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Contacts: Sarah Fossen, 651.251.0868
Executive Director, Minnesota Citizens for the Arts
Ann Rosenquist Fee, 507-351-6521
Executive Director, Arts Center of St. Peter

New Creative Minnesota Study Of Nicollet County Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and Arts Center of St. Peter released a new study indicating that the arts have a large impact on Nicollet County.

The Nicollet 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**.

“It’s so rewarding to see the quantitative impact we and our arts colleagues have on the community. And it makes a difference — it’s the information donors need to see. Creative MN and this study are invaluable resources.”

—Ann Rosenquist Fee, Executive Director, Arts Center of Saint Peter

“While cities are mindful of the need to provide the basic municipal services to its residents, a thriving and vibrant community will work tirelessly to embrace and nurture the artistic and cultural assets of the area and its people. In Saint Peter, the city has been blessed to be joined by dedicated individuals and organizations that share a common vision and have proven willing to make an investment in support of the arts in our community. These efforts enrich and enhance the lives and experiences of us all.”

—Russ Wille, Community Development Director, City of St. Peter

Nicollet County:

The study found that the **combined economic impact of nonprofit arts organizations and their audiences is over \$3.2 Million annually**. This includes over **\$700,000** spent by nonprofit arts organizations and over **\$2.5** spent by nearly **128,000 attendees**. In the county, direct spending of artists in their communities on things such as art supplies and studio rental is nearly **\$1.7 Million** and revenues from for-profit creative industries is over **\$450 Million**.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS and ATTENDEES:

The 19 nonprofit arts and culture organizations in Nicollet County participated in the study.

- They served **127,581 attendees** at arts and cultural events in 2018, including **43,224 youth under 18**. Their spending on staff, rents, and supplies was **\$707,005**.
- Audience spending at restaurants, bars and shops, at an average of \$19.71 per person, was **\$2,514,622**.
- Combined, nonprofit arts and cultural organization and audience spending generated an economic impact of **\$3,221,627**, and had the potential to generate 73 full-time jobs in support of this activity while contributing **\$325,636 in local and state government revenues**.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS BY DISCIPLINE	
PERFORMING ARTS	11
ARTS MULTIPURPOSE	4
HISTORY & HISTORICAL PRESERVATION	2
Other*	
VISUAL ARTS & ARCHITECTURE	
MEDIA & COMMUNICATIONS	1
LITERARY ARTS	
HUMANITIES	1
TOTAL	19

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

PARTICIPATING ORGANIZATIONS INCLUDE:

Arts Center of Saint Peter, Inc., GSR Fine Art Festival, Picnic in the Park Variety Show, South Central College-North Mankato, Nicollet County Historical Society, South Central Service Cooperative, Mankato Suzuki School of Music, Inc., KTV Public Access, American Guild of Organists, Govenaires Drum and Bugle Corps, Mankato Mosaic Theatre Company, Minnesota "Over-60" Band, Minnesota Shorts Play Festival, Minnesota Valley Sweet Adelines, Play With Your Food Theatre, Rock Bend Folk Festival, Rural Route Dance Ensemble, Saint Peter Ambassadors, Saint Peter Choral Society, Inc.

ARTISTS AND CREATIVE WORKERS

There are **477 artists and creative workers** in Nicollet County. 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

- **Nicollet County** has a **higher density of artists and creative workers in its workforce**, with creative worker density at 32 creative jobs per 1,000 overall jobs.
- Creative workers earn, on average, **\$29.84 per hour**. That's **\$8.49 higher than the average overall wage in the county**.
- The most common creative worker jobs in the county are **graphic designers, merchandise displayers and window trimmers, and public relations specialists**.
- The direct spending of full-time artists and creative workers was **\$747,396**, and for part-time artists and creative workers it was **\$911,319**, generating an economic impact in the county of **\$1,658,715** and contributing **\$164,589 in state and local government revenues**.

CREATIVE FOR-PROFIT INDUSTRIES

- Creative for-profit industries in Nicollet County generated **\$450,241,261** in revenues in 2018.
- This includes Commercial Printers at over \$309 Million, Book Publishers at over \$98 Million, and Television Broadcasting at over \$15 Million.

STATEWIDE MINNESOTA HIGHLIGHTS:
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- 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 @MNCitizen
- **The McKnight Foundation:** 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
- **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
- **CURA Center for Urban and Regional Affairs, University of Minnesota:** <http://www.cura.umn.edu/>
- **Ideas that Kick:** 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/>