

## TALKING POINTS FOR

### **Montana: Land of Creativity** ***The Power and Potential of Arts-Driven Economic Impact in Montana***

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In Montana, we measure arts-driven economic impact. The state has conducted several major studies.

- One out of every 78 people in Montana’s labor market is a working artist, nearly 6,000 Montanans.
- Over the last thirty years, the number of artists in Montana's labor market grew three times faster than the rest of the state's labor force.
- Artists produce an economic impact of close to a quarter BILLION dollars per year in Montana. Montana artists earn most of their income from out-of-state buyers.
- There are over 400 incorporated non-profit arts organizations in Montana that generate an economic impact of 80 million dollars each year.

With less than a million people in Montana, more people are employed in the arts than in the state's mining industry, the wood products manufacturing industry, or the buildings materials retail market.

When we use the term “art,” many people immediately think of visual art. But the arts also include literature, music, theatre, dance, fine handcrafts and traditional art, sculpture, and design – for landscapes, architecture, fashion and graphics, engineering, motion pictures, video and media arts.

Almost a third of travelers note that a specific arts, cultural or heritage event influenced their decision about where to travel. Cultural travelers spend more and stay longer than the average tourist, generating more money for the state.

According to the nationwide *Business Committee for the Art*, “The arts are a major force in the growth and development of our global business world. Through the arts, people learn creativity and innovation. The partnership between the arts and business improves not only economic development but also the social fabric and enlightenment of society.”