



Minnesota Has a Special Relationship with Writers and Authors

The recent 2017 Creative Minnesota study has a lot of interesting angles about the arts in Minnesota, and you can find several surprising (maybe not so surprising?) things about the state's writing and publishing sector in the research.

WRITERS AND AUTHORS ARE THE THIRD LARGEST CREATIVE PROFESSION IN MINNESOTA

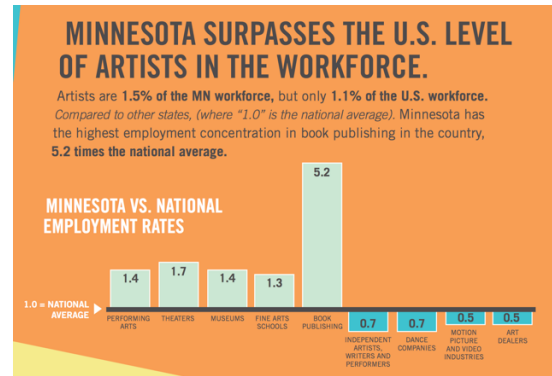
Creative Minnesota studied national data on the impact of 41 creative occupations on Minnesota's economy. These creative occupations included many specific to writing and publishing, including editors, technical writers, librarians, writers and authors. The study did not differentiate between for-profit or not-for-profit workplaces.

There are 9544 writers and authors in Minnesota, the third largest creative worker profession in the state, behind only photographers and musicians and singers.



THE TWIN CITIES IS A NATIONAL PUBLISHING HUB

The 2015 Creative Minnesota study found that Minnesota has the highest employment concentration in book publishing in the country, over five times the national rate.



MANY NONPROFIT LITERARY ARTS ORGANIZATIONS

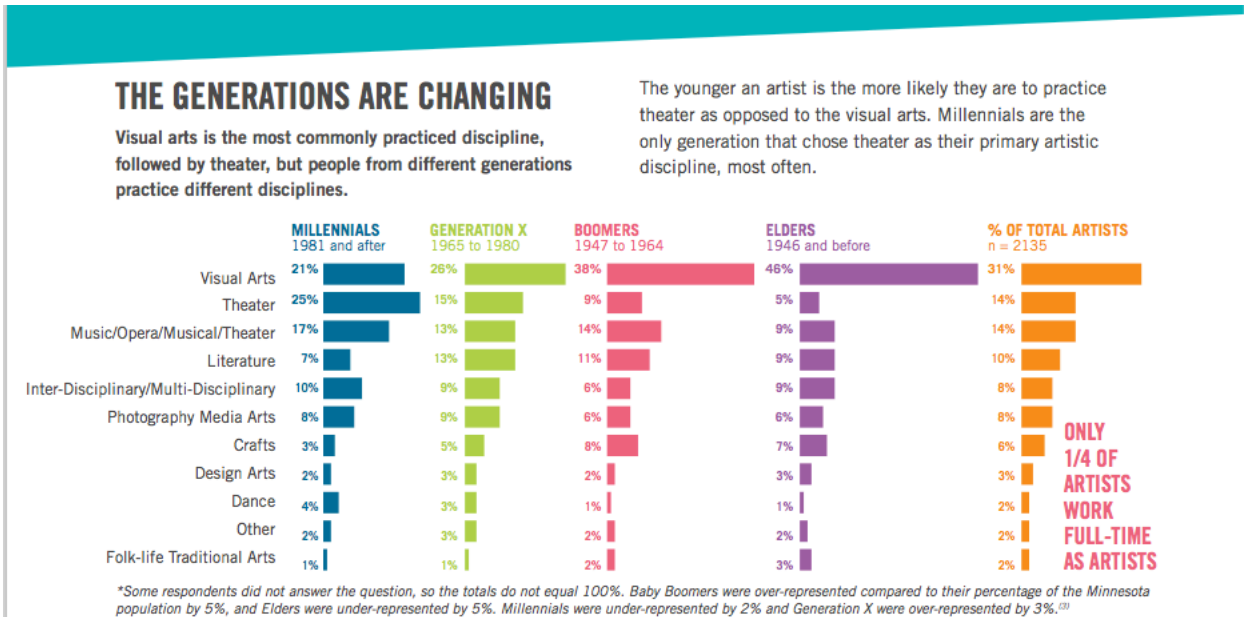
Minnesota has a huge publishing sector because, in addition to for-profit and university presses, there are over 30 literary arts non-profit organizations in Minnesota, which include:

Minnesota Northwoods Writers Conference, Jackpine Writers' Bloc, Inc., Poetry Harbor, Spirit Lake Poetry Series, New Rivers Press, Lake Region Writers Network, Good Thunder Reading Series, Red Dragonfly Press, Graywolf Press, The Loft Literary Center, Milkweed Editions, Coffee House Press, Open Book, Givens Foundation for African American Literature, Arcata Press/St. Paul Almanac, Afton Historical Society Press, Motionpoems, Rain Taxi, Rainbow Rumpus, Minnesota Prison Writing Workshop, Minnesota Spoken Word Association, Women's Writing Program, Minnesota Literary Council, Revolver, Alzheimer's Poetry Project, Poetry for People, among others.

LITERATURE IS MOST POPULAR WITH GENERATION X

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.

Literature was most popular with Generation X, with 13 percent of that generation reporting literature as their art form, compared to 11 percent of Boomers, nine percent of Elders, and seven percent of Millennials.



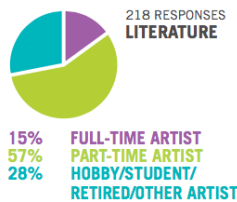
LOTS OF PART-TIME WRITERS

Interestingly, writers, authors and editors were by far the most likely to report that they were part-time artists (57 percent) compared to other artistic disciplines. (The remaining 15 percent of writers, authors and editors reported being full-time, and 28 percent reported that they were hobbyists, students, or retired).

This was much higher than the 42 percent of artists of all other disciplines who reported working part-time in their artistic field. For example, only 39 percent of workers in design fields reported working part-time in their field.

WITH SO MANY WORKING PART-TIME AS WRITERS, AUTHORS AND EDITORS, AVERAGE INCOMES FROM WRITING WERE LOW:

CREATIVE WORKERS IN LITERATURE HAD THE HIGHEST LEVEL OF PART-TIME ARTISTIC WORK AT 57 PERCENT



Writers, authors and editors were low among all artistic disciplines in reported average income from their art. Writers, authors and editors make on average \$7,167 from writing, with \$32,192 in earnings from other jobs, for a total average income of \$39,359.

Download the full report to see how writers, authors and editors 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, 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.

