

MONTANA

THE LAND of  
*Creativity*

# ECONOMIC IMPACT INDIVIDUAL ARTISTS

RELEASED MARCH 2005



Montana **Arts** Council



*Access & Excellence*

# Highlights from ...

## The Economic Impact of Montana Artists Study

### Released in March 2005

Research conducted by  
The Center for Applied Economic Research, Montana State University – Billings



*Commissioned by the State of Montana  
Governor's Office of Economic Opportunity and The Montana Arts Council*

*This study covers artists' Fiscal Year 2003. Artists are defined in this study to include crafts people, visual artists, photographers, traditional artists, performers in music, theatre and dance, and writers of all forms of literature, from cowboy poetry to fiction and screenplay writing.*

#### From the U.S. Census:

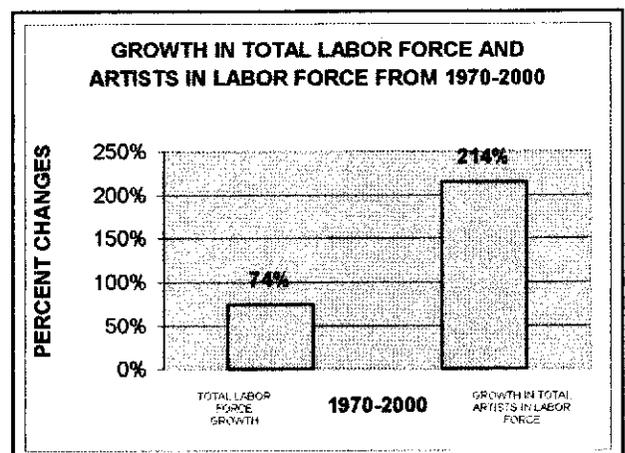
- Montana had a total of 5,840 artists making their living through the arts in 2000.
  - This does not include part-time artists.*
- One in every 78 Montanans in the state labor force is a working artist.
- There are more artists making their living in Montana (5,840) than people employed by:
  - Montana's mining industry (4,800),
  - The state's wood products manufacturing industry (5,700),
  - And the state's building materials retail trade market (4,900).

*Source: Montana Dept. of Labor & Industry – Research and Analysis*

- Since 1970, the number of full-time artists in Montana grew three times faster than the overall Montana labor market.

YEAR	TOTAL CIVILIAN LABOR FORCE	PERCENT GROWTH IN TOTAL LABOR FORCE	TOTAL ARTISTS IN LABOR FORCE	PERCENT GROWTH IN # OF ARTISTS	PERCENT OF ARTISTS TO TOTAL
1970	273,021		1,857		0.68%
1980	371,000	36%	2,966	60%	0.80%
1990	400,872	8%	4,424	49%	1.10%
2000	475,729	19%	5,840	32%	1.23%
<b>Change from 1970-2000</b>		<b>74%</b>		<b>214%</b>	

Sources: Montana Dept. of Labor and the National Endowment for the Arts



**Economic impact of Montana artists**

- Artists' sales produced an expected total economic impact of over \$233 million in 2003.

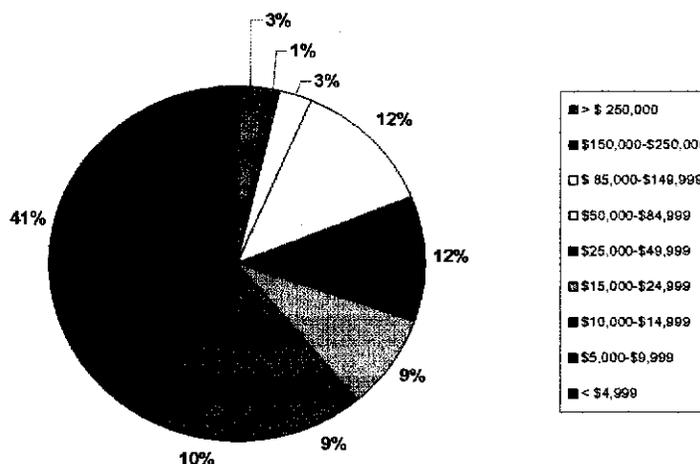
	Jobs	Economic Impact
Direct	2,411	\$165 million
Indirect	1,301	\$38 million
Induced	562	\$30 million
<b>Total</b>	<b>4,274</b>	<b>\$233 million</b>

