Arts, Culture & the Creative Economy

City of Minneapolis
Presentation to Lexington Chamber of Commerce
Arts and Culture: More Than An Amenity
6/8/17
A-men-i-ty
əˈmenədē

noun: amenity; plural noun: amenities

a desirable or useful feature or facility of a building or place. "heating is regarded as a basic amenity"

- synonyms: facility, service, convenience, resource, appliance, aid, comfort, benefit, feature, advantage "basic amenities"

  the pleasantness of a place synonyms: facility, service, convenience, resource, appliance, aid, comfort, benefit, feature, advantage "basic amenities"
Arts, Culture & the Creative Economy

Mission

Leverage the Creative Sector towards social & economic growth in the city of Minneapolis
ACCE Core Programs:

Research and Evaluation
Arts Policy and Planning
Frameworks that Amplify Arts and Culture
Research & Evaluation

Examples:

• Minneapolis Creative Index
• Creative Minnesota
• Minnesota Compass
Minneapolis Creative Index

Understanding the Scale & Impact of Minneapolis’ Creative Sector

• Provides a framework for conceptualizing and understanding the creative sector
• Educates arts leaders
• Tracks and compares the creative economy as a significant driver of economic growth
• Helps City government lead by aligning stakeholders to address sector deficiencies

DEFINING THE CREATIVE SECTOR

We know from CVI data that art and artists are drivers in our city’s economy. Yet how to describe the complexities of the sector is a subject of debate within the arts community. A creative ecosystem model developed by the Arts, Culture, and the Creative Economy program (ACCE), represents the sector as a system of exchanges, revealing the complexities that help explain the interdependence of arts participation and economic drivers.

Within the creative ecology we include not only artists, but also architects and designers, arts educators, foundation funders, and theater-goers. This visual system maps out the creative sector as a dynamic ecology of economic and social relationships.

CREATIVE ECOLOGY

- ART MAKERS
  - Skilled producers/direct participants
  - Highly skilled creative producers are central to our creative ecology. The core purpose of these artists and organizations is to create artwork. Without their artmaking activities, there could be no system of economic or social exchange.

- ART SERVICE ORGANIZATIONS
  - Support skilled producers

- ARTS EDUCATION
  - Educate the next generation of producers/supporters/consumers
  - Creative Industries use creativity to add monetary value to a functional product such as a chair or a house. Thus, designer shoes are more expensive than a department store brand, an artisan crafted piece of furniture more expensive than a factory product. The value of creativity and the skill and labor that go into it is a key component of our creative economy. It is through arts education that the next generation of consumers and producers of art and creativity are nurtured. It also plays an important role in the creative economy by employing artists in teaching positions.

- ARTS FESTIVALS
  - Participation/vibrancy/creative placemaking/cultural celebration

- CREATIVE INDUSTRIES
  - Producers with indirect arts goals

- CROSS-SECTOR ARTS
  - Producers with indirect arts goals

- ECONOMIC & SOCIAL EXCHANGE
  - The interdependence of arts participation and economic drivers

- CIVIC GROUPS
  - Active/direct participants

- ART FANS
  - Indirect participants

Creative Ecology Highlights

- ART MAKERS
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KEY FINDINGS

The CVI helps us see how Minneapolis stacks up within the metropolitan region and nation as a powerhouse of creative economic and social activity. CVI scores compare Minneapolis to the national average of 1.

CREATIVE SALES PUMPED OVER $4.5B ↑ into the Minneapolis economy. As a comparison, creative industry sales are nearly 8 TIMES the size of Minneapolis sports sector revenues.

Minneapolis' CVI score outpaces the national average 3.6X OVER

In 2014, the Minneapolis/St. Paul metropolitan region had the 6TH HIGHEST CVI SCORE IN THE NATION

THE AVERAGE CREATIVE WORKER IN MINNEAPOLIS HAS A MEDIAN HOURLY WAGE OF $20.79

MORE WOMEN (49% vs. 48%), but FEWER PEOPLE OF COLOR (9% vs. 14%) WORK IN CREATIVE OCCUPATIONS than for all metropolitan area workers.

NONPROFIT REVENUES TOPPED $285M IN 2014

HIGHLY CREATIVE ZIP CODES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Jobs</th>
<th>As % Of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>55414</td>
<td>2,305</td>
<td>11%</td>
</tr>
<tr>
<td>55419</td>
<td>849</td>
<td>11%</td>
</tr>
</tbody>
</table>

TOP 5 CREATIVE OCCUPATIONS IN MINNEAPOLIS

1: Musicians & Singers (2,446)
2: Photographers (2,412)
3: Writers & Authors (2,411)
4: Graphic Designers (1,866)
5: Public Relations Specialists (935)

GROWING OCCUPATIONS (2011-2014)

1: Agents (+13%)
2: Sound Engineering Technicians (+12%)
3: Actors (+11%)
4: Camera Operators, Television, Video, And Motion Picture (+11%)
5: Audio And Video Equipment Technicians (+11%)

SHRINKING OCCUPATIONS (2011-2014)

1: Makeup Artists, Theatrical & Performance (-10%)
2: Floral Designers (-6%)
3: Broadcast Technicians (-5%)
4: Musical Instrument Repairers & Tuners (-3%)
5: Directors, Religious Activities & Education (-1%)

Creative jobs make up 3.4% OF ALL METROPOLITAN AREA JOBS
4.8% OF ALL MINNEAPOLIS JOBS

TOP 5 OCCUPATIONS

1. Set & Exhibit Designers 4.8
2. Landscape Architects 2.9
3. Dancers 2.9
4. Media & Communication Workers, All Other 2.8
5. Public Relations & Fundraising Managers 2.5
DEMOGRAPHICS OF CREATIVE WORKERS

A higher percentage of women work in creative occupations compared to all metropolitan area workers (49% vs. 48%). By way of comparison, nationally women make up 47% of both creative workers and all workers. The creative occupations with the highest share of women workers in the metropolitan area are: makeup artists, theatrical and performance (90%), librarians (87%), and chiropractors (81%).

