THE IMPACT AND HEALTH OF THE NONPROFIT ARTS AND CULTURE SECTOR

2015
THE HEALTH AND IMPACT OF THE NONPROFIT ARTS AND CULTURE INDUSTRY IN THE STATE OF MINNESOTA
We have known for a long time that the arts and culture are important to Minnesota. They enhance our quality of life, bring diverse communities together, and make our state a magnet for jobs and businesses. However, we have not had enough data to measure the impact of the arts and culture on an ongoing basis.

Now, we can quantify that, in addition to its stages and museums, the nonprofit arts and culture sector is also a substantial industry in the State of Minnesota, generating $1.2 billion in total economic impact annually.

As the most comprehensive report ever done of the nonprofit creative sector, *Creative Minnesota* is a new effort to fill the gaps in available information about Minnesota’s cultural field and to improve our understanding of its importance to our quality of life and economy. It kicks off a new centralized, concentrated and long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

Our first *Creative Minnesota* report is a snapshot of the health and impacts of nonprofit arts and culture organizations in 2013 and looks at their spending and their audiences as well as other indicators of the sector’s health and impact on the economy. It leverages new in-depth research made possible by Minnesota’s participation in the Cultural Data Project (culturaldata.org).

The benefits of the arts and culture are not limited to our metropolitan areas. In fact, in eleven regional pages this report shows substantial economic impact from the arts and culture in every corner of the state, from the Arrowhead to the plains of Southwest Minnesota and from the Red River Valley to the river lands of the Southeast. For example:

- Nonprofit arts and culture organizations support the equivalent of more than 33,000 full time jobs
- The sector generates annual state and local revenues of $127 million dollars
- Nearly 19 million people attend nonprofit arts and cultural events annually
- And 2.6 million students ages 18 and under are served by the cultural sector

The 1,269 organizations studied are located statewide with nearly half in greater Minnesota. In total, the report includes 828 arts organizations and 147 history organizations, with the remainder comprised of arts and culture programs embedded in social service agencies or local governments, and a few children’s museums, science museums, zoos, public media organizations and others.

*Creative Minnesota* was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The *Creative Minnesota* team includes Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mardag Foundation, and Jerome Foundation with in-kind support from the Minnesota Historical Society and others.

Americans for the Arts (AFTA) was commissioned to calculate the economic impact research portion of this report in *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Minnesota*, 2014. Spending by individual artists and the for-profit creative sector may be included in future reports as more data becomes available.

The results of *Creative Minnesota*, the AFTA source study and other research about Minnesota’s arts community can be found at: [creativemn.org](http://creativemn.org). Over time, this site is intended to become a robust source of useful information about the creative sector.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.
OVERVIEW OF THE FIELD

NUMBER OF PARTICIPATING ARTS AND CULTURE ORGANIZATIONS

1,269

NUMBER OF ORGANIZATIONS BY REGION

PARTICIPATING ORGANIZATIONS BY BUDGET SIZE

Over $10M: 1.1%
$5M-$10M: 0.47%
$1M-$5M: 4.57%
$250K-$1M: 12.21%
$100K-$250K: 14.26%
Under $100K: 67.38%

PARTICIPATING ORGANIZATIONS BY DISCIPLINE

Performing Arts*: 527
Arts Multi-purpose: 154
History and Historical Preservation: 147
Visual Arts/Architecture: 125
Literary Arts: 22
Media and Communications: 22
Humanities: 8
Other**: 264

**Performing arts* includes theater, dance, music and other performing arts.
***Other** includes advocacy and support organizations, arts funding foundations, social service and other nonprofits and local government units with significant arts programming, among others.

MUSEUMS*** BY DISCIPLINE

Total number of museums participating in this study: 153

1. Historic Preservation: 124
2. Arts related museums: 17
3. Humanities: 1
4. Other (Science, Natural History, Children’s and misc.): 11

***See page 28 for definition of museums.
The nonprofit arts and culture are an important part of Minnesota’s economy, providing nearly $1.2 billion in economic impact between direct spending of participating arts organizations and the related spending by their audiences.

### TOTAL ECONOMIC IMPACT

$1.2 BILLION

### TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS

$696 MILLION

### TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES

$501 MILLION

### EXPENSES BY CATEGORY\(^{(3)}\)

- PROGRAM: $371,363,764

### FUNDRAISING

- $26,033,929

### GENERAL/ADMIN

- $63,858,901

### SUPPORT BY SOURCE\(^{(3)}\)

*Support from state and local governments includes government grants and contracts for service.

- EARNED: $219,281,777 (43.65%)
- INDIVIDUAL: $83,881,302 (16.7%)
- CORPORATE AND FOUNDATION: $72,842,056 (14.5%)
- STATE GOVT.: $80,908,045 (16.11%)
- FEDERAL GOVT.: $12,751,607 (2.54%)
- COUNTY GOVT.: $13,099,231 (2.61%)
- CITY GOVT.: $3,583,185 (0.72%)
- SPECIAL EVENT: $8,281,409 (1.65%)
- IN-KIND (if not included prior): $7,732,626 (1.54%)

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*creativeMN.org*
PUBLIC INVESTMENT IN ARTS AND CULTURE IS A CATALYST THAT INCREASES GOVERNMENT REVENUES

$1.00 in state investment in the nonprofit arts and culture is matched by over $5.11 from other sources:

- $0.36 in city, county, federal and tribal support
- $2.71 in earned income from ticket sales, admissions fees and memberships
- $2.04 in contributed income from individuals, foundations, businesses and other sources

Total matched for every $1 invested = $5.11

ARTS AND CULTURE IMPACT ON GOVERNMENT REVENUES

STATE GOVERNMENT REVENUES $100.6 MILLION
LOCAL GOVERNMENT REVENUES $26.6 MILLION

TOTAL GOVERNMENT REVENUES $127.2 MILLION
IMPACT ON EMPLOYMENT IN MINNESOTA

Nonprofit arts and culture organizations are substantial employers, helping our state retain talent and allowing many Minnesotans to support their families.

EMPLOYMENT

FTE Jobs supported by the arts and culture: 33,381

*Jobs supported by the arts and culture are 10 times the number of dentists in Minnesota: 3,353 (8)*

Resident household income generated by arts and culture sector: $827,151,000

Value of other contracts and payments to individuals and vendors*: $36,618,540 (3)

(*includes artist commissions, consignments, non-salaried artists, and grants made)

VOLUNTEERS of participating organizations

A large number of people volunteer for arts and culture organizations because they care about the arts. This volunteer time also has a value:

Total number of volunteers: 62,378
Total volunteer hours: 2,710,369

Estimated aggregate value of volunteer time at $22.55/hour*: $61,118,821

(*Independent Sector estimates the dollar value of the average 2013 volunteer hour to be $22.55)
Large nonprofit arts and culture audiences are being served in every corner of the state, and nearly 43% of attendees have an annual household income of under $60,000 per year.

TOTAL ATTENDEES (PEOPLE ANNUALLY) 18.9 MILLION

Minnesota’s 2013 population is 5.4 million, so people are attending multiple times.

AUDIENCE DEMOGRAPHICS

ATTENDANCE BY REGION

<table>
<thead>
<tr>
<th>RAC</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>31,411</td>
</tr>
<tr>
<td>2</td>
<td>68,457</td>
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<td>3</td>
<td>773,204</td>
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<td>4</td>
<td>207,438</td>
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<td>5</td>
<td>91,548</td>
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<tr>
<td>6/8</td>
<td>117,937</td>
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<tr>
<td>7E</td>
<td>223,072</td>
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<td>7W</td>
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<tr>
<td>8/9</td>
<td>358,731</td>
</tr>
<tr>
<td>10</td>
<td>724,113</td>
</tr>
<tr>
<td>11</td>
<td>15,954,677</td>
</tr>
</tbody>
</table>

ANNUAL HOUSEHOLD INCOME OF ATTENDEES*

- Less than $60,000: State 42.6%, National 40.6%
- $60,000-$99,999: State 34.2%, National 31%
- $100,000 or more: State 23.2%, National 28.4%

EDUCATIONAL ATTAINMENT OF ATTENDEES*

- High school or less: State 16.6%, National 16.7%
- 2 or 4 year college degree: State 55.3%, National 50.4%
- Masters or doctoral degree: State 28.1%, National 32.9%

*“Attendees” means those who responded to an audience survey.

