



DANCE IN MINNESOTA

Creative Minnesota studied national data on the impact of 41 creative occupations on Minnesota's economy.

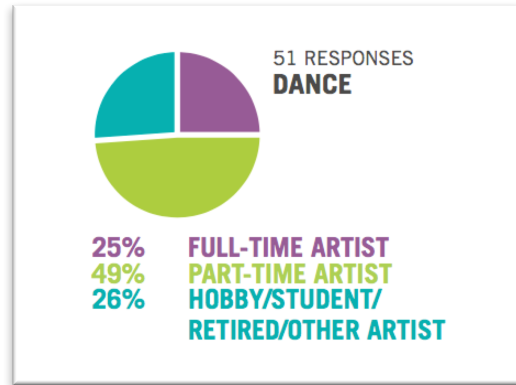


These creative occupations included two specific to dance; dancers and choreographers. National data shows 819 dancers making a living either full or part-time in the state, and 245 choreographers. This is far fewer than the number of artists found in other creative professions in Minnesota.

The study did not differentiate between for-profit or not-for-profit workplaces.

LOTS OF PART-TIME DANCERS

The study included a survey of 2100 Minnesota artists. **Interestingly, nearly half of the people in the dancer/ choreographer category reported that they worked part-time as artists (49 percent), which was high compared to most other artistic disciplines.** However, the remaining 25 percent of dancers/choreographers reported being full-time, and 26 percent said they were hobbyists, students, or retired.

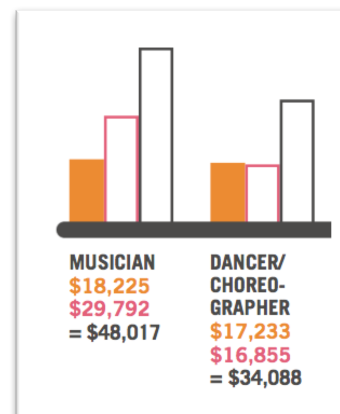


In contrast, 36 percent of people in design arts said they worked full-time in their artistic field, the highest among creative professions in the study.

DANCERS/CHOREOGRAPHERS WERE THE SECOND HIGHEST PAID CREATIVE WORKERS

Dancers/choreographers reported the second highest average income from their art among all artists in Minnesota, behind only musicians.

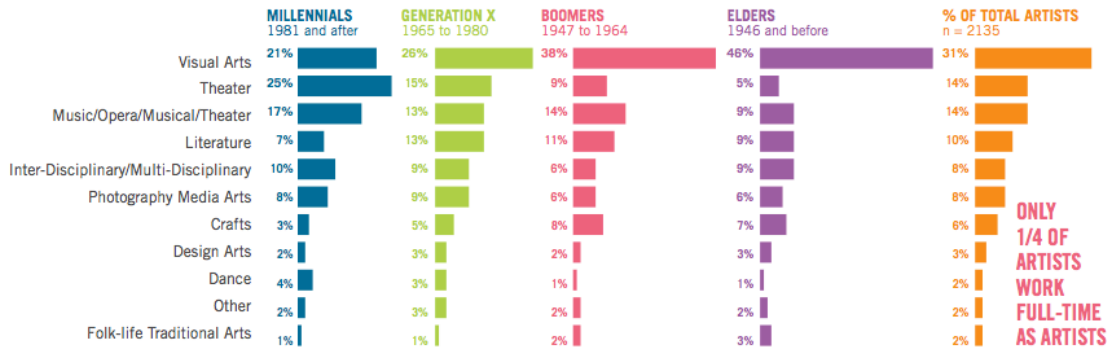
Dancers/choreographers reported that they make on average \$17,233 from their art, with \$16,855 in earnings from other jobs, for a total average income of \$34,088.



THE GENERATIONS ARE CHANGING

Visual arts is the most commonly practiced discipline, followed by theater, but people from different generations practice different disciplines.

The younger an artist is the more likely they are to practice theater as opposed to the visual arts. Millennials are the only generation that chose theater as their primary artistic discipline, most often.



