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New Creative Minnesota Study Of Red Wing Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts and the City of Red Wing released a new study indicating that the arts have a large impact on the local economy.

The city of Red Wing study is one of seven local studies that **Creative Minnesota** recently released. **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**.

Red Wing and Goodhue County:

The study found that the **combined economic impact of nonprofit arts organizations and their audiences** in the city of Red Wing is **nearly \$4.9 Million annually**. This includes over **\$3.8 Million** spent by nonprofit arts organizations and over **\$1.1** spent by over **94,000 attendees**.

In the county, revenues from for-profit creative industries is over **\$167 Million** and direct spending of artists in their communities on things such as art supplies and studio rental is over **\$2.3 Million**.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS and ATTENDEES:

The 22 nonprofit arts and culture organizations in Red Wing participated in the study.

- They served **94,407 attendees** at arts and cultural events in 2018, including **15,132 youth under 18**. Their spending on staff, rents, and supplies was **\$3,837,535**.
- Audience spending at restaurants, bars and shops, at an average of \$12.05 per person, was **\$1,137,604**.

- Combined, nonprofit arts and cultural organization and audience spending generated an economic impact of **\$4,975,139** and had the potential to generate 147 full-time jobs in support of this activity while contributing **\$502,205 in local and state government revenues.**

NONPROFIT ARTS AND CULTURE ORGANIZATIONS BY DISCIPLINE	
PERFORMING ARTS	5
ARTS MULTIPURPOSE	5
HISTORY & HISTORICAL PRESERVATION	6
Other*	
VISUAL ARTS & ARCHITECTURE	5
MEDIA & COMMUNICATIONS	
LITERARY ARTS	
HUMANITIES	1
TOTAL	22

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

PARTICIPATING ORGANIZATIONS INCLUDE:

Anderson Center for Interdisciplinary Studies, Inc., Art Reach, Bells of the Bluffs Handbell Ensemble, Big Turn, City of Red Wing, Evening Star Quilters Red Wing, Friends of the Friedrich Civic Center, Goodhue County Historical Society, Hispanic Outreach Program of Goodhue County, Jordan Towers Resident Council, Red Wing Arts Association, Red Wing Brass Band, Inc./Sheldon Theater Brass Band, Red Wing Collectors Society Foundation, Red Wing Collectors Society, Inc., Red Wing Community Education, Red Wing Innovation Incubator, Red Wing Marine Museum, Red Wing Youth Outreach Program, Inc., Sound Support for String Music, T. B. Sheldon Memorial Theatre/The Sheldon Theatre, The Artist Sanctuary, Universal Music Center

ARTISTS AND CREATIVE WORKERS

There are **383 artists and creative workers** in Goodhue 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

- **Goodhue County** has a **density of artists and creative workers in its workforce** of 8 creative jobs per 1,000 overall jobs.
- Creative workers earn, on average, **\$27.01 per hour**. That’s higher than the average overall wage in the county of \$23.08.

- The most common creative worker jobs in the county are **graphic designers, marketing managers, and musicians and singers.**
- The direct spending of full-time artists and creative workers was nearly **\$1.7 Million**, and for part-time artists and creative workers it was over **\$632,000**, generating an economic impact in the county of nearly **\$2.3 Million** and contributing **\$296,369 in state and local government revenues.**

CREATIVE FOR-PROFIT INDUSTRIES

- Creative for-profit industries in Goodhue County generated **\$189,028,581** in revenues in 2018.
- This includes Commercial Screen Printers at over \$135 Million, Software Publishers at over \$12 Million, and Advertising Agencies at over \$7 Million.

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 @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/>