

Creative



THE IMPACT AND HEALTH
OF THE NONPROFIT
ARTS AND CULTURE SECTOR

2015

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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**. 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.

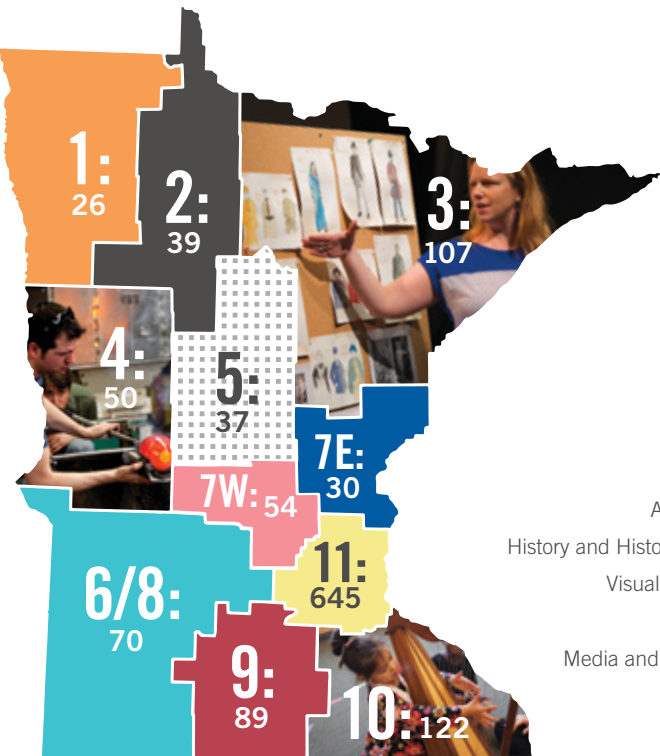
OVERVIEW OF THE FIELD⁽²⁾

For all references see page 27.

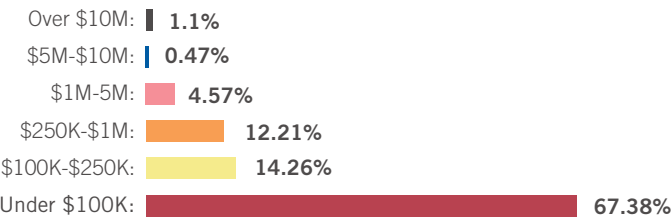
NUMBER OF PARTICIPATING ARTS AND CULTURE ORGANIZATIONS

1,269

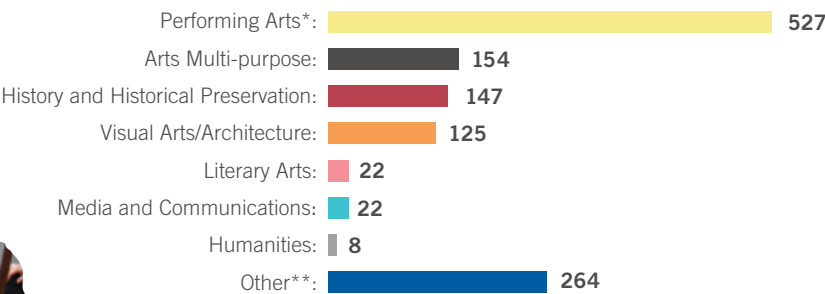
NUMBER OF ORGANIZATIONS BY REGION



PARTICIPATING ORGANIZATIONS BY BUDGET SIZE



PARTICIPATING ORGANIZATIONS BY DISCIPLINE



*"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

***See page 28 for definition of museums.

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

IMPACT ON MINNESOTA'S ECONOMY

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**

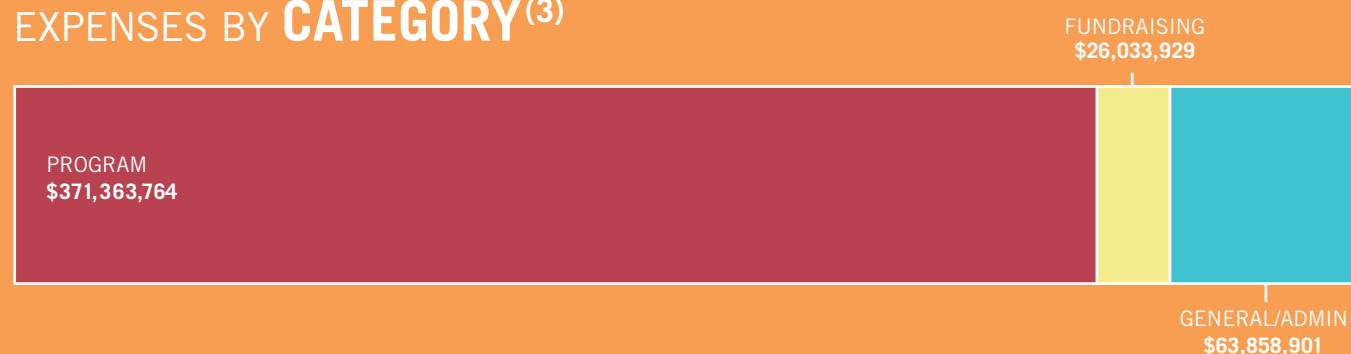
TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS

