

These highlights 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).

Large  
Print

Upon request the information in this  
brochure will be provided in an  
alternative accessible format.

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



Above left to right: Iris Allrunner, photo courtesy of Jens Lund; Monte Dolack commissioned poster for the Montana History Foundation, photo courtesy of Monte Dolack; Shelly Van Haur and friends, quilters from Hilger, photo courtesy of Shelly Van Haur; Poet Paul Zarzyski; the anthology, "The Last Best Place" edited by William Kittredge and Annick Smith; Dana Boussard's "Protecting Ourselves," photo courtesy of Dana Boussard.

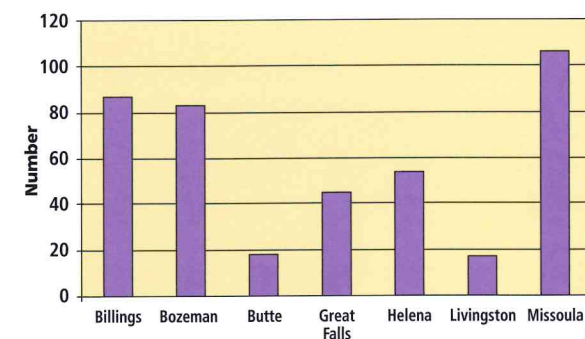
## Who are Montana artists?

- > They are involved in crafts, design, literature, media, performing art, photography, traditional arts or visual arts.
- > 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.

### Number of Responding Artists by Major City



Right: Traditional doll by Birdie Real Bird. Alex Swaney, photo.

Far right: Robert F. Morgan painting in his studio. Kristi Niemeyer, photo.

### 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 artists responded (26%).
- > 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.



# MONTANA THE LAND OF Creativity

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



montana arts council  
an agency of state government



Bozeman based Montana Shakespeare in the Parks traveled throughout the state and northern Wyoming with its summer productions. Photo courtesy of Winslow Studio and Gallery (top) and James Houton (below).

On the cover: Helena Public Art Project: Helena sculpture by Lyndon Fayne Pomeroy. Photo by Jeff Lovely.



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. This study covers artists' sales in fiscal year 2003.



Rudy Autio in his studio with work in progress. Photo courtesy of Rudy Autio.

### From the U.S. Census:

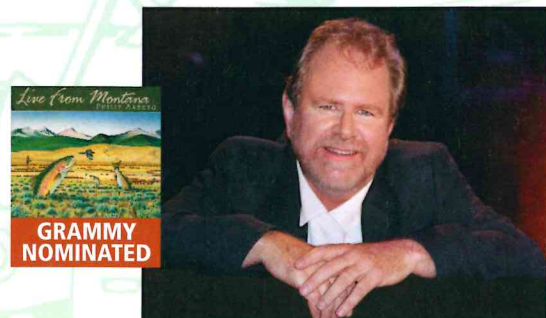
- > In 2000, Montana had a total of 5,840 artists making their living through the arts. This does not include part-time artists.
- > One in every 78 Montanans in the state labor force is a working artist.
- > Since 1970, the number of full-time artists in Montana grew three times faster than the overall Montana labor market.
- > In 2000, there were a comparable number of artists making their living in Montana (5,840) to those people employed by:
  - Montana's mining industry (4,800),
  - The state's wood products manufacturing industry (5,700),
  - Montana's building materials retail trade market (4,900).

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

These comparisons are made to give a proper perspective to the number of working artists in the state, not to compare the economic impact of each of those industries.