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MILLIONS OF STUDENTS SERVED

NUMBER OF STUDENTS (CHILDREN 18 AND YOUNGER) SERVED TOTAL (INCLUDING STUDENT SHOWS):

2,630,677

There are 923,617 K-12 students in Minnesota, so many students are being served multiple times.

Number of student group visits (18 and younger plus people of all ages) to classes and workshops:

24,883

Number of classes and workshops, lectures and readings (people of all ages):

766,501

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Nonprofit arts and culture organizations employ many individual artists, so no picture of Creative Minnesota would be complete without a look at artist employment.
MINNESOTA SURPASSES THE U.S. LEVEL OF ARTISTS IN THE WORKFORCE.

Artists are **1.5% of the MN workforce**, but only **1.1% of the U.S. workforce**. Compared to other states, (where “1.0” is the national average). Minnesota has the highest employment concentration in book publishing in the country, **5.2 times the national average**.

MINNESOTA VS. NATIONAL EMPLOYMENT RATES

**MINNESOTA VS. NATIONAL ENDOWMENT FOR THE ARTS**

- American artists are highly entrepreneurial, they are **3.5 times** more likely than the total U.S. workforce to be self-employed.
- American artists are **generally more educated** than other workers. Over half of all artists have received at least a bachelor’s degree.
- American artists are **less likely** than other workers to have full-year or full-time employment, which partly accounts for their annual median incomes being lower than those of workers with similar education levels.
CULTURAL EVENTS ATTRACT NEW DOLLARS AND RETAIN LOCAL DOLLARS

Non-local attendees* spend **80% more** than local attendees:

**THE AVERAGE ATTENDEE SPENDS: $20.48 PER PERSON** excluding the cost of the ticket

84.2% OF THE STATE’S AUDIENCE IS LOCAL (attending event in same region where they live)

TOTAL ATTENDEES: 15,916,739

Per person average spending of local attendees (excluding the cost of the ticket) is:

$17.83

15.8% OF THE STATE’S AUDIENCE IS NON-LOCAL (attending event in region where they do not live)

TOTAL ATTENDEES: 2,986,999

Per person average spending of non-local attendees (includes people coming from outside of the state) is:

$32.15

Which is **80% more** than local attendees

5.9% OF THE AUDIENCE COMES FROM OUTSIDE OF THE STATE (A SUBSET OF NON-LOCAL)

Spend the most of all per person (excluding the cost of the ticket) **$36.20**

In addition, 10.8% of the State of Minnesota’s non-resident survey respondents reported that they will spend **at least one night away** from home in Minnesota as a direct result of attending the cultural event. Non-resident attendees who stay overnight in paid lodging spend an average of **$176.15** per person as a result of their attendance — significantly more than the overall per person average of **$36.20** for all non-resident attendees to events in the State of Minnesota.

The State of Minnesota’s nonprofit arts and culture sector provides attractions that draw visitors to the state. In fact, **60.0%** of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event.”

**NOTE:** An analysis of the impact of cultural tourism vs. ordinary tourism in Minnesota is beyond the scope of this report, but we have reason to believe that cultural tourists in Minnesota spend more than tourists not seeking cultural experiences. National data shows that cultural tourists spend $499 more per person per year than non-cultural tourists. The Minnesota tourism industry as a whole supports 245,000 full and part time jobs.

Many cultural attendees are artists, too! 53.1% of the State of Minnesota’s arts attendees report that they actively participate in the creation of the arts (e.g., sing in a choir, play an instrument, act in a community play, paint or draw).
MINNESOTA’S ART REGIONS

A robust arts economy exists in every county of Minnesota, from the prairies near Luverne to Grand Marais on Lake Superior’s North Shore. No matter where you live, artists and organizations are nearby offering access to the arts and culture and injecting energy and color into their local economies.

Minnesota’s eleven Regional Arts Councils (RAC) work with the State Arts Board by providing services, training and grants designed to meet the unique needs of each region in the state. Each RAC serves between five to eighteen Minnesota counties. On the following pages, we have chosen to look at the economic impact of the arts and culture in each of these eleven regions.
This region benefits from over a million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

<table>
<thead>
<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>$616,142</th>
<th>+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Arts and Culture Related Spending by Audiences</td>
<td>$477,641</td>
<td>=</td>
</tr>
<tr>
<td>Total Economic Impact</td>
<td>$1,093,783</td>
<td></td>
</tr>
</tbody>
</table>

| State Government Revenues | $88,000 | + |
| Local Government Revenues | $18,000 | = |
| Total Government Revenues | $106,000 |

**EMPLOYMENT**

- FTE jobs supported: 23
- Resident household income generated by arts and culture sector: $555,000

**VOLUNTEERS**

- Total number of volunteers: 237
- Total volunteer hours: 19,266
- Estimated aggregate value of volunteer time at $22.55/hour: $434,448

**TOTAL AUDIENCE: 31,411 PEOPLE ANNUALLY**

- Nearly 56% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 55.7%
  - $60,000-$99,999: 30.4%
  - $100,000 or more: 13.9%

**Non-local attendees to arts and cultural events in this region spend 60% more than local attendees.**

- LOCAL 83.8% of this region's audiences are local (attending event in same region where they live), a total of 26,329 people who are spending an average of $13.86 above the cost of their ticket.
- NON-LOCAL 16.2% of this region's attendees are non-local (attending event in a region where they do not live), a total of 5,082 people who are spending an average of $22.18. 40.9% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

**Participating organizations by BUDGET SIZE**

- $100K-$250K: 1 • 3.85%
- Under $100K: 25 • 96.15%

**Participating organizations by DISCIPLINE**

- Performing Arts: 7
- Literary Arts: 1
- Arts Multi-purpose: 6
- History and Historical Preservation: 5
- Visual Arts/Architecture: 1
- Other: 6

Non-local attendees to arts and cultural events in this region spend 60% more than local attendees.
This region benefits from over three million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

<table>
<thead>
<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>Total Arts and Culture Related Spending by Audiences</th>
<th>Total Economic Impact</th>
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</thead>
<tbody>
<tr>
<td>$1,630,565</td>
<td>$1,435,387</td>
<td>$3,065,952</td>
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<tr>
<td>Total Government Revenues: $263,000</td>
<td>Local Government Revenues: $49,000</td>
<td>Total Government Revenues: $312,000</td>
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</tbody>
</table>

**EMPLOYMENT**

- FTE jobs supported: 62

**VOLUNTEERS**

- Total number of volunteers: 993
- Total volunteer hours: 47,710

**TOTAL AUDIENCE: 68,457 PEOPLE ANNUALLY**

- Nearly 52% of attendees have an Annual Household Income of under $60,000:
  - $60,000 or more: 15.7%
  - $100,000 or more: 32.7%
  - $60,000-$99,999: 51.6%
  - Less than $60,000: 10.26%
  - High school or less: 11.5%
  - 2 or 4 year college degree: 60.8%
  - Masters or doctoral degree: 27.7%

**Non-local attendees to arts and cultural events in this region spend 14% more than local attendees.**

**LOCAL** 81.3% of this region’s audiences are local (attending event in same region where they live), a total of 55,660 people who are spending an average of $20.42 above the cost of their ticket.

**NON-LOCAL** 18.7% of this region’s audiences are non-local (attending event in a region where they do not live), a total of 12,797 people who are spending an average of $22.35 per person. 75% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

Number of participating arts and culture organizations = **39 (2)**

- Performing Arts: **10**
- Literary Arts: **2**
- Media and Communications: **1**
- Arts Multi-purpose: **2**
- History and Historical Preservation: **5**
- Visual Arts/Architecture: **10**
- Other: **9**

- $250K-$1M: 1 • 2.56%
- $100K-$250K: 4 • 10.26%
- Under $100K: 34 • 87.18%
This region was second only to the Metro in economic impact and local and state revenue from the nonprofit arts and culture sector, in addition to the number of FTE arts jobs, total audience numbers and spending by non-locals.