\$696 MILLION

TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES

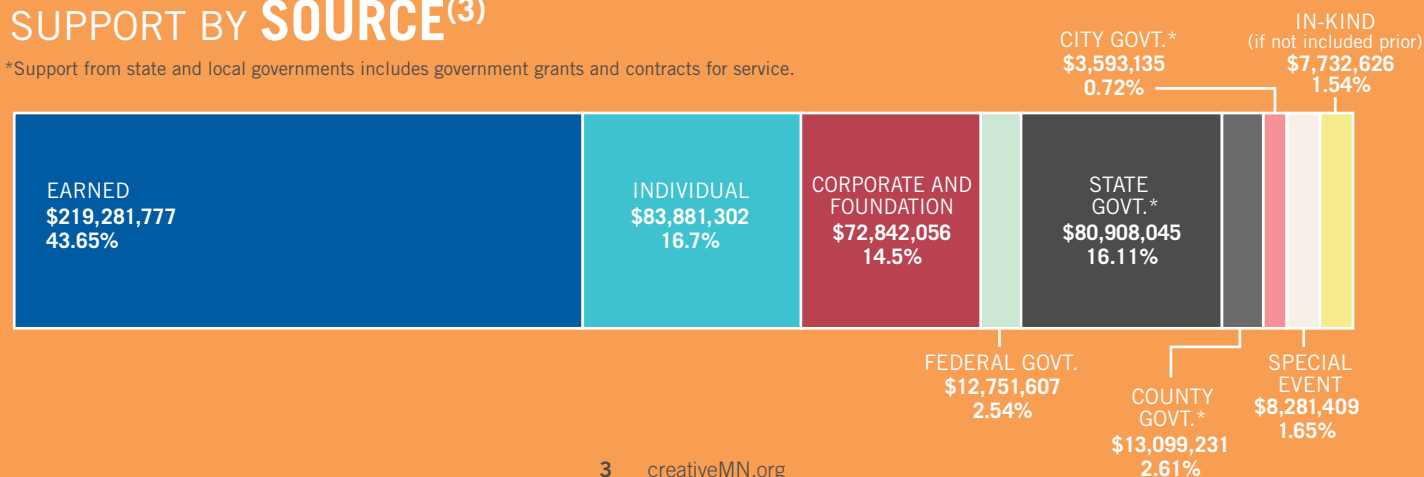
\$501 MILLION

EXPENSES BY CATEGORY⁽³⁾



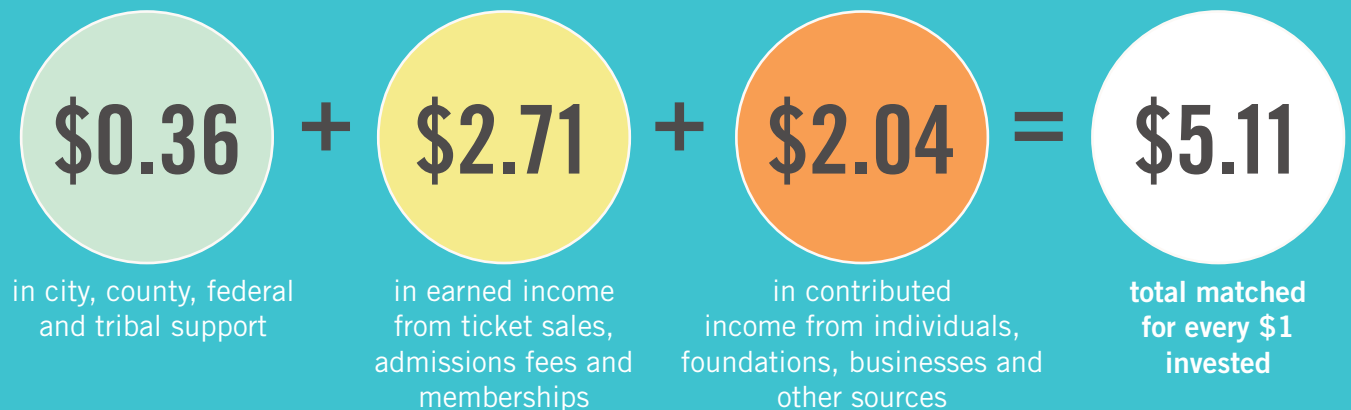
SUPPORT BY SOURCE⁽³⁾

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



PUBLIC INVESTMENT IN ARTS AND CULTURE IS A CATALYST THAT INCREASES GOVERNMENT REVENUES⁽³⁾

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



ARTS AND CULTURE IMPACT ON GOVERNMENT REVENUES

STATE GOVERNMENT REVENUES : LOCAL GOVERNMENT REVENUES
\$100.6 MILLION : **\$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)*

AUDIENCE DEMOGRAPHICS

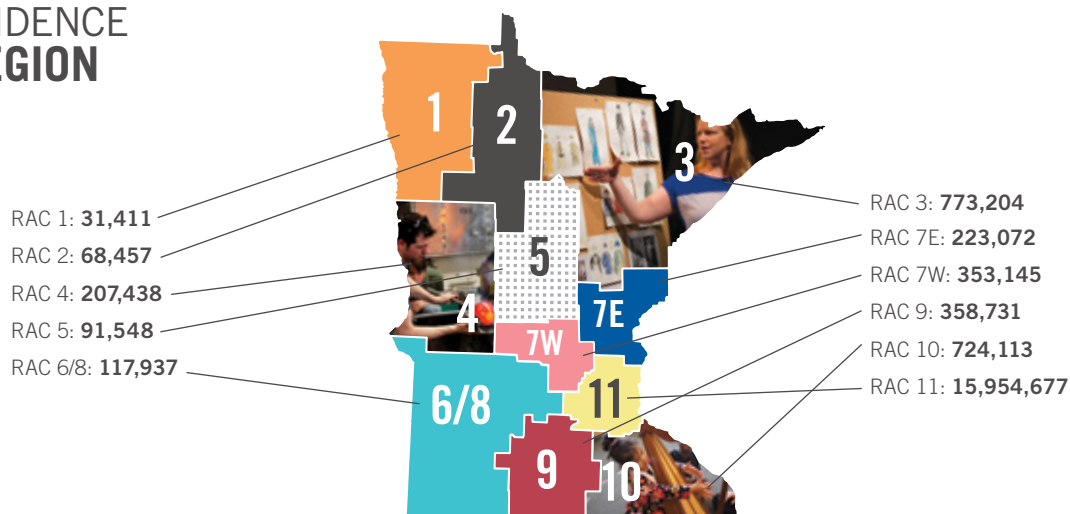
Large nonprofit arts and culture audiences are being served in every corner of the state, and nearly **43% of attendees have an annual household income of under \$60,000 per year.**

TOTAL
ATTENDEES
(PEOPLE ANNUALLY)

18.9 MILLION

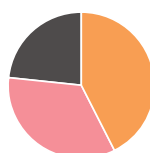
Minnesota's 2013 population is 5.4 million, so people are attending multiple times.

ATTENDANCE BY REGION

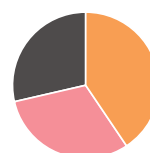


ANNUAL HOUSEHOLD INCOME OF ATTENDEES*:

Less than \$60,000
\$60,000-\$99,999
\$100,000 or more



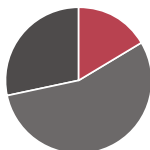
STATE
42.6%
34.2%
23.2%



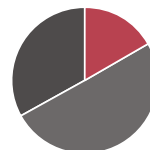
NATIONAL
40.6%
31%
28.4%

EDUCATIONAL ATTAINMENT OF ATTENDEES*:

High school or less
2 or 4 year college degree
Masters or doctoral degree



STATE
16.6%
55.3%
28.1%



NATIONAL
16.7%
50.4%
32.9%

*"Attendees" means those who responded to an audience survey.