YEAR	TOTAL CIVILIAN LABOR FORCE	PERCENT GROWTH IN TOTAL LABOR FORCE	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%
Change from 1970-2000		74%		214%	

Sources: Montana Department of Labor and the National Endowment for the Arts

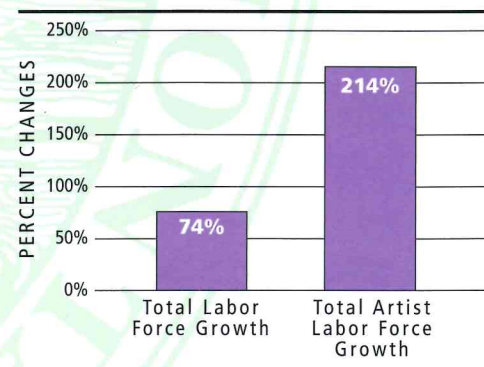


## Economic impact of Montana artists' sales: Almost a quarter of a billion dollars (\$233 million in 2003)

	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 4,274 full-time jobs in Montana.
- > The economic benefit from sales of each responding artist's work averaged \$49,919.
- > Montana artists sell one-third of their work to out-of-state buyers. These out-of-state sales are significantly more profitable to artists, producing over three-quarters 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 based on all responding artists in the survey.

### Growth in Total Labor Force and Artists in Labor Force from 1970 to 2000

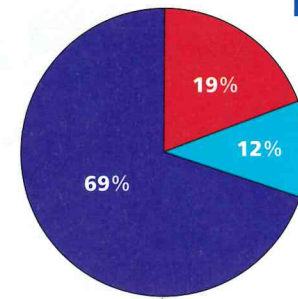


Left: Chester based composer and pianist Philip Aaberg. Photo courtesy of 11th and Grant, Montana PBS.

Statewide Economic Impact and Labor Force



Chinook musician Ken Overcast. Photo courtesy of Ken Overcast.



### 2003 Sales Distribution

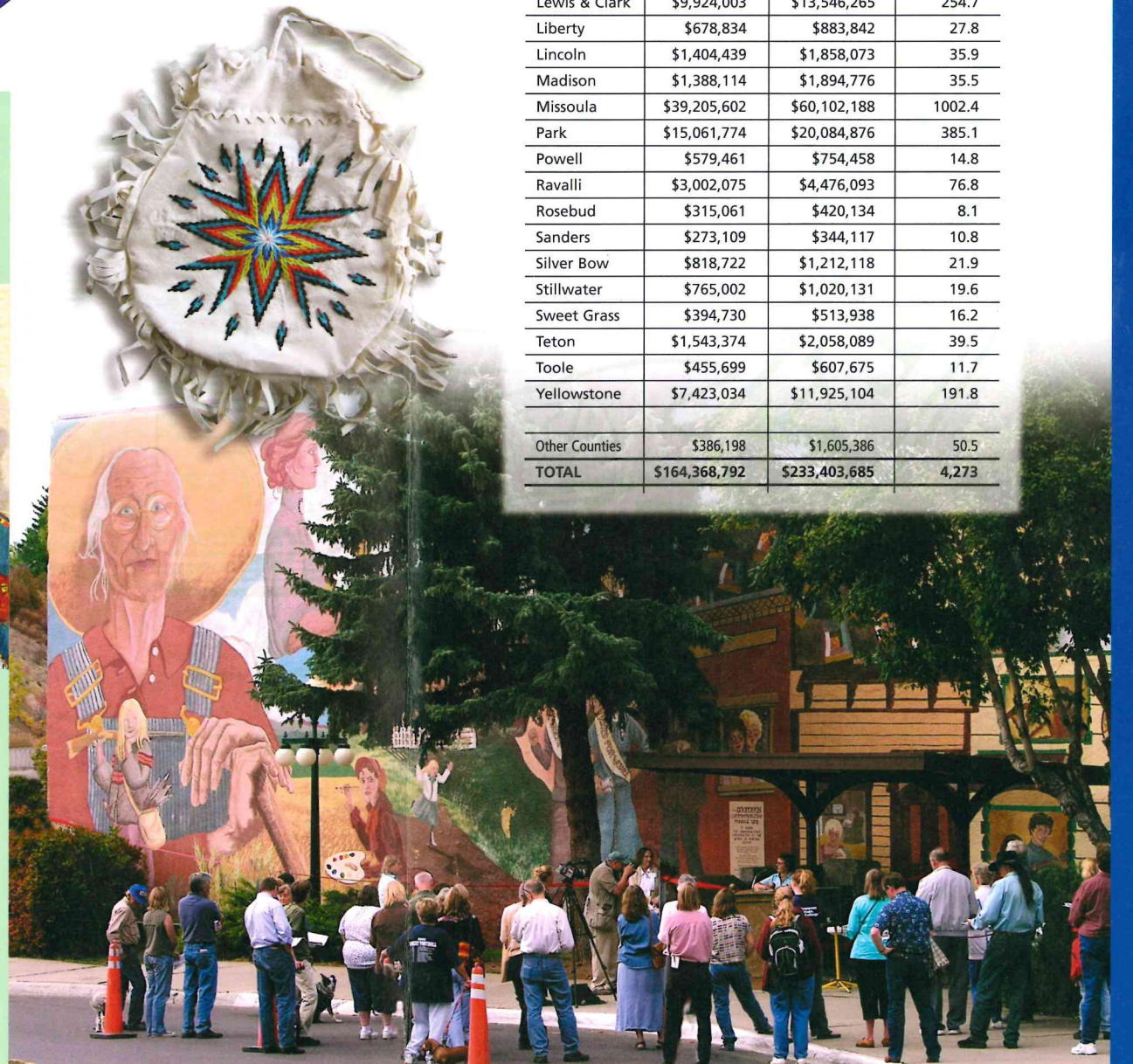
- \$50,000 - and above
- \$25,000 - \$49,999
- \$25,000 - and below

