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Arts and Culture Means Business in Pine City

New Study Shows Strong Impact of Nonprofit Arts and Culture on Pine City's Economy

SAINT PAUL, MN: We have known for a long time that the arts and culture are important to Pine City. They enhance our quality of life, bring diverse communities together, and make our area a magnet for jobs and businesses. A new study was released today by the **Pine City EDA, the East Central Regional Arts Council and Minnesota Citizens for the Arts.** that shows that, in addition to contributing to our state's excellent quality of life, the nonprofit arts and culture sector is also a substantial industry in Pine City, generating **nearly \$1 million in total economic impact annually.**

As the most comprehensive report ever done of the creative sector, *Creative Minnesota* is a new effort to fill the gaps in available information about Minnesota's cultural field and to improve our understanding of its importance to our quality of life and economy. Today's report release is the second wave of a concentrated effort to collect and report data on the creative sector every two years for analysis, education and advocacy. All of the research developed by the *Creative Minnesota* team will be available at creativemn.org.

Creative Minnesota: The Impact and Health of the Nonprofit Arts and Culture Sector found that **five nonprofit arts and culture organizations in Pine City support the equivalent of 18 full time jobs** in the county, and that **21,150 people attend** nonprofit arts and cultural events annually.

Sheila Smith, Executive Director of Minnesota Citizens for the Arts, said "The study shows that there is a big impact from the presence of nonprofit arts and culture organizations in Pine City, bringing people to town who wouldn't otherwise be there to spend their money in local businesses."

Nathan Johnson, the Community Development Director for the City of Pine City, said "the arts are a powerful agent of community change; what was once considered radical in Pine City now has its place in the plans and policies that serve our community. A part of our pursuit is to enhance our emerging reputation as a small-town arts destination. What the arts do in Pine City is allow us to escape our small town, if but for a moment, without leaving home."

"The arts are truly a business that impacts all of the Pine City area," added **Mary Minnick-Daniels**,

Executive Director of the East Central Regional Arts Council. “This study shows the impact of community members engaged in arts events and art making which leads to vital economic growth and community development. Not only do the arts play a critical role in stimulating creativity and in developing vital communities, they also are important for discovery, learning, and achievement. The active arts scene makes Pine City a place where people want to live, work, and visit!”

Five local organizations are part of the study:

- **Northwest Company Fur Post**
- **Pine City Arts Council**
- **East Central Minnesota Pride**
- **Pine City Heritage Players, and**
- **Pine Center for the Arts, Inc.**

Local business people were eager to jump on the pro-arts bandwagon:

Mary Kay Brautigam, Coldwell Banker Burnet in Pine City said, “the arts are not only integral to our lifestyle; they are a powerful agent for economic development and property values. A community without them is hollow and lacks the vibrant texture that attracts employers to grow business and in turn, create demand for services.”

“The arts are a consideration for visitors, business owners and residents considering relocating to an area. They promote tourism and have a positive impact on economic development. The arts are vital to our long-term future growth and they enhance the quality of life for all fortunate enough to experience them,” said **Frank Christopherson**, Bank Manager at US Bank and Chair of the Pine City Planning Commission; and Vice-Chair, Pine City EDA.

Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The report leverages new in-depth research made possible because of Minnesota’s participation in the **Cultural Data Project** (culturaldata.org). *Creative Minnesota* is a snapshot of the health and impact of nonprofit arts and culture organizations in 2013 and looks at their spending and their audiences as well as other indicators.

“We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture,” said Smith.

Minnesota State Senator **Tony Lourey**, agreed that “a thriving arts community makes a thriving town, a thriving region, and a thriving state. Every playwright, actor, potter, guitarist, jeweler, knitter, painter, carver, dancer – as well as every audience member, every customer, and every supplier – give and receive mutual benefits. The arts encourage both work and play, and they promote cultural and economic vitality for our East Central region and all of Minnesota.”

Mike Gainor, Editor of Pine City Pioneer, also said that “the arts in Pine City are a mirror and a window – they help us discover who we are and where we came from, and give us a vision of what we want our community to be in years to come. With five strong, independent arts organizations in our town of just over 3,000, Pine City keeps building on its tradition of art and community as a key to growth and progress.”

The *Creative Minnesota* team includes **Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, Bush Foundation, Mardag Foundation, and Jerome Foundation**, with in-kind support from the **Minnesota Historical Society** and others.

Kate Wolford, President of The McKnight Foundation said, “Like other entrepreneurs and small business owners, artists add significant economic and creative value across the entire state. Backed by hard data, *Creative Minnesota* reveals important truths about how our state’s artists and arts and culture organizations are making dynamic contributions to our economic vitality and to our high quality of life.”

Notes on the Cultural Data Project and other Sources:

This research was made possible by the state’s participation in the **Cultural Data Project**, www.culturaldata.org/ which is a web-based data system utilized by arts and culture grant makers in thirteen states and the District of Columbia. Many public and private grant makers in Minnesota require some or all of their arts and culture grantees to submit data to the CDP. Most CDP data is financial, though it includes information about services provided, numbers of participants, staffing and volunteers as well. CDP data in this report is from 298 arts nonprofits as they reported it to the CDP.

The CDP data was supplemented by the responses of 396 arts and culture nonprofits to a brief online financial survey and by 575 organization’s grantee data provided by the Minnesota State Arts Board, Regional Arts Councils and the Minnesota Historical Society. In addition, 3410 audience members completed a survey at arts and culture events around the state. Additional information came from the National Endowment for the Arts, the Tourism Marketing Council, Explore Minnesota, the Minnesota Department of Education and others.

Americans for the Arts (AFTA) was commissioned to calculate the economic impact research portion of this report as part of *Arts & Economic Prosperity® IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Minnesota*, Americans for the Arts, 2014 and the associated eleven regional Minnesota studies, which can be downloaded at creativemn.org. Additional data analysis was done by CliftonLarsonAllen using the data sources cited above.

The Legacy Amendment

The Legacy Amendment was passed by a statewide vote of the people of Minnesota in 2008 to dedicate a portion of the state’s sales tax to create four new funds for 1. land conservation, 2. water conservation, 3. parks and trails, and 4. arts and culture. The legislature appropriates the dollars from the Legacy Arts and Culture Fund to the Minnesota State Arts Board, Regional Arts Councils, Minnesota Historical Society and other entities to provide access to the arts and culture for all Minnesotans.

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.mncitizensforthearts.org @MNCitizen.
- **The McKnight Foundation:** www.mcknight.org
- **Target:** <https://corporate.target.com/corporate-responsibility>
- **Bush Foundation:** www.bushfoundation.org
- **Mardag Foundation:** <http://www.mardag.org/>
- **Jerome Foundation:** <http://www.jeromefdn.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>
- **Minnesota Historical Society:** <http://www.mnhs.org/about>
- **Ideas that Kick:** www.ideasthatkick.com
- **Americans for the Arts:** www.AmericansForTheArts.org
- **East Central Regional Arts Council** <http://www.ecrac.org/>
- **City of Pine City** <http://www.pinecity.govoffice.com/>

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