MILLIONS OF STUDENTS SERVED⁽³⁾

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.⁽⁶⁾

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





THERE ARE 42,189 ARTISTS IN MINNESOTA⁽⁷⁾

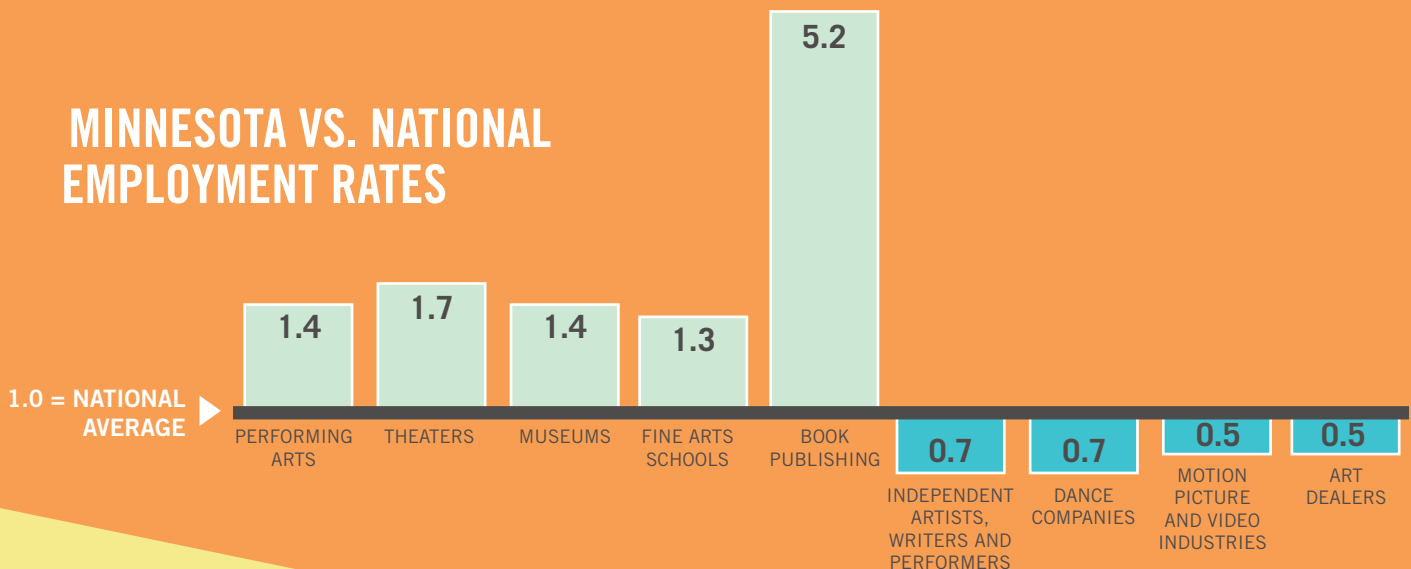
Nonprofit arts and culture organizations employ many individual artists, so no picture of Creative Minnesota would be complete without a look at artist employment.



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



ACCORDING TO THE 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

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

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
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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
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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.⁽⁴⁾ The Minnesota tourism industry as a whole supports 245,000 full and part time jobs.⁽⁵⁾

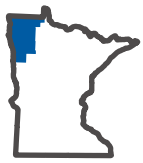
Many cultural attendees are artists, too! 53.1% of the State of Minnesota's arts attendees report that they actively participate in the creation of the arts (e.g., sing in a choir, play an instrument, act in a community play, paint or draw).

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.**





REGION 1

NORTHWEST REGIONAL ARTS COUNCIL

NORTHWEST MINNESOTA

COUNTIES: Kittson, Marshall, Norman, Pennington, Polk, Red Lake, Roseau
KEY CITIES: Crookston, East Grand Forks, Thief River Falls, Roseau, Hallock, Ada

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

IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT



FTE jobs supported: 23

VOLUNTEERS of participating organizations



Total number of volunteers: 237

Total volunteer hours: 19,266

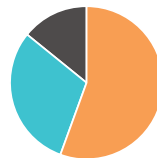
Resident household income generated by arts and culture sector: **\$555,000**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$434,448**

TOTAL AUDIENCE: 31,411 PEOPLE ANNUALLY



Education range of attendees:
High school or less **31%**
2 or 4 year college degree **57.7%**
Masters or doctoral degree **11.3%**



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.

Number of participating arts and culture organizations = **26⁽²⁾**

Participating organizations by BUDGET SIZE ⁽²⁾

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

Participating organizations by DISCIPLINE ⁽²⁾

Performing Arts: **7**
Literary Arts: **1**
Arts Multi-purpose: **6**

History and Historical Preservation: **5**
Visual Arts/Architecture: **1**
Other: **6**



REGION 2

REGION 2 ARTS COUNCIL

NORTH CENTRAL MINNESOTA

COUNTIES: Beltrami, Hubbard, Clearwater, Lake of the Woods, Mahnomon
KEY CITIES: Bemidji, Baudette, Park Rapids, Mahnomon, Bagley

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

IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT



FTE jobs supported: 62

VOLUNTEERS of participating organizations



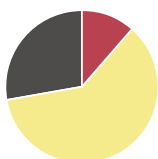
Total number of volunteers: 993

Total volunteer hours: 47,710

Resident household income generated by arts and culture sector: **\$1,554,000**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$1,075,861**

TOTAL AUDIENCE: 68,457 PEOPLE ANNUALLY



Education range of attendees:
High school or less **11.5%**
2 or 4 year college degree **60.8%**
Masters or doctoral degree **27.7%**



Nearly 52% of attendees have an Annual Household Income of under \$60,000:
Less than \$60,000 **51.6%**
\$60,000-\$99,999 **32.7%**
\$100,000 or more **15.7%**

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 attendees 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⁾

Participating organizations by BUDGET SIZE⁽²⁾

\$250K-\$1M: **1 • 2.56%**

\$100K-\$250K: **4 • 10.26%**

Under \$100K: **34 • 87.18%**

Participating organizations by DISCIPLINE⁽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**



REGION 3

ARROWHEAD REGIONAL ARTS COUNCIL

ARROWHEAD

COUNTIES: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis

KEY CITIES: Duluth, Grand Marais, Ely, International Falls, Virginia, Hibbing, Grand Rapids, Cloquet, Moose Lake

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



EMPLOYMENT



FTE jobs supported: 1,063

VOLUNTEERS of participating organizations



Total number of volunteers: 3,564

Total volunteer hours: 140,527

Resident household income generated by arts and culture sector: **\$24,897,000**

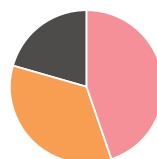
Estimated aggregate value of volunteer time at \$22.55/hour: **\$3,168,884**

TOTAL AUDIENCE: 773,204 PEOPLE ANNUALLY



Education range of attendees:

- High school or less **13.5%**
- 2 or 4 year college degree **49.3%**
- Masters or doctoral degree **37.2%**



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%**

\$100K-\$250K: **13 • 12.15%**

\$250K-\$1M: **10 • 9.35%**

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**



REGION 4

LAKE REGION ARTS COUNCIL

MINNESOTA'S LAKE REGION


COUNTIES: Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, Wilkin
KEY CITIES: Detroit Lakes, Morris, Alexandria, Fergus Falls, Moorhead

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



EMPLOYMENT

 FTE jobs supported: 273

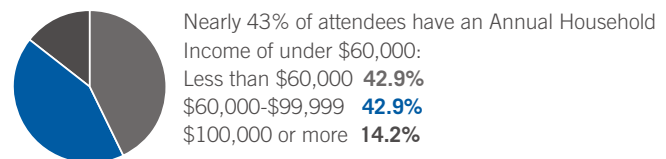
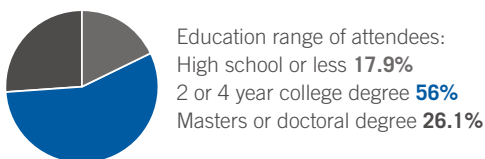
VOLUNTEERS of participating organizations