**IMPACT ON ECONOMY AND EMPLOYMENT**

<table>
<thead>
<tr>
<th>TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS</th>
<th>TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES</th>
<th>TOTAL ECONOMIC IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$19,637,859</td>
<td>$20,102,830</td>
<td>$39,740,689</td>
</tr>
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<thead>
<tr>
<th>STATE GOVERNMENT REVENUES: $3,219,000</th>
<th>LOCAL GOVERNMENT REVENUES: $827,000</th>
<th>TOTAL GOVERNMENT REVENUES: $4 MILLION</th>
</tr>
</thead>
</table>

**EMPLOYMENT**

- FTE jobs supported: 1,063
- Resident household income generated by arts and culture sector: $24,897,000
- Estimated aggregate value of volunteer time at $22.55/hour: $3,168,884

**VOLUNTEERS** of participating organizations

- Total number of volunteers: 3,564
- Total volunteer hours: 140,527

**TOTAL AUDIENCE: 773,204 PEOPLE ANNUALLY**

- Nearly 45% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 44.9%
  - $60,000-$99,999: 34.8%
  - $100,000 or more: 20.3%

**Non-local attendees to arts and cultural events in this region spend 126% more than local attendees.**

**LOCAL** 75.5% of this region’s audiences are local (attending event in same region where they live), a total of 583,848 people who are spending an average of $19.85 above the cost of their ticket.

**NON-LOCAL** 24.5% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 189,356 people who are spending an average of $44.96 per person. 22.2% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

**Number of participating arts and culture organizations = 107 (2)**

- Participating organizations by BUDGET SIZE (2)
  - $1M-5M: 5 • 4.67%
  - $250K-$1M: 10 • 9.35%
  - $100K-$250K: 13 • 12.15%
  - Under $100K: 79 • 73.83%

- Participating organizations by DISCIPLINE (2)
  - Performing Arts: 36
  - Literary Arts: 2
  - Media and Communications: 3
  - Arts Multi-purpose: 12
  - History and Historical Preservation: 17
  - Visual Arts/Architecture: 15
  - Other: 22
This region benefits from nearly ten million dollars in economic impact from the nonprofit arts and culture. It also has the highest percentage of attendees that are local.

**IMPACT ON ECONOMY AND EMPLOYMENT**

**TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS**

$6,485,666

**TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES**

$3,338,821

**TOTAL ECONOMIC IMPACT**

$9,824,487

**STATE GOVERNMENT REVENUES:** $746,000

**LOCAL GOVERNMENT REVENUES:** $161,000

**TOTAL GOVERNMENT REVENUES:** $907,000

**EMPLOYMENT**

FTE jobs supported: 273

**VOLUNTEERS**

Total number of volunteers: 1,552
Total volunteer hours: 66,778

Resident household income generated by arts and culture sector: $5,952,000

Estimated aggregate value of volunteer time at $22.55/hour: $1,505,844

**TOTAL AUDIENCE: 207,438 PEOPLE ANNUALLY**

Nearly 43% of attendees have an Annual Household Income of under $60,000:
- Less than $60,000: 42.9%
- $60,000-$99,999: 42.9%
- $100,000 or more: 14.2%

Non-local attendees to arts and cultural events in this region spend 166% more than local attendees.

**LOCAL**

88% of this region’s audiences are local (attending event in same region where they live), a total of 182,643 people who are spending an average of $13.43 above the cost of their ticket.

**NON-LOCAL**

12% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 24,795 people who are spending an average of $35.73 per person. 78.3% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

Number of participating arts and culture organizations = **50**

Participating organizations by BUDGET SIZE:
- $250K-$1M: 7 • 14%
- $100K-$250K: 12 • 24%
- Under $100K: 31 • 62%

Participating organizations by DISCIPLINE:
- Performing Arts: 7
- Literary Arts: 1
- Arts Multi-purpose: 10
- Humanities: 1
- History and Historical Preservation: 12
- Visual Arts/Architecture: 2
- Other: 17
This region benefits from over $3.6 million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

\[
\begin{align*}
\text{TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS} & = & 2,753,533 \\
\text{STATE GOVERNMENT REVENUES: $290,000} & + & \text{LOCAL GOVERNMENT REVENUES: $62,000} & = & \text{TOTAL ECONOMIC IMPACT} & = & 3,638,540 \\
\end{align*}
\]

**EMPLOYMENT**

- FTE jobs supported: 95

**VOLUNTEERS**

- Total number of volunteers: 1,131
- Total volunteer hours: 28,465

- Resident household income generated by arts and culture sector: $2,282,000

- Estimated aggregate value of volunteer time at $22.55/hour: $641,886

**TOTAL AUDIENCE: 91,548 PEOPLE ANNUALLY**

- Over 43% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 43.2%
  - $60,000-$99,999: 37.4%
  - $100,000 or more: 19.4%

Non-local attendees to arts and cultural events in this region spend 44% more than local attendees.

**LOCAL**

81.3% of this region’s audiences are local (attending event in same region where they live), a total of 74,420 people who are spending an average of $8.93 above the cost of their ticket.

**NON-LOCAL**

18.7% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 17,128 people who are spending an average of $12.87 per person. 60% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

Number of participating arts and culture organizations = 37

- Participating organizations by BUDGET SIZE (2)
  - $250K-$1M: 5 • 13.51%
  - $100K-$250K: 2 • 5.41%
  - Under $100K: 30 • 81.08%

- Participating organizations by DISCIPLINE (2)
  - Performing Arts: 15
  - Arts Multi-purpose: 6
  - History and Historical Preservation: 7
  - Visual Arts/Architecture: 1
  - Other: 8

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This region benefits from over seven million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

<table>
<thead>
<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>Total Arts and Culture Related Spending by Audiences</th>
<th>Total Economic Impact</th>
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<tbody>
<tr>
<td>$4,868,274</td>
<td>$2,416,051</td>
<td>$7,284,325</td>
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</tbody>
</table>

State Government Revenues: $570,000

Local Government Revenues: $130,000

**EMPLOYMENT**

- FTE jobs supported: 208
- Resident household income generated by arts and culture sector: $4,556,000

**VOLUNTEERS**

- Total number of volunteers: 1,395
- Total volunteer hours: 42,024
- Estimated aggregate value of volunteer time at $22.55/hour: $947,641

**TOTAL AUDIENCE: 117,937 PEOPLE ANNUALLY**

- Nearly 48% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 47.8%
  - $60,000-$99,999: 36.3%
  - $100,000 or more: 15.9%

**Non-local attendees to arts and cultural events in this region spend 87% more than local attendees.**

**LOCAL**

- 73.1% of this region’s audiences are local (attending event in same region where they live), a total of 86,221 people who are spending an average of $16.60 above the cost of their ticket.

**NON-LOCAL**

- 26.9% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 31,716 people who are spending an average of $31.05 per person. 50% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

**Number of participating arts and culture organizations = 70 (2)**

**Participating organizations by BUDGET SIZE (2)**

- $250K-$1M: 3 • 4.29%
- $100K-$250K: 8 • 11.43%
- Under $100K: 59 • 84.29%

**Participating organizations by DISCIPLINE (2)**

- Performing Arts: 22
- Arts Multi-purpose: 14
- Humanities: 1
- History and Historical Preservation: 16
- Visual Arts/Architecture: 5
- Other: 12

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This region benefits from nearly ten million dollars in economic impact from the nonprofit arts and culture. It also has the highest overall per-person average attendee spending at $25.68 above the cost of the ticket.

**IMPACT ON ECONOMY AND EMPLOYMENT**

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<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>Total Arts and Culture Related Spending by Audiences</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,802,469</td>
<td>$5,924,425</td>
<td>$9,726,894</td>
</tr>
<tr>
<td>State Government Revenues: $775,000</td>
<td>Local Government Revenues: $150,000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL GOVERNMENT REVENUES:</strong> $925,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EMPLOYMENT**

- **60.2% of this region's audiences are local** (attending event in same region where they live), a total of 134,213 people who are spending an average of $15.11 above the cost of their ticket.

**LOCAL**

- FTE jobs supported: 172

**NON-LOCAL**

- 39.8% of this region's attendees are non-local (attending event in a region where they do not live), a total of 88,859 people who are spending an average of $43.85 per person. 61.1% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

Non-local attendees to arts and cultural events in this region spend 190% more than local attendees.

