creative MN and am very excited to finally participate with my organization.*

*I have always known that the Fairmont Opera House and the arts are incredibly important to the quality of life in our community, and through the data collected through the Creative MN study, we will be able to have tangible numerical data to take to leaders in our community to show the value of our organizations to our local economy. This is especially important as we continue to recover from the Coronavirus Pandemic and work to establish the arts as a viable economic and quality of life engine in the area. Previously, we have had great cultural experiences, educational programming, and a thriving community theater program that we can highlight and share with leaders in the community, but this study will give us a new level of engagement and data to justify the necessity of our field" – Blake Potthoff*

*“Our Fairmont Opera House is essential to the well-being of our community. Thousands of volunteer hours, numerous financial gifts and exceptional leadership have kept the doors to this historical site open. Because of the commitment of so many the opportunity for our community members, of all ages and abilities, to experience, learn and excel at fine arts activities is a reality.*

*“Research has shown exposure to fine arts activities does contribute to a strong healthy body, mind, and spirit in individuals and fosters team players. Dedication, confidence, and discipline are a few of the virtues displayed by the performers and behind the scenes team members. I am so grateful our local community members can participate in the fine arts and in return our community members can enjoy the talented gifts given and shared by many.” – Deb Foster, Mayor of Fairmont, MN*

*“Having access to any form of art or culture is a great benefit to a community’s citizens. The arts enrich our lives in Fairmont and Martin County. They give our lives enrichment and greater meaning. The arts can give us new perspectives and deeper meaning, that we otherwise might miss out on. This applies to all ages. The arts are key to raising well rounded children and I believe that this continues throughout our lives. A community with arts and culture will always be a healthier, happier place to live.” - Ned Koppen, President, Fairmont Area Chamber of Commerce*

**Martin County:**

The study found that the **combined economic impact of nonprofit arts organizations and their audiences is nearly \$1.6 Million annually**. This includes **\$947,405** spent by nonprofit arts organizations and **\$605,176** spent by **30,704 attendees**. In the county, direct spending of artists in their communities on things such as art supplies and studio rental is **\$434,907** and revenues from creative industries is over **\$24 Million**.

**NONPROFIT ARTS AND CULTURE ORGANIZATIONS:**

The 11 nonprofit arts and culture organizations in Martin County served 30,704 attendees at arts and cultural events in 2018.

<b>NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN NORTHWEST MN BY DISCIPLINE</b>	
PERFORMING ARTS	<b>5</b>
ARTS MULTIPURPOSE	
HISTORY & HISTORICAL PRESERVATION	<b>6</b>
Other*	
VISUAL ARTS & ARCHITECTURE	
MEDIA & COMMUNICATIONS	
LITERARY ARTS	
HUMANITIES	
<b>TOTAL</b>	<b>11</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:**

Fairmont Concert Association Inc, Fairmont Opera House, Granada Huntley-East Chain Schools, Heritage Acres/South Central MN Interpretive Center and Heritage Trails, Inc, Interlaken Heritage Days, Martin County Historical Society, Red Rock Center for the Arts/Martin County Preservation Association, Rural Advantage, Truman Historical Museum/Truman Historical Association, Truman Public Schools, Welcome Historical Society

## **ARTS AND CULTURE ATTENDEES**

- **Martin County's** nonprofit arts and cultural organizations draw nearly **31,000 attendees** annually – impressive! This attendance includes almost **5,900 K-12 students**.

## **ARTISTS AND CREATIVE WORKERS**

- **Martin County** has a **higher density of artists and creative workers in its workforce** than would be expected, with creative worker density at 14 creative jobs per 1,000 overall jobs.

- *There are **125 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 54 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 **Broadcasters/DJs, Marketing Managers, and Graphic Designers**.
- The average hourly wage for creative workers in is **\$26.61**, which is **above the average worker wage** of \$20.13.
- The direct spending of artists and creative workers in the county generates **\$43,154 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/>

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