 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



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⁽²⁾

Participating organizations by BUDGET SIZE⁽²⁾

\$250K-\$1M: **7 • 14%**
\$100K-\$250K: **12 • 24%**
Under \$100K: **31 • 62%**

Participating organizations by DISCIPLINE⁽²⁾

Performing Arts: **7**
Literary Arts: **1**
Arts Multi-purpose: **10**
Humanities: **1**
History and Historical Preservation: **12**
Visual Arts/Architecture: **2**
Other: **17**



REGION 5

FIVE WINGS ARTS COUNCIL

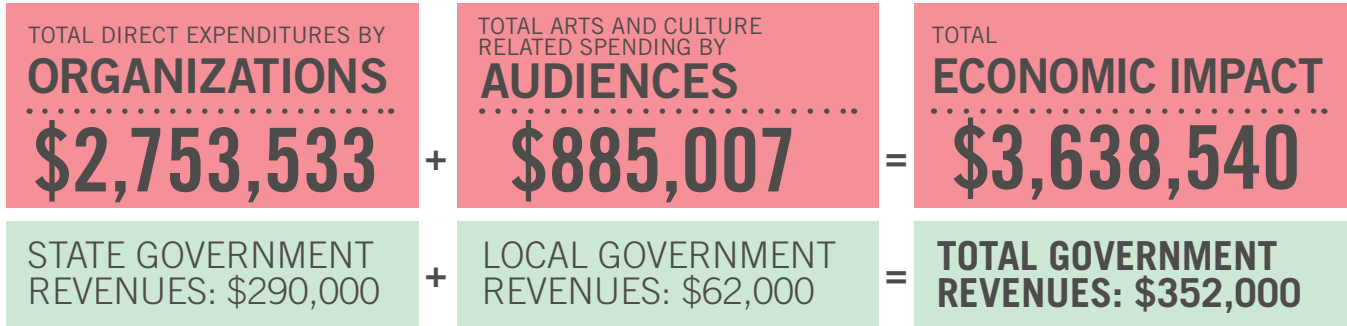
BRainerd LAKES AREA

COUNTIES: Cass, Crow Wing, Morrison, Todd, Wadena


KEY CITIES: Brainerd, Little Falls, Wadena, Long Prairie, Walker

This region benefits from over \$3.6 million dollars in economic impact from the nonprofit arts and culture.


IMPACT ON ECONOMY AND EMPLOYMENT

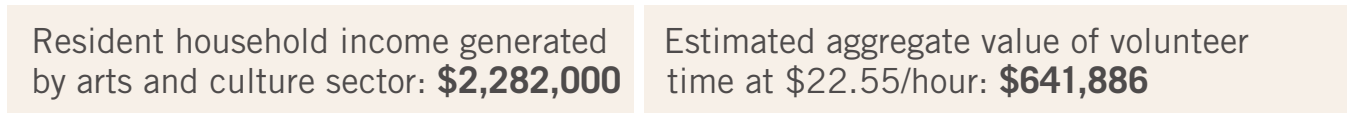


EMPLOYMENT

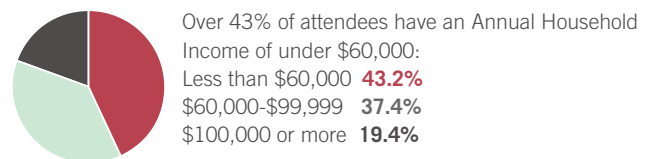
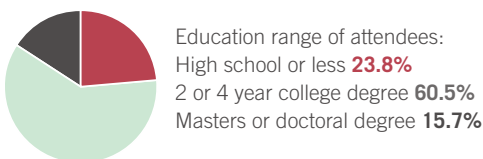
 FTE jobs supported: 95

VOLUNTEERS of participating organizations

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



TOTAL AUDIENCE: 91,548 PEOPLE ANNUALLY



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⁽²⁾

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**



REGION 6/8

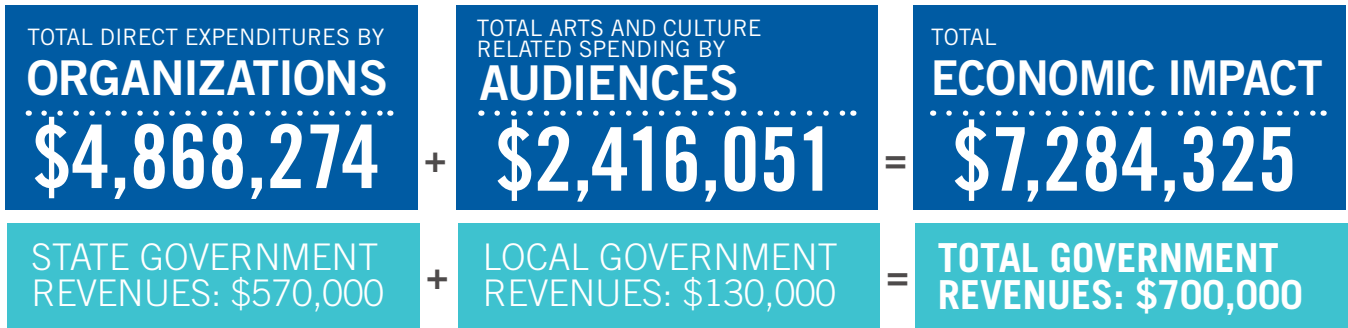
SOUTHWEST MINNESOTA ARTS COUNCIL

SOUTHWEST MINNESOTA

COUNTIES: Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine
KEY CITIES: Willmar, Worthington, Marshall, Ortonville, Hutchinson, Litchfield, Windom

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

IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT



FTE jobs supported: 208

VOLUNTEERS of participating organizations



Total number of volunteers: 1,395
Total volunteer hours: 42,024

Resident household income generated by arts and culture sector: **\$4,556,000**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$947,641**

TOTAL AUDIENCE: 117,937 PEOPLE ANNUALLY



Education range of attendees:
High school or less **29.3%**
2 or 4 year college degree **57.6%**
Masters or doctoral degree **13.1%**



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.