**Resident household income generated by arts and culture sector:** $4,248,000

**Estimated aggregate value of volunteer time at $22.55/hour:** $608,331

**VOLUNTEERS**

- Total number of volunteers: 905
- Total volunteer hours: 26,977

**TOTAL AUDIENCE: 223,072 PEOPLE ANNUALLY**

- Nearly 45% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 44.6%
  - $60,000-$99,999: 32%
  - $100,000 or more: 23.4%

- Education range of attendees:
  - High school or less: 17.2%
  - 2 or 4 year college degree: 55%
  - Masters or doctoral degree: 27.8%

**Number of participating arts and culture organizations = 30**

- $1M-5M: 1 • 3.33%
- $250K-$1M: 4 • 13.33%
- $100K-$250K: 2 • 6.67%
- Under $100K: 23 • 76.67%

**Participating organizations by DISCIPLINE**

- Performing Arts: 4
- Literary Arts: 1
- Arts Multi-purpose: 4
- Visual Arts/Architecture: 8
- History and Historical Preservation: 3
- Other: 10

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This region benefits from over $16.4 million dollars in economic impact from the nonprofit arts and culture. It also has the second highest per-person local attendee spending behind only the Metro.

**IMPACT ON ECONOMY AND EMPLOYMENT**

<table>
<thead>
<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>Total Arts and Culture Related Spending by Audiences</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,800,646</td>
<td>$7,633,741</td>
<td>$16,434,387</td>
</tr>
</tbody>
</table>

**Employment**

- FTE jobs supported: 468
- Resident household income generated by arts and culture sector: $10,531,000

**Volunteers**

- Total number of volunteers: 2,277
- Total volunteer hours: 62,911

- Estimated aggregate value of volunteer time at $22.55/hour: $1,418,643

**Total Audience:** 353,145 people annually

- Nearly 45% of attendees have an Annual Household Income of under $60,000: 44.5%
- $60,000-$99,999: 36.7%
- $100,000 or more: 18.8%

**Education Range of Attendees:**
- High school or less: 14.2%
- 2 or 4 year college degree: 61.7%
- Masters or doctoral degree: 24.1%

**Total Non-local Attendees:**

- 25.8% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 91,134 people who are spending an average of $23.82 per person. 66.7% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

**Local**

- 74.2% of this region’s audiences are local (attending event in same region where they live), a total of 262,011 people who are spending an average of $20.85 above the cost of their ticket.

**Number of Participating Arts and Culture Organizations:** 54 (2)

- Participating organizations by Budget Size (2):
  - $1M-5M: 2 • 3.7%
  - $250K-$1M: 7 • 12.96%
  - $100K-$250K: 8 • 14.81%
  - Under $100K: 37 • 68.52%

- Participating organizations by Discipline (2):
  - Performing Arts: 29
  - Arts Multi-purpose: 6
  - Humanities: 1
  - History and Historical Preservation: 5
  - Visual Arts/Architecture: 4
  - Other: 9

This region benefits from over $16.4 million dollars in economic impact from the nonprofit arts and culture. It also has the second highest per-person local attendee spending behind only the Metro.
This region benefits from $13.6 million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

\[
\text{TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS} + \text{TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES} = \text{TOTAL ECONOMIC IMPACT}
\]

\[
\$6,433,650 + \$7,166,691 = \$13,600,341
\]

\[
\text{STATE GOVERNMENT REVENUES: } \$1,058,000 + \text{LOCAL GOVERNMENT REVENUES: } \$265,000 = \text{TOTAL GOVERNMENT REVENUES: } \$1.3 \text{ MILLION}
\]

**EMPLOYMENT**

- FTE jobs supported: 348

**VOLUNTEERS**

- Total number of volunteers: 1,790
- Total volunteer hours: 65,627

- Resident household income generated by arts and culture sector: \$7,729,000

- Estimated aggregate value of volunteer time at \$22.55/ hour: \$1,479,889

**TOTAL AUDIENCE: 358,731 PEOPLE ANNUALLY**

- Education range of attendees:
  - High school or less: 16.9%
  - 2 or 4 year college degree: 53.9%
  - Masters or doctoral degree: 29.2%

- Nearly 42% of attendees have an Annual Household Income of under \$60,000:
  - Less than \$60,000: 41.6%
  - \$60,000-$99,999: 41.6%
  - \$100,000 or more: 24.6%

**Non-local attendees to arts and cultural events in this region spend 114% more than local attendees.**

**LOCAL**

- 74.7% of this region’s audiences are local (attending event in same region where they live) a total of 267,825 people who are spending an average of \$15.49 above the cost of their ticket.

**NON-LOCAL**

- 25.3% of this region’s attendees are non-local (attending event in a region where they do not live), a total of 90,906 people who are spending an average of \$33.20 per person. 68.4% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

Number of participating arts and culture organizations = 89

 Participating organizations by BUDGET SIZE

- $250K-$1M: 3 • 3.37%
- $100K-$250K: 20 • 22.47%
- Under $100K: 66 • 74.16%

 Participating organizations by DISCIPLINE

- Performing Arts: 34
- Literary Arts: 2
- Arts Multi-purpose: 12
- Humanities: 1
- History and Historical Preservation: 14
- Visual Arts/Architecture: 8
- Other: 18

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This region benefits from nearly $25.6 million dollars in economic impact from the nonprofit arts and culture.

### IMPACT ON ECONOMY AND EMPLOYMENT

**TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS:** $16,690,210

**TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES:** $8,885,650

**TOTAL ECONOMIC IMPACT:** $25,575,860

**STATE GOVERNMENT REVENUES:** $2,171,000

**LOCAL GOVERNMENT REVENUES:** $412,000

**TOTAL GOVERNMENT REVENUES:** $2.6 MILLION

### EMPLOYMENT

- **FTE jobs supported:** 716

### VOLUNTEERS

- **Total number of volunteers:** 5,829
- **Total volunteer hours:** 251,117
- **Estimated aggregate value of volunteer time at $22.55/hour:** $5,662,688

### TOTAL AUDIENCE: 724,113 PEOPLE ANNUALLY

- **Over 31% of attendees have an Annual Household Income of under $60,000:**
  - Less than $60,000: 31.3%
  - $60,000-$99,999: 35.7%
  - $100,000 or more: 33%

- **Non-local attendees to arts and cultural events in this region spend 127% more than local attendees.**

### Number of participating arts and culture organizations = 122

- **Participating organizations by BUDGET SIZE:**
  - $1M-$5M: 1 • 0.82%
  - $250K-$1M: 19 • 15.57%
  - $100K-$250K: 19 • 15.57%
  - Under $100K: 83 • 68.03%

- **Participating organizations by DISCIPLINE:**
  - Performing Arts: 51
  - Literary Arts: 2
  - Media and Communications: 1
  - Arts Multi-purpose: 14
  - Humanities: 1
  - History and Historical Preservation: 21
  - Visual Arts/Architecture: 10
  - Other: 22

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This region leads the other regions in almost all economic impact measures, benefiting from over a billion dollars in economic impact from the nonprofit arts and culture.

### IMPACT ON ECONOMY AND EMPLOYMENT

<table>
<thead>
<tr>
<th>Total Direct Expenditures by Organizations</th>
<th>Total Arts and Culture Related Spending by Audiences</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$624,372,639</td>
<td>$442,493,585</td>
<td>$1,066,866,224</td>
</tr>
</tbody>
</table>

- **State Government Revenues:** $90,046,000
- **Local Government Revenues:** $24,208,000

**Total Government Revenues:** $114.3 million

**Resident household income generated by arts and culture sector:** $749,630,000

**Estimated aggregate value of volunteer time at $22.55/hour:** $44,174,706

### EMPLOYMENT

- FTE jobs supported: 29,953

### VOLUNTEERS

- Total number of volunteers: 42,705
- Total volunteer hours: 1,958,967

### TOTAL AUDIENCE: 15,954,677 PEOPLE ANNUALLY

- Over 36% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 36.1%
  - $60,000-$99,999: 30.7%
  - $100,000 or more: 33.2%

### Non-local attendees to arts and cultural events in this region spend 52% more than local attendees.

- **Local**: 85.6% of this region's audiences are local (attending event in same region where they live), a total of 13,665,035 people who are spending an average of $25.82 above the cost of their ticket.
- **Non-local**: 14.4% of this region's attendees are non-local (attending event in a region where they do not live), a total of 2,289,642 people who are spending an average of $39.16 per person. 50% of non-resident survey respondents reported that the primary reason for their trip was “specifically to attend this arts/cultural event,” bringing dollars to the region that would not have otherwise been spent here.