Right: Beaded bag by Salish artist Oshanee Kenmille from Pablo. Alex Swaney, photo.



Artist Oshanee Kenmille from Pablo. Photo courtesy of NEA.

Right: Rededication ceremony for the restored Helena Women's Mural by artists Anne Appleby, Marilyn Sternberg, Delores Dinsmore, and community and youth volunteers. Jeff Lovely, photo.



### Individual sales levels

- > Almost one-third 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.

### 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 Montana artists in the 2000 U. S. Census. 5,840 artists would generate an overall economic impact of \$233 million for the state of Montana.

County	Sales	Output	Jobs
Big Horn	\$628,550	\$818,373	17.7
Broadwater	\$335,489	\$436,807	13.7
Carbon	\$3,149,490	\$4,464,402	80.5
Cascade	\$5,716,938	\$8,403,898	146.2
Chouteau	\$335,227	\$436,466	13.7
Custer	\$246,033	\$322,303	10.1
Dawson	\$469,106	\$625,553	12.
Deer Lodge	\$942,826	\$1,187,960	24.1
Fergus	\$521,697	\$679,249	15.
Flathead	\$17,005,163	\$23,390,602	435.8
Gallatin	\$45,475,674	\$62,551,790	1163.8
Hill	\$497,812	\$663,832	14.5
Jefferson	\$1,340,873	\$1,773,975	34.3
Judith Basin	\$678,159	\$904,325	17.3
Lake	\$2,727,688	\$3,436,887	69.7
Lewis & Clark	\$9,924,003	\$13,546,265	254.7
Liberty	\$678,834	\$883,842	27.8
Lincoln	\$1,404,439	\$1,858,073	35.9
Madison	\$1,388,114	\$1,894,776	35.5
Missoula	\$39,205,602	\$60,102,188	1002.4
Park	\$15,061,774	\$20,084,876	385.1
Powell	\$579,461	\$754,458	14.8
Ravalli	\$3,002,075	\$4,476,093	76.8
Rosebud	\$315,061	\$420,134	8.1
Sanders	\$273,109	\$344,117	10.8
Silver Bow	\$818,722	\$1,212,118	21.9
Stillwater	\$765,002	\$1,020,131	19.6
Sweet Grass	\$394,730	\$513,938	16.2
Teton	\$1,543,374	\$2,058,089	39.5
Toole	\$455,699	\$607,675	11.7
Yellowstone	\$7,423,034	\$11,925,104	191.8
Other Counties	\$386,198	\$1,605,386	50.5
<b>TOTAL</b>	<b>\$164,368,792</b>	<b>\$233,403,685</b>	<b>4,273</b>

County Economic Impacts