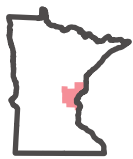
Number of participating arts and culture organizations = **70⁽²⁾**

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**



REGION 7E

EAST CENTRAL
REGIONAL ARTS COUNCIL

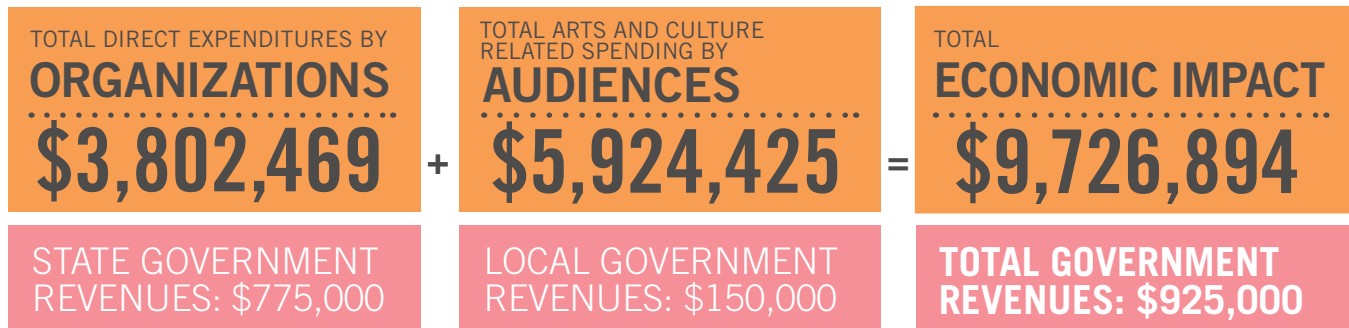
EAST CENTRAL MINNESOTA

COUNTIES: Chisago, Isanti, Kanabec, Mille Lacs, Pine


KEY CITIES: Cambridge, Princeton, Onamia, Mora, Pine City, Sandstone, North Branch, Taylors Falls

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



EMPLOYMENT

 FTE jobs supported: 172

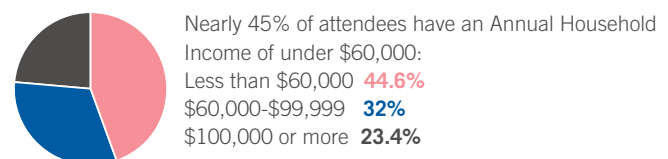
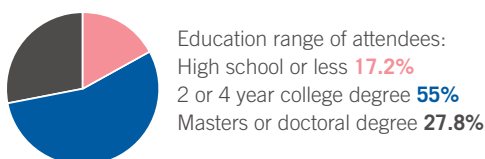
VOLUNTEERS of participating organizations

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

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

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

TOTAL AUDIENCE: 223,072 PEOPLE ANNUALLY



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

LOCAL 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.

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.

Number of participating arts and culture organizations = **30⁽²⁾**

Participating organizations by BUDGET SIZE ⁽²⁾

\$1M-5M: **1 • 3.33%**

\$100K-\$250K: **2 • 6.67%**

\$250K-\$1M: **4 • 13.33%**

Under \$100K: **23 • 76.67%**

Participating organizations by DISCIPLINE ⁽²⁾

Performing Arts: **4**

Literary Arts: **1**

Arts Multi-purpose: **4**

History and Historical Preservation: **3**

Visual Arts/Architecture: **8**

Other: **10**



REGION 7W

CENTRAL MINNESOTA ARTS BOARD

CENTRAL MINNESOTA

COUNTIES: Benton, Sherburne, Stearns, Wright


KEY CITIES: St. Cloud, Foley, Elk River, Buffalo, Sauk Centre, Monticello

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



EMPLOYMENT

 FTE jobs supported: 468

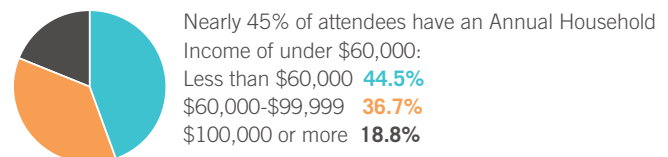
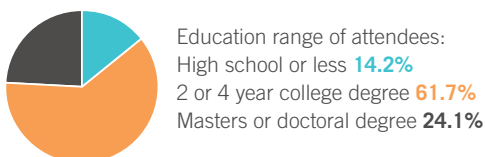
VOLUNTEERS of participating organizations

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

Resident household income generated by arts and culture sector: **\$10,531,000**

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

TOTAL AUDIENCE: 353,145 PEOPLE ANNUALLY



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

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.

NON-LOCAL 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.

Number of participating arts and culture organizations = 54⁽²⁾

Participating organizations by BUDGET SIZE⁽²⁾

\$1M-5M: 2 • 3.7%	\$100K-\$250K: 8 • 14.81%
\$250K-\$1M: 7 • 12.96%	Under \$100K: 37 • 68.52%

Participating organizations by DISCIPLINE⁽²⁾

Performing Arts: 29	History and Historical Preservation: 5
Arts Multi-purpose: 6	Visual Arts/Architecture: 4
Humanities: 1	Other: 9



REGION 9

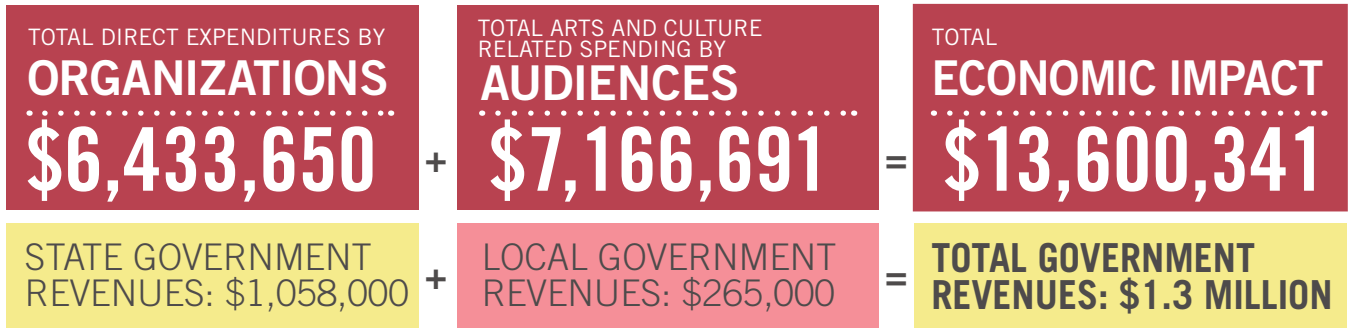
PRAIRIE LAKES REGIONAL ARTS COUNCIL

SOUTH CENTRAL MINNESOTA

COUNTIES: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan
KEY CITIES: Mankato, New Ulm, North Mankato, St. Peter, Waseca, Fairmont

This region benefits from \$13.6 million dollars in economic impact from the nonprofit arts and culture.

IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT



FTE jobs supported: 348

VOLUNTEERS

of participating
organizations



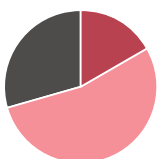
Total number of volunteers: 1,790

Total volunteer hours: 65,627

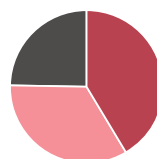
Resident household income generated
by arts and culture sector: **\$7,729,000**

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 **33.8%**
\$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⁽²⁾

Participating organizations by BUDGET SIZE⁽²⁾

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

Participating organizations by DISCIPLINE⁽²⁾

Performing Arts: **34**
Literary Arts: **2**
Arts Multi-purpose: **12**

Humanities: **1**
History and Historical Preservation: **14**
Visual Arts/Architecture: **8**
Other: **18**



REGION 10

SOUTHEASTERN MINNESOTA ARTS COUNCIL

SOUTHEAST MINNESOTA


COUNTIES: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
KEY CITIES: Rochester, Austin, Owatonna, Albert Lea, Winona, Red Wing, Northfield, Faribault, Lanesboro

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


IMPACT ON ECONOMY AND EMPLOYMENT

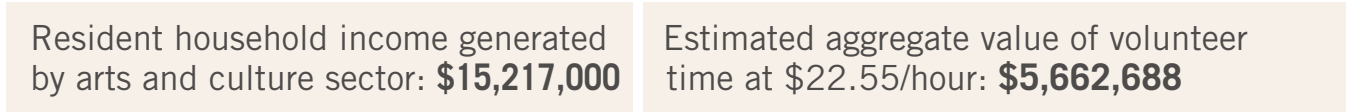


EMPLOYMENT

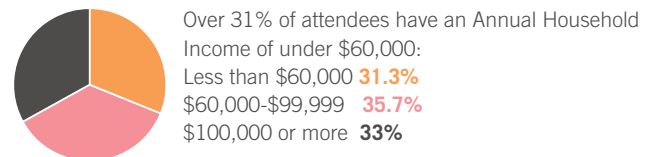
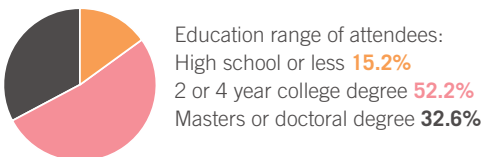
 FTE jobs supported: 716

VOLUNTEERS of participating organizations

 Total number of volunteers: 5,829
Total volunteer hours: 251,117



TOTAL AUDIENCE: 724,113 PEOPLE ANNUALLY



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

LOCAL 79.9% of this region's audiences are local (attending event in same region where they live), a total of 578,529 people who are spending an average of \$9.77 above the cost of their ticket.

NON-LOCAL 20.1% of this region's attendees are non-local (attending event in a region where they do not live), a total of 145,584 people who are spending an average of \$22.21 per person. 84% 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 = 122⁽²⁾

Participating organizations by BUDGET SIZE ⁽²⁾

\$1M-5M: 1 • **0.82%** \$100K-\$250K: 19 • **15.57%**
\$250K-\$1M: 19 • **15.57%** Under \$100K: 83 • **68.03%**

Participating organizations by DISCIPLINE ⁽²⁾

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



REGION 11

METROPOLITAN REGIONAL ARTS COUNCIL

SEVEN COUNTY METRO AREA

COUNTIES: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington

KEY CITIES: Minneapolis, St. Paul, Anoka, Bloomington, Chaska, Lakeville, Stillwater

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

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$624,372,639

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$442,493,585

TOTAL
ECONOMIC IMPACT

\$1,066,866,224

STATE GOVERNMENT
REVENUES: \$90,046,000

LOCAL GOVERNMENT
REVENUES: \$24,208,000

**TOTAL GOVERNMENT
REVENUES: \$114.3 MILLION**

EMPLOYMENT



FTE jobs supported: 29,953

VOLUNTEERS

of participating
organizations



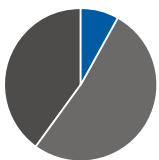
Total number of volunteers: 42,705

Total volunteer hours: 1,958,967

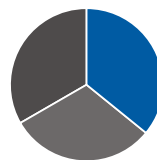
Resident household income generated
by arts and culture sector: **\$749,630,000**

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

TOTAL AUDIENCE: 15,954,677 PEOPLE ANNUALLY



Education range of attendees:
High school or less **8.3%**
2 or 4 year college degree **51.7%**
Masters or doctoral degree **40%**



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⁽²⁾**

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

Over \$10M: **14 • 2.17%**

\$5M-\$10M: **6 • 0.93%**

\$1M-\$5M: **49 • 7.6%**

\$250K-\$1M: **96 • 14.88%**

\$100K-\$250K: **92 • 14.26%**

Under \$100K: **388 • 60.16%**

Participating organizations by **DISCIPLINE** ⁽²⁾

Performing Arts: **312**

Literary Arts: **11**

Media and Communications: **17**

Arts Multi-purpose: **68**

Humanities: **3**

History and Historical Preservation: **42**

Visual Arts/Architecture: **61**

Other: **131**

THANK YOU TO THESE PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS

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

Ada 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 3060; 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

Belle Thalia Creative Arts Space; Beltrami County Historical Society; Bemidji Area Community Band; Bemidji Chorale; Bemidji 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; Jackpine 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; Pequana 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 (Gimaajii Mino Bimaadizimin); Arrowhead Chorale; Arrowhead Regional Arts Council; Art 'Round Town; Arts on Superior; Aurora City Band; Bayfront Reggae Festival; Bois Forte Tribal Government; Borealis Chorale and Orchestra; Calosia 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; Lyric 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 Mesaba 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; Ressler 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; Probstfield Farm Living History Foundation; Prospect House Museum; Rourke 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; Lamplighter Community Theatre; LEAP; 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; Northwoods 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 Minnetonka; 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 Area Arts Council; Granite Falls Historical Society (Andrew J. Volstead House Museum); Greater Litchfield Opera House Association; Greater Milan Initiative; Green Earth Players; Historic Hutchinson; 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 Crawl; Meeker County Historical Society; Milan Village Arts School; Murray 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 Symphonic 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; Elim 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 Vasaloppet; Northern Exposures Photography Club; Old School Arts 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 Theatre; 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 Choirs; Dassel-Cokato Arts Association; Delano Area Council for Arts and Culture; Elk River Area Arts Alliance; Elk River Community Theatre; General Federated 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 Community 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, Amboy; Blue Earth County 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; Govenaires Drum Bugle Corps; Gustavus Adolphus College and Lutheran Church Archives; Healthy Communities/Healthy Youth of Brown County; Henderson Chamber of Commerce; Henderson Sauerkraut 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 Mdewakanton 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; MHIS; 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; Sakatah 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 Govenaires 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