### Number of participating arts and culture organizations = 645

<table>
<thead>
<tr>
<th>Participating organizations by Budget Size</th>
<th>Participating organizations by Discipline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $10m: 14 • 2.17%</td>
<td>Performing Arts: 312</td>
</tr>
<tr>
<td>$5M-$10m: 6 • 0.93%</td>
<td>Literary Arts: 11</td>
</tr>
<tr>
<td>$1M-$5M: 49 • 7.6%</td>
<td>Media and Communications: 17</td>
</tr>
<tr>
<td>$250K-$1M: 96 • 14.88%</td>
<td>Arts Multi-purpose: 68</td>
</tr>
<tr>
<td>$100K-$250K: 92 • 14.26%</td>
<td>Humanities: 3</td>
</tr>
<tr>
<td>Under $100K: 388 • 60.16%</td>
<td>History and Historical Preservation: 42</td>
</tr>
<tr>
<td></td>
<td>Visual Arts/Architecture: 61</td>
</tr>
<tr>
<td></td>
<td>Other: 131</td>
</tr>
</tbody>
</table>
This study could not have been completed without the cooperation of the 1,269 nonprofit arts and culture organizations in the State of Minnesota, listed below, that provided detailed financial and event attendance information about their organization.

REGION 1—NORTHWEST MINNESOTA
Adena Chamber of Commerce; City of Roseau Scandinavian Festival; Crookston Civic Music League; Fertile Community Club; Fosston Library Arts Center; Friends of Lake Bronson State Park; Heritage Foundation; Kittson County Historical Society; l’Association des Francais du Nord; Middle River Community Club; Middle River Community Theater; Norman County Historical Society; North Country Fiddle and Dance; Northwest Minnesota Arts Council; Palmville Press & Publishing; Polish National Alliance Lodge 3090; Roseau Area Arts Association; Roseau County Historical Society; Sand Hill Settlement Historical Society; Sons of Norway Snorre Lodge #70; Stephen Arts Council; Summer Arts Stages; Thief River Falls Community Arts Council; Twin Forks Chorus; Valley Crossing Arts Council; and Warroad Summer Theatre.

REGION 2—NORTH CENTRAL MINNESOTA
Believalea Creative Arts Space; Beltrami County Historical Society; Bemidji Area Community Band; Bemidji Chorale; Bemidji City Community Theater; Bemidji First City of Arts Studio Cruise; Bemidji Sculpture Walk; Bemidji Symphony Orchestra; Bemidji Woodcarving Club; Blackduck Community Education; Blank Canvas Gallery and Education Center; City of Blackduck; City of Park Rapids; Clearbrook-Gonvick Summer Recreation; Clearwater County Historical Society; Depot Preservation Alliance; Headwaters School of Music & the Arts; Heartland Concert Association; Hope House; Jackiepine Writers’ Bloc; Lady Slipper Scenic Byway; Lake of the Woods Art Guild; Lake of the Woods County Historical Society; Loon Opera Company; Mahnomen County Historical Society; Mask and Rose Women’s Theater Collective; Nemeth Art Center; North Beltrami Heritage Center; Northern Artist Association; Northern Exposure to Lifelong Learning; Northern Light Opera Company; Northwoods Writers Group; Park Rapids Area Community Band; Park Rapids Lakes Area Arts Council; Paul Bunyan Playhouse; Pequanna Playhouse; Red Bridge Film Festival; Region 2 Arts Council; and Watermark Art Center.

REGION 3—THE ARROWHEAD REGION
Aitkin Community Education; Aitkin County Historical Society; American Indian Community Housing Organization (Gimaaajii Mino Bimaadizimini); Arrowhead Chorale; Arrowhead Regional Arts Council; Art “Round Town; Arts on Superior; Aurora City Band; Bayfront Reggae Festival; Bois Fort Tribal Government; Borealis Chorale and Orchestra; Calosisia Township Historical Society; Calumet Public Library; Carlton County Historical Society; City of Bigfork; City of Duluth; City of Grand Rapids; Cloquet Public Library; Common Language; Cook Chamber of Commerce; Cook County Community Radio Corporation; Cook County Historical Society Museum; Cotton Civic Club; County Seat Theater Company; Crescendo Youth Orchestra; Dorothy Molter Foundation and Museum; Duluth Art Institute; Duluth Ballet; Duluth Children’s Museum; Duluth Festival Opera; Duluth Fiber Handcrafters Guild; Duluth Superior Symphony Association; Duluth-Superior Area Educational Television Corporation; East Range Choral Society; Edge of the Wilderness Community Center; Ely Greenstone Public Art; Ely Winter Festival; Ely-Winton Historical Society; Empty bowls; Ernest C. Oberholtzer Foundation; Friends of B’nai Abraham; Friends of the Finland Community; Good Harbor Hill Players; Grand Marais Arts Colony; Grand Marais Playhouse; Gunflint Trail Historical Society; Hibbing Historical Society; Hovland Arts Festival; Icebox Radio Theater; Ironworld Development Corporation; Itasca Orchestra and Strings Program; Jaques Arts Center; Koochiching County Historical Society; Lake Superior Chamber Orchestra; Lake Superior Marine Museum Association; Lake Superior Sustainable Farming Association; Lake Superior Suzuki Talent Program; Lake Superior Youth Chorus; Laurentian Arts and Culture Alliance; Lync Opera of the North; MacRostie Art Center; Magic Smelt Puppet Troupe; Matinee Musicale; Mesabi Symphony Orchestra; Milwaukee Road Heritage Center & Museum; Minnesota Discovery Center; Minnesota Museum of Mining; Minnesota State Old Time Fiddle Championships; Moose Lake Area Historical Society; Nordic Center; North House Folk School; North Shore Music Association; North Star Foundation of the Mesabi Range; Northern Bedrock Conservation Corps; Northern Lake County Arts Board; Northern Lakes Arts Association; Northern Lights Music Festival; North Shore Chamber Society; Northwoods Friends of the Arts; Poetry Harbor; Prøve Gallery; Rainy Lake Community Orchestra; Range Artists Association; Range Center; Reif Arts Council; Resil Dance!; Saint Louis County Historical Society; Schroeder Area Historical Society; Sisu Heritage; Sky Blue Jazz Ensemble; Sons of Norway; Duluth Superior Film Festival; Sugarloaf Cove Nature Center; Tamarack Dance Association; The College of Saint Scholastica; The Creativity Tank; The Duluth Playhouse; The Ely Artwalk; Three Bridges International Chamber Music Festival; Tweed Museum of Art; Two Harbors Heritage Days; Voices of Reason; William M. Kelley High School; Wise Fool Shakespeare; and WTIP North Shore Community Radio.

REGION 4—THE LAKE REGION
Alexandria Area Arts Association; Ann Bickle Heritage House; Art of the Lakes Association; Becker County Historical Society; Boys and Girls Club of White Earth; Brush & Palette Club; Central Square Inc; City of Alexandria; City of Fergus Falls; City of New York Mills; Concordia College Cultural Events;
Evansville Arts Coalition; Fargo-Moorhead Chamber Chorale; Fergus Falls Center For The Arts; Fergus Falls Concert Association; Fergus Falls Senior Citizens Program; Friends of History Museum of East Otter Tail County; Gooseberry Park Players; Grant County Historical Society; Henning Landmark Center Inc.; Heritage Education Commission; Historic Holmes Theatre; Historical and Cultural Society of Clay County; Kaddatz Galleries; Lake Region Arts Council; Lake Region Writers Network; Lakes Chamber Music Society; Minnesota State Community & Technical College; Minnesota State University Moorhead; Minnesota’s Historic Northwest; New Rivers Press; New York Mills Arts Retreat; Nordic Arts Alliance; Nordic Culture Clubs; Otter Tail County; Pope Art; Pope County Historical Society; Prairie Renaissance Cultural Alliance; Probsfeld Farm Living History Foundation; Prospect House Museum; Rousse Art Gallery Museum; Springboard for the Arts (Fergus Falls Office); Starbuck Depot and Museums; Stevens County Historical Society; Terrace Mill Foundation; The Minnesota Lakes Maritime Society; The Prospect House Museum; The Straw Hat Players; Theatre L’Homme Dieu; and Wilkin County Historical Society.