- Artists' sales support the equivalent of 4,200 full-time jobs in Montana.
- The economic benefit from sales of each responding artist's work averaged \$49,919.
- Montana artists sell 1/3 of their work to out-of-state buyers. These out-of-state sales are significantly more profitable to artists, producing over 3/4 of all sales dollars earned.
- Economic impacts from out-of-state sales are estimated at \$179 million and support 3,200 full-time jobs in Montana.
- Average out-of-state sales equaled \$28,641 per responding artists in the survey.

**Individual sales levels**

- Almost 1/3 of responding artists reported sales of \$25,000 and above. Four out of ten responding artists reported sales of \$5,000 or less.
- Fifty percent of all artists surveyed said that art accounted for 100% of their personal income.

**2003 Sales Distribution**



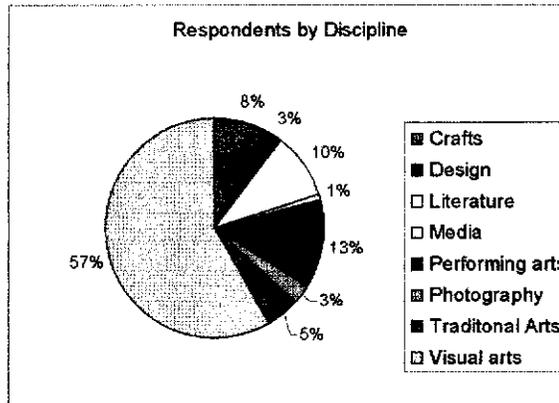
**Total economic impacts by county**

Responses from artists living in each county were analyzed and used as the basis to develop what those figures would look like for all 5,840 Montana artists in the 2000 U. S. Census. Extrapolating from the respondents' information, 5,840 artists would generate an overall economic impact of \$233,388,545 for the state of Montana.

County	Total Sales for all Montana Artists	Total Economic Impact	# of Jobs
Blaine	\$ 589,216	\$ 707,059	16.2
Beaverhead	\$ 992,098	\$ 1,190,517	27.3
Big Horn	\$ 623,931	\$ 773,675	23.2
Broadwater	\$ 523,839	\$ 665,276	13.4
Carbon	\$ 1,797,264	\$ 1,983,802	46.0
Cascade	\$ 2,999,216	\$ 4,172,303	76.7
Custer	\$ 690,243	\$ 876,608	17.6
Dawson	\$ 173,408	\$ 182,128	4.4
Deer Lodge	\$ 807,811	\$ 969,373	20.7
Fergus	\$ 889,476	\$ 1,102,951	25.5
Flathead	\$ 18,450,599	\$ 21,550,284	497.2
Gallatin	\$ 19,941,314	\$ 23,861,948	560.9
Glacier	\$ 911,257	\$ 1,148,183	24.2
Hill	\$ 384,442	\$ 488,242	11.2
Jefferson	\$ 2,038,439	\$ 2,316,433	52.1
Judith Basin	\$ 325,322	\$ 413,159	8.3
Lake	\$ 2,474,395	\$ 2,849,274	63.3
Lewis & Clark	\$ 5,342,307	\$ 6,789,000	136.6
Liberty	\$ 199,814	\$ 241,175	5.1
Lincoln	\$ 542,820	\$ 683,953	13.9
Madison	\$ 975,246	\$ 1,267,820	24.9
Missoula	\$ 49,701,007	\$ 68,183,470	1,345.8
Park	\$ 8,936,506	\$ 10,968,363	240.8
Phillips	\$ 149,743	\$ 190,174	4.0
Pondera	\$ 90,969	\$ 115,530	2.3
Powell	\$ 252,193	\$ 312,719	6.4
Ravalli	\$ 3,666,017	\$ 4,462,869	93.7
Rosebud	\$ 988,307	\$ 1,255,150	25.3
Silver Bow	\$ 1,302,165	\$ 1,695,053	33.3
Stillwater	\$ 468,952	\$ 595,569	12.0
Sweet Grass	\$ 980,140	\$ 1,215,374	25.1
Teton	\$ 1,904,952	\$ 2,419,290	48.7
Wheatland	\$ 470,194	\$ 592,445	12.4
Yellowstone	\$ 3,145,470	\$ 3,797,836	80.4
Other Counties	\$ 31,138,990	\$ 63,351,539	673.8
<b>TOTAL</b>	<b>\$ 164,868,062</b>	<b>\$ 233,388,545</b>	<b>4273</b>