Association of Rochester Minnesota; Cannon Valley Youth Orchestra; Carleton College; Cello an American Experience; Chatfield Brass Band; Chatfield Center for the Arts; Children's Dance Theatre; Choral Arts Ensemble of Rochester; City of Faribault; City of Harmony Arts Board; City of Hokah; City of Northfield; City of Red Wing; City of Rochester Music Dept./Riverside Concerts; City of Wabasha; City of Winona; Commonweal Theatre Company; Cultural Diversity Network of Owatonna; District One Hospital; Dodge County Historical Society; Dover Eyota Music Association; Dreamery Rural Arts Initiative; Eagle Bluff Environmental Learning Center; Faribault Art Center Inc.; Fillmore County Historical Society; Folk Forum; Freeborn County Historical Society; Friends of St. Rose; Friends of the Houston Nature Center; Frontier Legends Entertainment; Frozen River Film Festival; Goodhue County Historical Society; Great River Shakespeare Festival; Hambone Music Festival; Home and Community Options; Honors Choirs of SE MN; I Cantanti Chamber Choirs; Jefferson Township; LaCrescent Area Historical Society; Lake City Historical Society; Lanesboro Arts Center; Lanesboro Community Theatre; Lockwood Theater Company; Mantorville Art Guild; Matchbox Children's Theatre; Minnesota Conservatory for the Arts; Minnesota Marine Art Museum; Minnesota State Public School Orphanage Museum; Mower County Historical Society; National Eagle Center; Northfield Arts Guild; Northfield Historical Society; Northfield Senior Center; Northfield Youth Choirs; Northland Words; Norwegian-American Historical Association; Olmsted County Historical Society; Olmsted Medical Center; Owatonna Arts Council; Performance Center at Saint Mary's University of Minnesota; Peterson Station Museum; Picaresque II; Preston Historical Society; Project FINE; Red Dragonfly Press; Red Wing Arts Association; Rice County Historical Society; Rochester Aria Group; Rochester Art Center; Rochester Arts Council; Rochester Chamber Music Society; Rochester Civic Theatre; Rochester Community and Technical College; Rochester Dance Company; Rochester International Film Group; Rochester Irish Fest; Rochester Male Chorus; Rochester MN Writing Group; Rochester Music Guild; Rochester Repertory Theatre; Rochester Symphony Orchestra & Chorus; Rosie Belle Performing Arts Theatre; Rural America Arts Partnership; Rushford Area Historical Society; Rushford-Peterson Schools; Saint Charles Community Education; Saint Mary's University of Minnesota (Minnesota Conservatory for the Arts); SEED Performance Art; Sing Out Loud; SoundStrings; Southeast Minnesota Bluegrass Association; Southeastern Minnesota Arts Council; Southeastern Minnesota Suzuki Association; Southeastern Minnesota Youth Orchestras SEMYO; Spring Valley Historical Society; Steele County Historical Society; T. B. Sheldon Memorial Theatre; The Merlin Players; Theatre du Mississippi; University of Minnesota (Houston County); Valley Grove Preservation Society; Wabasha County Historical Society; Winona Area Barbershoppers; Winona Brass Band; Winona County Historical Society; Winona Symphony Orchestra Association; Winona-Dakota Unity Alliance; Wits' End Theatre; Words Players Theatre; and Zumbrota Area Arts Council.

REGION 11—THE SEVEN-COUNTY METRO AREA

1006 Summit Avenue Society; 20% Theatre Company Twin Cities; 4 Community Theatre; 9x22 Dance/lab; Actors Theater of Minnesota; Adieu Summer Concert; AdopSource MN Transracial Film Festival; After Five Women's Vocal Ensemble; Afton Historical Society and Museum; Afton Historical Society Press; Alan Berks and Company; Al-Bahira Middle Eastern Dance Theater; Alive & Kickin'; Allegro Choral Academy; Altered Esthetics; Alzheimer's Poetry Project Minnesota (APP-MN); American Association of Woodturners; American Composers Forum; American Craft Council; American Swedish Institute; Ameriikan Pöijät Finish Brass Band; Amherst H. Wilder Foundation; Ananya Dance Theatre; Anca Saxophone Quartet; Angel Foundation; Angelica Cantanti Youth Choirs; Anoka County Domestic Violence Council; Anoka County Historical Society; Arcata Press dba Saint Paul Almanac; Art and All that Jazz Inc.; Art Department Bethel University; Art of This Gallery; Art Shanty Projects; Artful Nook; ArtiCulture; Artist Arsenal MN; Artist to Artist; ArtOrg; ArtReach St. Croix; Arts in Action; Arts Midwest; ArtSage; Artspace Projects; ArtStart; Ascension Place; Ashland Productions; Asian Media Access; Association of Minnesota Public Educational Radio Stations; Autoptic Festival; Bach Society of Minnesota; Bakken Museum; Bakken Trio; Balkanicus Ensemble; Ballet Minnesota; Ballet of the Dolls; Ballet Works Inc dba James Sewell Ballet; Banfill-Locke Center for the Arts; Barbara Schneider Foundation; BareBones Productions; Batucada Do Norte; Bedlam Theatre; Bell Museum of Natural History; Bells of the Lakes; Bengali Association of Minnesota; Bike Commuter Project; Black Dirt Theater; Black Label Movement; Black Storytellers Alliance; Blaine Parks and Recreation; Bloomington Chorale; Bloomington Symphony Orchestra; Bloomington Theatre and Art Center; Blossoms of the Orient; BodyCartography Project; Brazen Theatre; Breanna's Gift; Brooklyn Community Band; Brooklyn Historical Society; Burnsville Visual Arts Society; Bush Foundation; Byzantine Choral Festival; Calliope Women's Chorus; Candid Theater Co; Cantus; Caponi Art Park; Capri Big Band; Capri Theater; Carlyle Brown & Company; Carondelet Village; Carpenter St. Croix Valley Nature Center (aka Thomas E and Edna D Carpenter Foundation); Carver County Historical