REGION 5—THE BRAINERD LAKES REGION (FIVE WINGS)

4-H Performing Arts Project Development Committee; Cass County Historical Society; Central Lakes College Theatre; Central Minnesota Boys Choir; Crossing Arts Alliance; Crow Wing County Historical Society; Cuyuna Iron Range Heritage Network; Dreams United/Sueños Unidos; Five Wings Arts Council; Great River Arts; Green Island Preserve; Heartland Symphony Orchestra; Heritage Group North; Lakes Area Music Festival; Lampion Community Theatre; Legacy Chorale of Greater Minnesota; Little Falls Arts & Crafts Fair; Long Prairie Area Chamber of Commerce; Long Prairie Chamber Orchestra; Longville Lakes Arts Alliance; Madhatters Community Theatre Inc.; Minnesota Folklore Theater; Minnesota Military Museum; Morrison County Historical Society; Motley’s Two Rivers Music Fest; Music in the Park; Northwood Arts Council; Screen Porch Productions; St. Francis Music Center; Staples Area Men’s Chorus; Staples Area Women’s Chorus; Staples Historical Society; Staples Motley Area Arts Council; Todd County Historical Society; USA Community Chorus; and Whitefish Area Tourism Association.

REGION 6/8—SOUTHWEST MINNESOTA

Appleton 52 Wing Restoration Committee; Big Stone Arts Council; Blue Mound Area Theatre; Buffalo Ridge Chorale; Business Arts & Recreation Center; Chippewa County Historical Society; City of Belview; City of Glencoe; City of Granite Falls; City of Litchfield; City of Madison; City of Minnesota; City of Pipestone; City of Walnut Grove (Laura Ingalls Wilder Pageant); Clean Up The River Environment; Cottonwood County Historical Society; Council for Arts and Humanities Rock County; Crow River Area Youth Orchestra; Crow River Singers; Cultural Awareness Organization; Dakota Wicohan; Danube Historical Society; Dassel Area Historical Society; Friends of the Auditorium; Friends of the Orchestra; Granite Arts Council; Granite Falls Historical Society (Andrew J. Volck Arts House); Greater Litchfield Opera House Association; Homepage Initiative; Green Earth Players; Historic Huntington; Historic Worthington; Hutchinson Center for the Arts; Hutchinson Theatre Company; Kaleidoscope an Artists’ Gallery; Kandiyohi County Historical Society; Lac qui Parle County Historical Society; Litchfield Community Theatre; Litchfield Opera House; Marshall Area Fine Arts Council; Marshall Area Stage Company; Meander Art Craw; Meeker County Historical Society; Milaca Area High School; Milaca County Historical Society; New London Music Festival; Norway Lake Lutheran Historical Association; Pipestone County Historical Society; Prairie Arts Chorale; Prairie Arts Continuum; Prairie Dance Alliance of Southwest Minnesota; Prairie Wind Folk Music and Bluegrass; Redwood County Historical Society; Renville County Historical Society and Museum; Renville County West Area Friends of the Arts, Rhythm of the River; RiverSong Music Festival; Rock County Fine Arts; Southwest Minnesota Arts Council; Spellbound Theatricals Theater Laboratory; Swift County Historical Society; The Calumet Players; Upper Minnesota River Valley Regional Development Commission; Willmar Area Arts Council; Willmar Area Symphony Orchestra; Willmar Community Theatre; Winsted Arts Council; Worthington Area Symphony Orchestra; and Yellow Medicine County Historical Society.

REGION 7E—EAST CENTRAL MINNESOTA

Audubon Center of the North Woods; Braham Pie Day; Cambridge Center for the Arts; Center City Opera Company; City of Milaca; City of Onamia; Depot Studios; East Central Minnesota Chorale; East Central Regional Arts Council; Elm Oasis Adult Day Health Center; Franconia Sculpture Park; Isanti County Historical Society; Kanabec County Art Association; Kanabec History Center, Milaca Area Historical Society; Milaca Fine Arts Council; Mora CAPP-Comprehensive Arts Planning Program; Mora Vasaalopett; Northern Exposures Photography Club; Norr Outdoor School Center; Onamia Area Friends of the Library; Onamia Community Education; Paradise Community Theatre; Performing Arts Committee District 911 Community Education; Pine Center for the Arts; Pine City Arts Council, Princeton Area Visionary Committee; St Croix Valley Potters Tour; We R Able; and Wyoming Area Creative Arts Community.

REGION 7W—CENTRAL MINNESOTA

Buffalo Community Orchestra; Buffalo Community Theater; Central MN Arts Board; Chamber Music Society of St. Cloud; City of Elk River; City of Otsego; City of St. Cloud; Cokato Historical Society; Cold Spring Area Maennerchor; College of St. Benedict (Fine Arts Programming); Command Performance Choruses; Dassel-Cokato Arts Association; Delano Area Council for Arts and Culture; Elk River Area Arts Alliance; Elk River Community Theatre; General Federation Women’s Club; Granite City Folk Society; Great Northern Theatre Company; Great River Chorale; Great River Educational Arts Theatre; Hands Across the World; Kimball Community Education; Lake Sylvia Flute Institute; Land of Lakes Choirboys of Minnesota; Millstream Arts Festival; Minnesota Center Chorale; Minnesota Dance Ensemble; Monticello Strings; Mother of Mercy Campus of Care; Munsinger Clemens Botanical Society; Paramount Arts Resource Trust Inc.; Paynesville Community Theater; Pioneer Place Theatre Company; Saint Cloud Downtown Council; Saint John’s Abbey & University; Sauk Centre Area Historical Society; Sherburne County Historical Society; Sinclair Lewis Foundation; St. Cloud Downtown Alliance Foundation; St. Cloud Municipal Band; St. Cloud Symphony Orchestra; St. John’s University (Fine Arts Programming); Stearns History Museum; The Saint Cloud Area All Star Jazz Band; The Saint John’s Boys’ Choir; Two Rivers Community Theatre; United Arts of Central Minnesota; Visual Arts Minnesota; Wirth Center for the Performing Arts; Wright County Historical Society; wRight Ringers Handbell Ensemble; Youth Chorale of Central Minnesota; and Youth Theatre Workshop.

REGION 9—SOUTH CENTRAL MINNESOTA (PRAIRIE LAKES)

4 Playwrights Project; American Guild of Organists; Arlington Town and Country Days; Arts and Heritage Center of Montgomery; Arts Center of Saint Peter; Arts; N More Festival; Ambrose Blue Earth Historical Society; Blue Earth Town and Country Players; Blue Earth Valley Concert Association; Boy In Blue Civil War Memorial; Brown County Historical Society; Children’s Museum of Southern Minnesota; Christkindlmarkt; City Center Partnership - CityArt Program; City of Arlington; City of Janesville; City of Mankato; City of New Richland; City of New Ulm; City of Waseca; CityArt Sculpture Walk; Community and Seniors Together; Dance Conservatory of Southern Minnesota; Fairmont Opera House; Farming of Yesteryear; Good Thunder Reading Series; Governor’s Drum Bugle Corps; Gustavus Adolphus College and Lutheran Church Archives; Healthy Communities/Healthy Youth of Brown County; Henderson Chamber of Commerce; Henderson Sauerkrad Days; Highland Summer Theatre; History Fest; Humanities are Vital to Education (H.A.V.E.); Lake Crystal Area Community Band; Le Sueur County Historical Society; Le Sueur-Henderson Community Education; Madelia Area Chamber of Commerce; Mankato Midwakanok Association; Mankato Area 77 Lancers Marching Band Parent Association; Mankato Area Arts Council; Mankato Area Community Band; Mankato Area Community Education; Mankato Area Youth Symphony Orchestra; Mankato Ballet Company; Mankato Community Education; Mankato Figure Skating Club; Mankato Symphony Orchestra Association Inc.; Martin County Preservation Association; Merely Players Community Theatre; MHS; Minnesota Over 60 Band; Minnesota Shorts Play Festival; Minnesota Valley Chorale; Minnesota Valley Chorus Sweet Adelines; Minnesota Valley Music Teachers Association; Musicorum; New Ulm Actors Community Theatre (NUACT); New Ulm Civil War Commemoration; New Ulm Retail Development Corporation; New Ulm Suzuki School of Music; Nicollet County Historical Society; Performance Series MSU Mankato; Prairie Lakes Regional Arts Council; Project GEM; Rock Bend Folk Festival; Saint James Theater and Arts Association; Saint Peter Ambassadors; Saint Thomas Oratory Irish Fest; Sakatat Arts Experience; Sibley County Historical Museum; Sleepy Eye Area Historical Society; Sleepy Eye Community Education; Springfield Area Historical Society; St. Peter Choral Society; The Concord Singers; The Fairmont Opera House; The Governor’s Drum and Bugle Corps; The Grand Center for Arts and Culture; The Mankato Children’s Chorus; Twin Rivers Council for the Arts; Wanda Gag House Association; Waseca Arts Council; Waseca Chamber of Commerce; Waseca Classic; Waseca County Historical Society; Winnebago Area Musical Players; and Young Writers & Artists Conference.