**Who is the average Montana artist?**

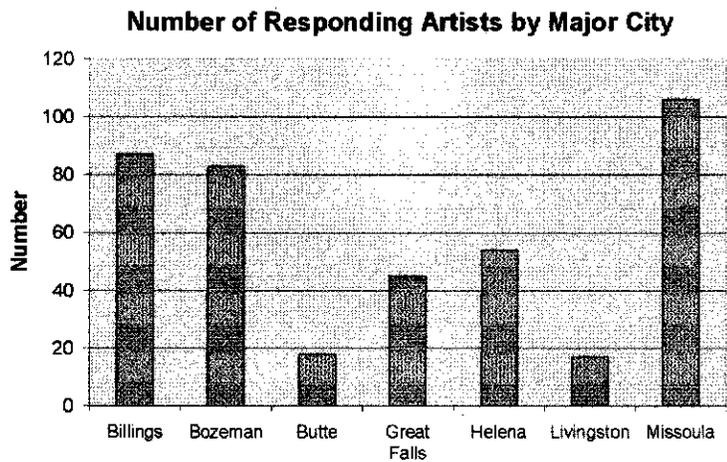
- They are involved in crafts, design, literature, media, performing art, photography, traditional arts or visual arts. Here is the breakdown on the survey respondents:



- A little less than half of the survey respondents stated they are full-time artists.

**Where do they live? How long have they called Montana home?**

- The average time a Montana artist has called Montana home is 32.5 years.
- They have lived here 70% of their adult life; 90% of respondents wish to remain in Montana.
- Open space and quality of life are the main reasons that artists remain in Montana.



- While there are concentrations of artists in the western part of the state, 25% of artists responding to the survey live east of Lewistown.

**What do artists spend to produce their work?**

- The average Montana artist purchased 26% of their arts and business supplies from Montana businesses.
- On average, artists spend \$3,876 on materials, \$517 on marketing and \$385 on other items at Montana businesses.

**What Montana artists suggest would give them the next best boost for their businesses?**

- 70.2% need assistance with marketing
- 49.5% would like a state resource database
- 29.6% would like more statewide wholesale craft shows

**Study methodology**

- 3,099 artists statewide were surveyed by mail (Montana Arts Council database)
- 795 (26%) responded – far above the 10% return required for a 95% data confidence level
- Responses were then extrapolated to the 5,840 Montana artists in the U.S. 2000 Census
- Utilized the economic modeling system IMPLAN to evaluate data

*These highlights of the study were prepared by the Montana Arts Council.*

**For more information**

[http://art.mt.gov/resources/resources\\_econartists1.asp](http://art.mt.gov/resources/resources_econartists1.asp)

or you may receive a printed version by requesting it through the Montana Arts Council at 406-444-6430 or [mac@mt.gov](mailto:mac@mt.gov).

For more specific questions, please don't hesitate to contact:

Arlynn Fishbaugh, Executive Director, Montana Arts Council

[afishbaugh@mt.gov](mailto:afishbaugh@mt.gov) or 406-444-6430

or

Dr. Ann Adair, Senior Economist, Center for Applied Economic Research, MSU Billings

[aadair@msubillings.edu](mailto:aadair@msubillings.edu) or 406-657-1608