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New Creative Minnesota Study Of the CITY OF ROSEMOUNT Reveals Large Impact of the Arts on Local Economy

SAINT PAUL, MN: Creative Minnesota, Minnesota Citizens for the Arts, and the Rosemount Area Arts Council released a new study today indicating that the arts have a large impact on the City of Rosemount.

“Building and Strengthening our Community through the Arts” was from the beginning and remains today the vision and the mission of the Rosemount Area Arts Council. Our vision encompasses very expansive definitions of both Arts and Community. With regard to the Community we serve, we include not only all current residents of the Rosemount Area, but also the business community. We believe in the premise that an arts-rich environment will help attract new residents, will bring visitors to our city who spend money in the local economy and will help bring the community together as it grows.

“Participating in the Creative Minnesota Arts Economic Impact Study provides a solid snapshot of the level of impact the arts have in our community and its economy. The results provide evidence for the premise that the arts positively impact our local economy. The information will provide a baseline for future growth of the arts and its impact on our community. We are grateful for the great support from the City of Rosemount and from our business sponsors without whom we could not have survived and accomplished what we have.” – Jeanne Schwartz, Executive Director, Rosemount Area Arts Council

The Rosemount study is one of eight local studies that **Creative Minnesota** will release in 2020,” said Sheila Smith, the project’s Chair. “**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. We also have looked at the availability of arts education in Minnesota schools,” said Smith. “Our 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**.

ROSEMOUNT AREA HIGHLIGHTS:

- Nearly \$1 million in economic impact in the City of Rosemount
- Nearly 25,000 attendees
- Over 7,600 students served

The study found that the **combined economic impact of nonprofit arts organizations and their audiences in Rosemount is \$914,354 annually**. This includes **\$225,902** from nonprofit arts organizations, and **\$688,452 million** spent by **24,962 attendees**.

The direct spending of artists in their communities in Dakota County on things such as art supplies and studio rental, is **\$58 million annually**.

“In our digital world, it is so important that we look for ways to provide direct human interactions. The Rosemount Area Arts Council, through its numerous events, provides our community with connections on which it is hard to place a monetary value. What I do know is that their programs allow residents to stay in their community, building relationships with friends, neighbors, and local businesses, making us a more vital community.” - Bill Droste, Mayor, City of Rosemount

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN ROSEMOUNT:

The 14 nonprofit arts and culture organizations and activities in Rosemount are a mix of performing arts and arts multipurpose organizations.

NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN ROSEMOUNT BY DISCIPLINE	
PERFORMING ARTS	4
ARTS MULTIPURPOSE	5
LITERARY ARTS	1
HISTORY & HISTORICAL PRESERVATION	1
OTHER*	3
TOTAL	14

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

PARTICIPATING ORGANIZATIONS INCLUDE:

Beyond the Yellow Ribbon*, Friends of the Library*, Haunted Trail of Rosemount, Rosemount Area Arts Council, Rosemount Area Seniors*, Rosemount Choral Arts Foundation, Rosemount Community Band, Rosemount High School*, Rosemount Historical Society, Rosemount Leprechaun Days, Rosemount Park & Rec*, Rosemount Rotary*, Second Act Players of Rosemount, VFW Post #9433*

*Arts Programming Only

ARTS AND CULTURE ATTENDEES IN ROSEMOUNT:

- **24,962** arts and cultural attendees annually, **7,650** of which are K-12 students, is impressive for a city of this size.
- The attendee spending of \$688,452, combined with \$255,902 in spending by nonprofit arts and cultural organizations, results in an impressive **\$102,336 state and local governmental revenue boost** in the city and also supports 21 full-time equivalent jobs.

ARTISTS AND CREATIVE WORKERS IN DAKOTA COUNTY

- There are **8,432 artists and creative workers** in **Dakota 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 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 **Photography, Editing, and Graphic Design**.
- The average hourly wage for creative workers in Dakota County is \$21.62, which is **below the average worker wage** of \$24.83.
- The direct spending of artists and creative workers in the county generates **\$7,501,027 in state and local government revenues**.
- **Dakota County** has a **density of artists and creative workers in its workforce** of 45 creative jobs per 1,000 overall jobs.
- Spending by artists and creative workers in Dakota County generates **\$58 million in annual economic impact**, and an additional **\$7.5 million in state and local government revenues**.

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

“I am impressed with the impacts and innovations creative individuals and the local arts activities bring to build and strengthen our Rosemount community. Creativity has applied inspiration and imagination and serves to shape, solve and share our culture, connections and civic expressions. Like a quilt, the value is seen as many distinct fibers and fabrics are sewed together creating a better expression of the quality of life in our community.” - Jeff Weisensel, City Council Member, City of Rosemount

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/>
- **Rosemount Area Arts Council** <https://www.rosemountarts.com/>