REGION 10—SOUTHEASTERN MINNESOTA

Albert Lea Art Center; Anderson Center for Interdisciplinary Studies; Austin Area Art Center; Austin Area Commission for the Arts; Austin Artist Series; Austin Community Band; Austin Community Charitable Fund; Austin Symphony Orchestra; Big Island Rendezvous and Festival; Bluff Country Studio Art Tour; Brave Community Theatre; Bridge Chamber Music Festival; Cambodian
Light Grey Art Lab; Linden Hills Chamber Orchestra; Lipa Slovak Folk Dancers; Live Action Set; Loft Literary Center; Los Alègres Bailadores; Loudmouth Collective; low tech/high joy collaborative; Lowertown Local; Lundstrom Center for the Performing Arts; Luther Music Program; Lyndale Neighborhood Association; Lyra Baroque Orchestra; Lyric Arts Company of Anoka; Macalester College; MacPhail Center for Music; Mad King Thomas; Maggie Bergeron & Company; Maggie’s Farm Free-Range Theater; Magic Circle Ensemble; Magic Lantern Puppet Theater; Mallard Island Arts; MaMa mOsAIc; Maple Grove Arts Center; Maplewood Area Historical Society; Marcy Arts Partnership; Marine Restoration Society; Maritime Heritage Minnesota; Masques Theatre Company; Matthew Janczewski’s ARENA DANCES; McNally Smith College of Music Foundation; Megan Mayer’s Soft Fences; Mendota Mdewakanton Dakota Community; Mentoring Peace Through Art Inc; Merrill Community Arts Center; Metropolitan Regional Arts Council; Metropolitan Symphony Orchestra Association; Midtown Global Music Festival; Midway Contemporary Art; Midwest Art Conservation Center; MIGIZI Communications; Minnesota City Summer Opera; Mindekinen Foundation; Minhua Chorus; Minneapolis College of Art and Design; Minneapolis Guitar Quartet Association; Minneapolis Jewish Film Festival; Minneapolis Pops Orchestra Association; Minneapolis Society of Fine Arts; Minneapolis Southside Singers; Minneapolis Telecommunications Network; Minnesota African American Museum and Cultural Center; Minnesota Air National Guard Historical Foundation; Minnesota Annual Conference United Methodist Church Archive; Minnesota Association for Children’s Mental Health; Minnesota Association of Community Theatres; Minnesota Association of Songwriters; Minnesota Bluegrass & Old-Time Music Association Inc; Minnesota Boychoir; Minnesota Brass; Minnesota Center for Book Arts; Minnesota Children’s Museum; Minnesota Chinese Dance Theater; Minnesota Chinese Opera; Minnesota Chorale; Minnesota Citizens for the Arts; Minnesota Coalition for Performing Arts; Minnesota Council on Foundations; Minnesota Creative Arts and Aging Network; Minnesota Dance Theatre & the Dance Institute; Minnesota Fringe Festival; Minnesota Genealogical Society; Minnesota Guitar Society; Minnesota Historical Society; Minnesota Humanities Center; Minnesota Jewish Theatre Company; Minnesota Landmarks; Minnesota Museum of American Art; Minnesota Music Coalition; Minnesota Music Educators Association; Minnesota Opera; Minnesota Orchestra Association; Minnesota Prison Writing Workshop; Minnesota Productions; Minnesota Public Radio; Minnesota Section of the American Society of Civil Engineers; Minnesota Short Play Club; Minnesota Shubert Center for Dance and Music; Minnesota State Arts Board; Minnesota State Band; Minnesota State Fair Foundation; Minnesota State Fiddlers Association; Minnesota Symphonic Winds; Minnesota Theater Alliance; Minnesota Valley Men’s Chorale; Minnesota Veterinary Historical Museum; Minnesota Youth Symphonies; Minnetonka Center for the Arts; Misplaced Music; Mississippi Valley Orchestra; Mixed Blood Theatre; Mixed Precipitation; Mizna; MN Administrators of Special Education; Morris Park Singers; Motionpoems; Mounds View Community Theatre; Municipal Building Commission; Museum of Russian Art; Music Association of Minnetonka; Music in the Heart of Victory; Music Saint Croix; Musikgarten of Anoka; Native American Community Development Institute-Aboriginal Relations Agency; New Ulm Music-Theater; Necessary Differences; New Arab American Theatre Works; New Franklin Cultural Center; New Prague Arts Council; New Prague Czech Singers; Nightpath Theatre Company; Nimbus Theatre; Nordic Heritage Club of Carver County; North Artists’ Studio Crawl; North Metro Performing Arts Series (Spring Nightpath Theatre Company; Nimbus Theatre; Stagewright Frontiers); SteppingStone Theatre; Stevens Square Community Organization; StoryBlend; Strange Capers; Stuart Pimsler Dance & Theater; Studio 206; SunsetGun Productions; Swandive Theatre; Swedish Genealogical Society of Minnesota; Tango Teacher Cooperative (Tango Camp Minnesota); Tapestry Folkdance Center; Teatro del Pueblo; Ten Thousand Things Theater; Textile Center; The Archie and Phoebe Mae Givens Foundation dba Givens Foundation for African American Literature; Theater Latte Da; Theater Mu; Theater Or; Theatre in the Round Players; TheatreNovi Most; Theatre of Fools; Theatre Pro Rata; Theatre Unbound; TheColu.mn; Thomas-Dale District 7 Planning Council; Threads Dance Project; Three Rivers Park District; Thursday Musical; TigerLion Arts; TU Dance; TuckUnder Projects; TVbyGIRLS; Twin Cities Carfest; Twin Cities Chinese Dance Center; Twin Cities Civil War Roundtable; Twin Cities Polish Festival; Twin Cities Scandinavian Family Festival; Twin Cities Show Chorus; Twin Cities Women’s Choir; Twin Cities World Refugee Day; Twin Cities Youth Chorale; Twin City Model Railroad Museum; Two Chairs Telling; Two Rivers Chorale; Universal Dance Ministry; Unseen Ghost Brigade; Unwinding; Upstream Arts; Urban Arts Academy; Urban Spectrum Theatre Company; Valley Friendship Club; Vecchione/Erthall Duo; Vega Productions; Velvet Tones; Veterans Book Project; Veterans in the Arts; VocalEssence; VSA Minnesota; Waconia Community Education; Walker Art Center; Walker West Music Academy; Walking Shadow Theatre Company; WAMSO - Minnesota Orchestra Volunteer Association; Washington County 4-H Federation; Washington County Historical Society; Watertown Area Historical Society; Watertown Film Festival; Watertown-Mayer Community Education; Watertown-Fitgerald Museum; Weavers Guild of Minnesota; Weisman Art Museum (University of Minnesota); West Bank Business Association; West Bank School of Music; West Side Theater Project; Westonka Community Education; White Bear Center for the Arts; White Bear Lake Area Historical Society; Wildwood Artist Series; Wisdom Dances; Workhaus Playwrights Collective; Works; Yellow Tree Theatre; Young Artists Initiative; Young Dance; Youth In Jazz; Youth Performance Company; YouthCARE; zAmya Theatre Project; Zeitgeist; Zenon Dance Company and School; and Zorongo Flamenco.