*Some respondents did not answer the question, so the totals do not equal 100%. Baby Boomers were over-represented compared to their percentage of the Minnesota population by 5%, and Elders were under-represented by 5%. Millennials were under-represented by 2% and Generation X were over-represented by 3%.²²

YOUNGER GENERATIONS ARE INTERESTED IN DIFFERENT ART FORMS THAN THEIR ELDERS

Part of this year's Creative Minnesota report was a statewide survey of Minnesota's artists and creative workers. The different generations report practicing different art forms, with 46 percent of those born before 1946 most commonly doing the visual arts and Millennials most often (25 percent) practicing theater.

The popularity of dance as an art form compared to the other art forms has not grown very much with each successive generation.

PERFORMING ARTS ORGANIZATIONS DOMINATE

Performing arts is by far the most common type of nonprofit arts and culture organization in Minnesota.

Of the 1601 participating nonprofits, 695 were performing arts, which includes theaters, music and dance organizations.

MANY, MANY NONPROFIT DANCE ORGANIZATIONS

Minnesota has many nonprofit dance organizations, including:

North Country Fiddle and Dance, Ressler Dance!, Tamarack Dance Association, Prairie Dance Alliance, Minnesota Dance Ensemble, Wicked Sister Dance, Dance Conservatory of Southern Minnesota, Rural Route Dance Ensemble, Rochester Dance Company, Children's Dance Theatre, Lanesboro Barn Dance, Cowles Center for Dance and the Performing Arts, Zenon Dance Company and School, TU Dance, Ragamala Dance, Stuart Pimsler Dance & Theater, Katha Dance Theatre, Ananya Dance Theatre, Jawaahir Dance Company, CAAM Chinese Dance Theater, Zorongo Flamenco Dance Theatre, Tapestry Folkdance Center, Mathew Janczewski's ARENA DANCES, Shapiro and Smith Dance, Contemporary Dance Arts, Inc., Young Dance, Threads Dance Project, The Art of Dance Studio, Hollywood Studio of Dance, Ethnic Dance Theatre, Les Jolies Petites School of Dance, Twin Cities Chinese Dance Center, Inc., Contempo Physical Dance, Bedroom Ballroom Dance Company, Duniya Drum and Dance, Rosy Simas Dance Projects, Al-Bahira Middle Eastern Dance Theater, Come Square Dance, Inc., Rhythmically Speaking, Wisdom Dances, Dance Revels Moving History, Dans Askina Turkish Dance Ensemble, Voice of Culture Drum and Dance, Universal Dance Destiny, Blossoms of the Orient Dance Theater, Christopher Watson Dance Company, Cities' Classical Dance Ensemble, 9x22 Dance/lab, Lipa Slovak Folk Dancers, Dance MN, and many others.

Download the full report to see how dancers compare to other artists at www.creativeMN.org.

THE REST OF THE REPORT

Creative Minnesota highlights the positive impact being made by artists and creative workers. The study found that every region of the state has a robust arts economy, from the prairies of southwest Minnesota to the busy Twin Cities area to the tourist magnet that is the North Shore.

The combined annual economic impact of nonprofit arts organizations, their audiences, and artists and creative workers statewide is over \$2 billion, making **Minnesota's arts economy double the size of Wisconsin's even though we have roughly the same population.** (It is ten and a half times that of Kansas, and twelve and a half times that of South Dakota.)

Clearly, if you are a young creative person looking for a job in a creative field in the Midwest, you should load up your car and move to Minnesota.

Multiple surveys show the unique relationship of Minnesotans to the arts. Minnesotans strongly believe that the arts and culture are important to their quality of life, and, on average, Minnesotans attend and participate in the arts more often than other Americans. Compared to the average American, Minnesotans are eight percent more likely to attend arts and culture events and 14 percent more likely to be personally involved in creative activity in their everyday life. Ninety-one percent of Minnesotans believe that people who create art are contributing something important to their communities, and 90 percent believe that arts and culture activities help make Minnesota an attractive place to live and work. Most also believe it is important to express themselves creatively or to experience the creativity of others every day.

These numbers help explain why Minnesotans consider the arts to be crucial to the state's quality of life.