A lower percentage of people of color work in creative occupations compared to all metropolitan area workers (9% vs. 14%). Nationally, people of color make up 17% of creative workers, and 26% of all workers. People of color are most highly represented in the following creative occupations within the metropolitan area: media and communication workers, all other (32%); makeup artists, theatrical and performance (24%); and dancers (20%).

The average creative worker in the metropolitan area has a lower hourly wage than that of all metro workers combined (median hourly wage of $19.30 vs. $22.48, respectively). The difference is even more pronounced when comparing Minneapolis creative workers to all Minneapolis workers (median hourly wage of $20.79 vs. $25.13, respectively). Despite lower wages compared to all workers, creative workers in the metro and in Minneapolis still have slightly higher hourly wages than that of creative workers at the national level ($19.30 and $20.79 vs. $19.19, respectively).

In both the metropolitan area and Minneapolis, public relations and fundraising managers are the top paid creative workers, with median hourly wages of $49.71 and $52.85, respectively. Craft artists have the lowest median hourly wage ($6.12 for the metro and $6.59 for Minneapolis). Square in the middle are sound engineering technicians for the metro ($20.38) and interior designers for Minneapolis ($20.73).

WORKERS OF COLOR: CREATIVE AND ALL WORKERS IN METRO

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% Creative Workers</th>
<th>% All Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>3.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2.8%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>3.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>0.9%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0.4%</td>
<td>0.5%</td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

DEMOGRAPHICS OF THE TOP FIVE CREATIVE OCCUPATIONS IN THE METRO

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of Jobs</th>
<th>% Female Workers</th>
<th>% Workers of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Photographers</td>
<td>12,885</td>
<td>45.3</td>
<td>12.8</td>
</tr>
<tr>
<td>2 Musicians and Singers</td>
<td>7,629</td>
<td>25.2</td>
<td>13.1</td>
</tr>
<tr>
<td>3 Graphic Designers</td>
<td>7,533</td>
<td>54.7</td>
<td>6.9</td>
</tr>
<tr>
<td>4 Writers and Authors</td>
<td>6785</td>
<td>55.8</td>
<td>5.0</td>
</tr>
<tr>
<td>5 Editors</td>
<td>4,068</td>
<td>61.3</td>
<td>4.9</td>
</tr>
</tbody>
</table>
This visualization shows the total number of creative jobs in the metropolitan area in 2014, what percent of each occupation is held by workers of color, and the occupation’s median hourly earnings. The median hourly wage for all metro workers is $22.48.
This visualization shows the total number of creative jobs in the metropolitan area in 2014, what percent of each occupation is held by women, and the occupation's median hourly earnings.

The median hourly wage for all metro workers is $22.48.
Arts Policy & Planning

Examples:

• Creative City RoadMap
• Creative CityMaking
**Creative City RoadMap**

A 10 Year Strategic Plan for Arts, Culture & the Creative Economy

- Aligns City Government and Creative sector stakeholders
- Provides research on Minneapolis creative sector assets and opportunities for growth
- Provides policy guidelines for City Departments, system partners and collaboration

Creative City Road Map
Vision and Goals

Arts infused planning process with a racial equity lenses

1. Amplify the Local

2. Arts and Culture Connect People Across Differences

3. Creative Workers Have the Resources They Need to Thrive

4. Arts and Culture are Part of Community Development
Creative CityMaking, Minneapolis

Goal Area #2: Arts and Culture Connect People Across Differences
Creative CityMaking Minneapolis

Responsive Government Through Arts Based Civic Engagement

• Partners City Departments with community based artists
• Advances the City’s goal to eliminate economic & racial disparities
• Provides arts-based, field tested approaches to engage traditionally underrepresented communities
• Stimulates innovative thinking, practices and policies
Objectives

Collaborations between City Staff & artists support the following objectives

• Use arts, design resources and practices to help departments address priority issues

• Design and test new interfaces between City & the community & new approaches for community-engaged policymaking

• Enhance City and artists’ abilities to facilitate community engagement through new tools to work effectively with underrepresented communities
Creative CityMaking Results

Artist driven engagement has dramatically increased the participation of young people and communities of color in the City’s planning process.
Creative CityMaking Results

Creative strategies were mobilized and tailored based on data and observations of community interactions with City Departments.

We do not use a ‘one size fits all approach’ to innovation.
Frameworks that Amplify Local Arts and Culture

Examples:
- Creative City Challenge
- Northern Spark
- Meet Minneapolis
Creative City Challenge

- A showcase for local creative talent, Minneapolis community identities and a tangible symbol of the many stories within our urban landscape
The Creative City Challenge has established itself over the past four years as an inspiring example of Minneapolis artist’s innovative spirit & talent” Mayor Betsy Hodges
Thank You!

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