THE STATE OF MINNESOTA'S PARTICIPATING NONPROFIT ARTS AND CULTURE PATRONS

Additionally, this study could not have been completed without the cooperation of the 3,410 arts and culture audience members who generously took the time to complete the audience-intercept survey while attending a performance, event, or exhibit within the State of Minnesota.
STUDY METHODS AND SOURCES

DATA SOURCES:
(1) Unless otherwise noted, the source of the data in this report is Arts & Economic Prosperity® IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Minnesota, Americans for the Arts, 2014 (www.AmericansForTheArts.org), and the associated 2014 eleven regional Minnesota studies. These studies relied on Cultural Data Project (CDP) data in addition to an online nonprofit arts and culture organization survey, grantee data provided by the Minnesota State Arts Board, Regional Arts Councils and Minnesota Historical Society and audience surveys.

(2) Source: CDP Data, supplemented by an online survey of Minnesota arts organizations and grantee data from the Minnesota State Arts Board, Regional Arts Councils and Minnesota Historical Society.

(3) Source: Cultural Data Project (CDP) data. The CDP is a web-based data system utilized by arts and culture grant makers in thirteen states and the District of Columbia. Many public and private grant makers in Minnesota require some or all of their arts and culture grantees to submit data to the CDP. Most CDP data is financial, though it includes information about services provided, numbers of participants, staffing and volunteers as well. CDP data in this report is from arts nonprofits as they reported it to the CDP.

(4) Source: 2013 Cultural & Heritage Traveler Study by the Tourism Marketing Council.

(5) Source: MN Tourism 2013 Annual Report


(8) Source: Minnesota Dental Board, 2013 data

WHAT WAS STUDIED?
The Creative Minnesota team identified potentially eligible public and nonprofit organizations that applied for funds to conduct arts and cultural programming, including a total of 4,779 organizations. For-profit arts organizations and organizations that applied for funds to conduct arts and cultural programming, suggest an even stronger overall sector that is yet to be fully documented.

HOW WERE DATA GATHERED?
Multiple sources were used in order to reach the widest possible range of organizations; some of the questions asked across data sources were identical, while others were asked in some data sets but not others. In all, data were collected from 1,269 organizations, or 26.6% of the possible study population.

The most detailed data set was compiled from Cultural Data Project (CDP) profiles completed by organizations who were selected grantees of one or more of the thirteen Minnesota arts grant makers (and four national grant makers) who require or accept these profiles from their grantees. This created a total data set of 298 from this source, which reflects 23.5% of all organizations reached in the study and represents 6.2% of the possible study population.

In addition, basic data about all other 2012 grantees of the Minnesota State Arts Board, Minnesota Historical Society and Minnesota’s eleven Regional Arts Councils were supplied by these funding agencies for an additional group of 579 data points. This information included organizations’ names, locations, arts and culture-related budgets, and audience served.

A third data set was compiled from an online survey described in source (1) above. A total of 396 respondents opted into participation in this survey, creating a non-random sample that comprised 31% of responses in the study. One large organization that did not complete a CDP profile instead completed a more detailed version of this survey that was comparable to the CDP profile.

A sample of arts and cultural event audiences around Minnesota were also asked to complete a questionnaire between April and July 2014. Source (1) above describes this process in more detail. History-related events comprised 10% of events where audience data were gathered; a total of 3,410 audience questionnaires were collected. Sampling of individual respondents was not necessarily random, so these data may not reflect overall arts and cultural audiences.

Additional information from secondary sources is referenced in this report to illustrate related topics (i.e., statistics about individual artists, artist employment, and inter-state tourism). These topics inform but were not central to the present study.

CULTURAL DATA PROJECT:
The data used for this report was provided (in part) by the Cultural Data Project (“CDP”), an organization created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of Minnesota Citizens for the Arts, CliftonLarsonAllen and Americans for the Arts and does not reflect the views of the Cultural Data Project. For more information on the Cultural Data Project, visit www.culturaldata.org.

LIMITATIONS
Limitations are the conditions or characteristics of a study that constrain how we may interpret the results. All studies have such constraints, and articulate them in order to avoid making claims that are unsupported by data.

Because this study was neither a complete census nor a random sample of the arts and cultural nonprofit sector, these findings may not be representative of the sector as a whole.

Because some findings reported here (particularly those drawn from CDP profiles) were addressed by only a smaller sub-set of respondents, it would be inappropriate to claim these findings reflect the sector as a whole. Rather, that sub-set of findings reflect the responding institutions, and they may suggest an even stronger overall sector that is yet to be fully documented.

The limitations of non-census, non-representative sampling arise in two different ways:

First, the data collected document only those organizations that took part in the study, rather than the sector as a whole. It is thus possible that this study under-reports findings that represent aggregate totals (e.g., total students served, total revenue and expenses).

Second, because the data collected reflect only some organizations, it is impossible to know whether proportional findings (e.g., average spending per audience member, the percentages of public vs. private funding in aggregate, etc.) reflect the sector as a whole. These findings could either over- or under-represent actual overall conditions, and may have differed had other organizations participated in the study.
PHOTO CREDITS

Front Cover (in order of appearance left to right): Credit: Scott Streble; Credit: Minneapolis Green Central School Mural by Greta McLain; Courtesy of the MacPhail Center for Music; Photo by Kris Drake; Credit: Minneapolis Institute of Arts; Credit: Ananya Dance Theatre, Photo by V. Paul Virtue; Inside Front Cover: Photo by Greta McLain; Courtesy of the MacPhail Center for Music; Page 2/6: RAC 3 image credit: Ana Hagedorn; RAC 4 image credit: Michael Menconi being assisted by Evan Schauss during the Blow Your Mind workshop with Charles Lowrie, funded by a 2010 Arts Activities grant from MRAC; RAC 10: Courtesy of the MacPhail Center for Music; Page 7: Credit: Children’s Theatre Company; Page 8-9: Aparna Ramaswamy of Ragamala Dance Company, photographed at the National Centre for Performing Arts, Mumbai; Page 11: Taming of the Shrew, photo by Wes Bailey for the Myles Reif Performing Arts Center; Back Cover: Credit: HOBT and Bruce Silcox Photography

DEFINITIONS

Cultural Tourism – Travel directed toward experiencing the arts, heritage, and special character of a place.

Direct Economic Impact – A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician’s salary, the associated government taxes, and full-time equivalent employment status represent the direct economic impact.

Direct Expenditures – The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company’s purchase of dance shoes are examples of direct expenditures.

Full-Time Equivalent (FTE) Jobs – A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager’s discretion to hire one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in the nonprofit arts and culture industry.

Indirect Economic Impact – Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they re-spend much of that money locally. Indirect impact measures the effects of this re-spending on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending or the dollars “rippling” through a community. When funds are eventually spent non-locally, they are considered to have “leaked” out of the community and therefore cease to have a local economic impact. Indirect impact includes the impact of all rounds of spending (except for the initial expenditure) until the dollars have completely “leaked out” of the local economy.

Museums – The National Taxonomy of Exempt Entities (NTEE) system is used by the IRS and NCCS to classify nonprofit organizations. For the purposes of our study, “museum” was defined as organizations identified by NTEE Codes A50 (museums general), A51 (art museums), A52 (folk art museums), A54 (history museums), A56 (natural history and natural science museums), A57 (museum, other), A82 (historical societies and historic preservation), and organizations coded A99 (other) which are known to be museums or archives. If an organization did not have an NTEE code, we used the Minnesota State Arts Board (MSAB) and Regional Arts Council (RAC) system institutional codes 08 (art museum) or 09 (museum, other).

Resident Household Income (often called Personal Income) – The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

Revenue to Local and State Government – Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to city and county government, schools, and special districts.

ACKNOWLEDGEMENTS

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Compiled with the assistance of CliftonLarsonAllen

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The McKnight Foundation arts program is founded on the belief that Minnesota thrives when its artists thrive. The McKnight Foundation supports working artists to create and contribute to vibrant communities.

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BUSH FOUNDATION

This activity is made possible in part by a grant provided by the Minnesota State Arts Board through an appropriation by the Minnesota State Legislature.

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