High levels of activity by artists and arts and culture organizations also bring added benefits to the state's budget. Artists and nonprofit arts and culture organizations spend money in their communities by hiring people, renting studio space and buying supplies at the hardware store. State and local government revenue from this spending in the form of income and sales taxes exceeded \$222 million a year in 2014. That is over five times the amount that the arts received in public funding.

Minnesota is home to 1601 nonprofit arts and culture organizations which served 22 million attendees at arts and cultural events in 2014. On average, Minnesota's 5.6 million residents attend four events a year. But it is not only Minnesotans who attend arts and culture events. People come from all over the Midwest and beyond to participate, making up roughly 15 percent of arts and culture attendees.

Minnesota's arts and culture organizations also provide 3.8 million K-12 students with cultural experiences, hosting 29,318 school group visits each year. With approximately 900,000 K-12 students in Minnesota, **on average every student is participating four times a year in arts and culture activities, many of them for free,** provided by these nonprofits because of funding from the Legacy Amendment. (Minnesotans passed the Legacy Amendment in 2008, creating dedicated state funding for the arts and environment.)

An astonishing 104,000 people work as artists and creative workers in Minnesota. Twenty-four percent of self-identified artists are employed full time as artists; 42 percent are part time; and the rest, 34 percent, are retired, hobbyists or students. About 70 percent of these people live in the Metro area. It's important to note that artists live in every corner of the state, however, and while there are of course high density clusters of creative workers in Hennepin and Ramsey counties, Benton, Carver, Cass, Cook, Martin and Marshall counties also had high densities of creative workers.

The arts and culture industry in Minnesota is growing, but there are still reasons for concern and work for us to do. For example, *Creative Minnesota 2017* found that women and artists of color make less from their work than other artists, mirroring wage disparities in the larger workforce.

A recent Minnesota State Arts Board survey found that there are five things that artists need to help them be more successful making a living as a creative worker:

1. Artists need a space to work and access to tools of their trade.
2. Artists have shown a strong interest in opportunities to connect more with each other and more opportunities to serve their communities.
3. Younger, emerging artists are looking for a chance to learn new skills while more experienced, professional artists would like to pass on their skills. Creating mentorships and partnerships to transfer skills to a new generation would be beneficial to all.
4. Artists would like to learn new ways to develop a paying audience and generate income from their work. We all like to get paid for what we do, but this can be a hurdle for newer and unestablished artists. Wider access to workshops and other classes on arts business development would be helpful.
5. Last, but not least, artists want to reach an ever-wider audience and markets.

Despite these needs, **85 percent of arts graduates say that the Twin Cities is a “Good” or “Very Good” place to be an artist. Being an attractive place for creative workers is great for Minnesota’s future,** because in addition to being part of many growing industries, artists are very civically engaged.

Artists and arts advocates give back to their communities more than the average American. Eighty-eight percent of artists volunteer their time to community activities and events. That compares to 35 percent of all Minnesotans and 25 percent of all Americans who volunteer time for their local communities.

Overall, the study shows that the arts and culture have a unique place in the civic life of Minnesota, and that artists and creative workers and nonprofit arts and culture organizations are having a positive impact. The state’s commitment to arts and culture help make Minnesota thrive.

-Sheila Smith
Executive Director, Minnesota Citizens for the Arts and Chair of Creative Minnesota, 5/23/17



For more information, the statewide *Creative Minnesota 2017* report as well as 11 new regional studies can be downloaded for free at www.CreativeMN.org, where you can also find the study’s data sources.

Creative Minnesota is a collaborative project of the state’s arts supporting organizations in partnership with Minnesota Citizens for the Arts (MCA) www.artsMN.org.

The Creative Minnesota Team includes MCA, The McKnight, Jerome, Bush, and Mardag foundations, Target, the Minnesota State Arts Board and Forum of Regional Arts Councils of Minnesota, Springboard for the Arts, and the Minnesota Theater Alliance, with in-kind support from the Center for Urban and Rural Affairs at the U of M, Ideas that Kick, City of Minneapolis and others.