

# Arts = Creativity = Innovation

The Montana Arts Council has been learning so much as we conduct research in preparation for development of our 2014-2019 Operational Blueprint.

## Oracle and Rocky Mountain Laboratories research

One of the most fascinating pieces of research has been through survey work we've done with staff members at Oracle (formerly Right Now Technologies) in Bozeman and Rocky Mountain Laboratories in Hamilton (a division of the National Institute for Allergies and Infectious Diseases within the National Institute of Health).

MAC was interested in conducting this research because there are some members of the public who believe there is no connection between the arts and creativity, or the arts and innovation. They believe that innovation is solely connected to science or technology. We thought it would be interesting to know if people working in science and technology fields see any connection between the arts and creativity, or the arts and innovation.

We are enormously grateful to the leaders at Oracle and the Rocky Mountain Labs for allowing their staff to participate in this research.

Oracle: Of approximately 500 employees, 78 responded.

Rocky Mountain Lab: Of 350 employees, 38 responded.

Highlights of the results are included in the charts at right.

## Browning High School Research

MAC also wondered about high school students' perception of the arts and its value to other areas of their lives. MAC Chairman

Do you believe the arts are or can be a catalyst to develop creativity?



Do you see an intersection between the Arts and Technology (Oracle) or Arts and Science (Rocky Mountain Lab)?



Do you think creativity helps you in your every day job?



Do you see an intersection between the arts and innovative thinking?



On a scale of one (lowest) to ten (highest), how important are the arts and the cultural environment of your community to you?



Jackie Parsons helped garner the participation of 89 seniors at Browning High School, most of whom are Indian students.

Do you think the arts help you with your schoolwork in other subjects? 52% answered "Yes."

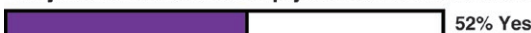
Do you think the arts help you in other areas of your life? 60% answered "Yes."

These answers are significant because they

reinforce the broad benefit an education in the arts provides, beyond the skills and talent developed to become an artist oneself.

## Browning High School

Do you think the arts help your schoolwork in other subjects?



Do you think the arts help you in other areas of your life?



3

## The 90-day session is a marathon: A simple thank-you goes a long way

Drew Geiger, the lobbyist for Montana Cultural Advocacy, explained the importance of contacting legislators within the context of the hectic legislative session.

"The 90-day session is a marathon race, run at a sprinter's pace ... these folks work long hours far away from home, family and businesses. A simple thank-you goes a long way in approaching a legislator, as well as explaining how a particular piece of legislation translates to you and your community.

"Even legislators of very different political stripes typically share the common trait of wanting to understand how a program administered in Helena affects their district," Geiger said.

# Artists an impressive part of state's workforce

By Arlynn Fishbaugh

The National Endowment for the Arts' (NEA) report on "Artists and Arts Workers in the United States" ([www.nea.gov/research/Notes/105.pdf](http://www.nea.gov/research/Notes/105.pdf)) shows that Montana has a significant number of artists making up its workforce, especially within specific arts disciplines.

At the request of the Montana Arts Council, the Montana Department of Labor's Research and Analysis Bureau examined these findings and published its own report this summer called "Economic Benefits of the Arts in Montana" ([www.ourfactyourfuture.org/admin/uploadedPublications/4890\\_art-0712.pdf](http://www.ourfactyourfuture.org/admin/uploadedPublications/4890_art-0712.pdf)).

## Significant findings from the NEA study

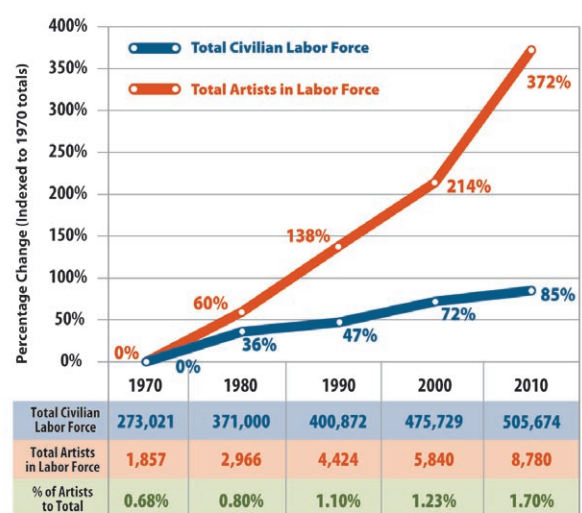
1. Montana is tied for fourth in the country in terms of the percentage of independent artists, writers and performers that comprise the state's labor market, with only California, Nevada and New York having a higher quotient. Employment in this category is 40 percent higher in Montana than the U.S. average.
2. Montana is fifth in the country in terms of the percentage of art dealers that comprise the state's labor market. There are more than 400 art galleries listed in the 128-page *Montana Cultural Treasures* guide, which provides insight into why this number is so high. Employment in this category is 130 percent higher in Montana than the U.S. average.
3. Montana is tied for seventh in the country in terms of the percentage of artists working in theater companies and dinner theatres that comprise the state's labor market. Employment in this category is 50 percent higher in Montana than the U.S. average. This is reflective of the great number of

community and summer theatres across the state, and the major touring theatre operations that include the Missoula Children's Theatre, the Montana Repertory Theatre and Montana Shakespeare in the Parks.

## Significant findings from the Montana Department of Labor report

1. Roughly one out of every 60 people in Montana's labor market is a working artist.
2. The number of working artists in Montana in 2010 totaled 8,780. This is comparable to the number of people employed by the: information industry (7,450); and the mining, quarrying, and oil and gas extraction industry (6,862).
3. The growth rate in the percentage of artists that comprise the work force in our state has risen at a percentage rate three times faster than the rest of Montana's labor force during the last 40 years.

Figure 1: Percentage Change in Labor Force and Artists in Montana (Indexed to 1970).



Current Population Survey (CPS), Occupational Employment Statistics (OES), Quarterly Census of Employment and Wages (QCEW), U.S. Census  
 Montana Arts Council, "Economic Impact of Montana Artists", 2005.

The Department of Labor's Research and Analysis Bureau concludes their report by stating:

"The arts are an important industry in Montana that continues to grow. The industry has a measurable effect on Montana's economy by creating jobs, generating tax revenue, stimulating business activity and attracting tourism dollars.

"The contribution of artists towards economic growth also goes beyond the traditional measures of dollars and jobs. One theory of economic growth, referred to as the amenity-driven growth model, is based on the theory that the presence of amenities can drive population and economic growth. The presence of amenities, such as parks, access to open lands, quality schools, or a vibrant arts community, all increase the quality of life in an area.

"A high quality of life attracts people to an area, which in turn, drives economic growth. While directly measuring the size of the qualitative contribution of the arts in Montana is difficult, the economic impact is certainly positive. The economic impact of the arts is sometimes overlooked, but the arts are an economic engine in Montana with a vital role in the state's economy."

**"One out of every 60 people in Montana's labor market is a working artist ... The economic impact of the arts is sometimes overlooked, but the arts are an economic engine in Montana with a vital role in the state's economy."**