Society; Cathedral Heritage Foundation; Ce Tempoxcalli; Cedar Cultural Center; Cedar Lake Park Preservation and Development Association dba Cedar Lake Park Association; Center for Hmong Arts and Talent; Center for Hmong Studies; Center for International Education; Central Public Schools; Centre Stage Theatre and the Arts; Centro; Chain Reaction Theatre Project; Chamber Music Lakeville; Chamber Music Society of Minnesota; Chameleon Theatre Circle; Chaska Valley Family Theatre; Chaske Cikala Wacipi; Cherry Spoon Collective; Chicago Avenue Fire Arts Center; Children's Theatre Company; Chinese American Association of Minnesota Chinese Dance Theater; Christopher Watson Dance Company; Circus of the Star; Cities' Classical Dance Ensemble; City of Brooklyn Park; City of Carver; City of Eagan Parks and Recreation; City of Eden Prairie; City of Edina; City of Excelsior; City of Forest Lake; City of Hastings; City of Maplewood; City of Minneapolis; City of Saint Paul; City of Stillwater; Civic Orchestra of Minneapolis; Cleveland Neighborhood Association; CLIMB Theatre; Coffee House Press; Collage; Come Square Dance; Community Stabilization Project; ComMUSICation; Como Park Zoo and Conservatory; COMPAS; Contempo Physical Dance; Contemporary Dance Arts; Continental Ballet Company; Copper Street Brass Quintet; courageous heARTS; Creatives for Causes (dba Art Buddies); Crew 88 Youth Performing Group; Cross Community Players; Crossroads Panorama - Youth Education Through the Arts; Cultural Society of Filipino-Americans; Curio Dance (Drop the Mic); Czech Area Concertina Club; Dakota Center for the Arts (dba Eagan Art Festival); Dakota City Heritage Village; Dakota County Historical Society; Dakota Fine Arts Consortium; Dakota Foundation for Jazz Education; Dakota Valley Symphony; Dance Revels Moving History; Dangerous Productions; Dans Askena Turkish Dance Ensemble; Deborah Elias Danza Espanola; Depot Coffee House; Discovery Arts Council; Dist. 108 Community Education; District 7 Planning Council; Diverse Emerging Music Organization; Drama Interaction; Dream Songs Project; Duniya Drum & Dance; Eagan Historical Society; Eagan Men's Chorus; East Metro Symphony Orchestra; East Side Arts Council; Eastern Carver County Schools Community Education; Eclectic Edge Ensemble; Eclectic Ensemble; Eden Prairie Art Center; Eden Prairie Historical Society; Edge of the Big Woods Art Wander; EDIT; Eighth Air Force Historical Society - Minnesota Chapter; Emerge Community Development; Encore Wind Ensemble; Ensemble 61; Ethnic Dance Theatre; Excelsior-Lake Minnetonka Historical Society; Exultate; FamilyMeans; Film Society of Minneapolis St. Paul; Fine Arts Series of Saint Paul College; Firefighter's Hall and Museum; FLYING FOOT FORUM; Flying Forms; Foci / Minnesota Center for Glass Arts; Fools Productions; Footprints Collective; Forecast Public Art; Forest Lake Park Board; Forum of Regional Arts Councils of Minnesota; Foundation for the Exhibition of Photography; Frank Theatre; Frederic Chopin Society; Free Arts Minnesota; Freedom Jazz Festival; 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History Theatre; Hmong Cultural Center; Hollywood Studio of Dance; Honeywell Concert Band; Hope Community; Hope Theatre Company; Hopewell Music Cooperative - North; Hopkins Center for the Arts; Hot Summer Jazz Festival; HPAAC (Hastings Prescott Area Arts Council); HUGE Improv Theater; IFP Minnesota; Illusion Theater & School Inc.; In Progress; In the Heart of the Beast Puppet & Mask Theatre; Independent School District 197 Community Education; Indian Music Society of Minnesota; Indonesian Performing Arts Association of Minnesota dba Sumunar; Interact Center for the Visual and Performing Arts; Intermedia Arts of Minnesota; International Festival of Burnsville; International Friendship Through the Performing Arts; International Institute of Minnesota; Inverted Arts; Iny Asian Dance Theater; Iraqi & American Reconciliation Project; Iraqi Art Project; Irondale Band Boosters; IZUN/MIZAN: A Film and Dialogue Series; J.J. Hill Reference Library; Japan America Society of Minnesota; Jawaahir Dance Company; Jazz at Studio Z; JazzMN; Jerome Foundation; Jewish Historical Society of the Upper Midwest; Jungle Theater; Juxtaposition Inc.; Ka Joog; Kairos Alive!; Kantorei; Katha Dance Theatre; Katherine E. Nash Gallery; KBEM-FM; Keane Sense of Rhythm; Kenwood Symphony Orchestra; Kinship of Rivers; Kulture Klub Collaborative; Ladyslipper Ensemble; Lake Harriet Spiritual Community; Lakeshore Players; Lakeville Area Arts Center; Lakeville Area Historical Society; Learning Through Music Consulting Group; Lee Carlson Center for Mental Health and Well-Being; Leonardo's Basement; Les Jolies Petites School of Dance; Lidia Productions;

Light Grey Art Lab; Linden Hills Chamber Orchestra; Lipa Slovak Folk Dancers; Live Action Set; Loft Literary Center; Los Alegres Bailadores; Loudmouth Collective; low tech/high joy collaborative; Lowertown Local; Lundstrum Center for the Performing Arts; Lutheran 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; Masquers Theatre Company; Mathew 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 Orchestral Association; Midtown Global Music Festival; Midway Contemporary Art; Midwest Art Conservation Center; MIGIZI Communications; Milkweed Editions; Mill City Summer Opera; Mindekirken 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; 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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-All My Relations Arts; Nautilus 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 Lake Park Schools Community Education); North Star Chorus; North Star Museum of Boy-Girl Scouting; North Suburban Chorus; Northeast Minneapolis Arts Association; Northeast Youth and Family Services; Northern Clay Center; Northern Intercultural Spiritual Experiences; Northern Lights MN; Northrop Auditorium (University of Minnesota); Northside Arts Collective; Norway House; NWA History Centre; Obsidian Arts; Office of the Minnesota Secretary of State (Civil War Commemoration Task Force); Off-Leash Area: Contemporary Performance Works; Old Arizona Collaborative; Old Highland Neighborhood Association; One Voice Mixed Chorus; Open Book; Open Eye Figure Theatre; Oratorio Society of Minnesota; Ordway Center for the Performing Arts; Origin(s) Project; O'Shaughnessy at St. Catherine University; Out Twin Cities Film Festival; OverExposure; Paint on the Water Hip Hop Festival; Pan Asian Arts Alliance; Pangea World Theater; Park Square Theatre Company; Partizan Theater; Patrick's Cabaret; Penumbra Theatre Company; People Incorporated; The Peoples Cook; Performance Lab; Photography at the Center; Phyllis Wheatley Community Center; Pillsbury House Theatre; Playwrights' Center; Plymouth Fine Arts Council; Pond Dakota Heritage Society; Powderhorn Park Neighborhood Association; Prairie Creek Community School; Preservation Alliance of MN (PAM); Prior Lake Players; Public Art Saint Paul; Public Theater of Minnesota; PuppetTellers; Quatrefoil Library; Ragamala Dance; Rain Taxi; Rainbow Rumpus; Ramsey County Historical Society; Raw Sugar; Reach for Resources; Red Bird Chapbooks; Red Eye Collaboration; Red Fountain; Redeemer Music Arts Academy; Renegade Ensemble; Revolver; Rhythmically Speaking; Richfield Historical Society; Rimon: The Minnesota Jewish Arts

Council; River City Theatre Company; River Valley Band; River Valley Theatre Company; Riverside Winds; Rock Star Supply Co.; Rose Ensemble; Rosemount Area Arts Council; Rosetown Playhouse; Roseville Parks and Recreation; Roseville String Ensemble; Rosy Simas Danse; "Russian Cultural Center ""Russian Soul"""; Saint Croix Jazz Orchestra; Saint Paul Artist Collective; Saint Paul Chamber Orchestra; Saint Paul City Ballet; Saint Paul Domestic Abuse Intervention Project; Saint Paul Festival and Heritage Foundation; Saint Paul Foundation; Saint Paul Neighborhood Network; Saint Paul Postal Band; St. Stephen's Human Services; Sally Rousse Unlimited; Sample Night Live!; Sandbox Theatre; Savage Arts Council; Savage Umbrella; Schubert Club; Science Museum of Minnesota; Scott County Historical Society; Selby Ave JazzFest; Serrand Epp dba The Moving Company; Seward Neighborhood Group; She Rock She Rock; Shalom Community Alliance; Silverwood Park - A Center for Nature Inspired Art; The Singers-Minnesota Choral Artists; Sister City International (Columbia Heights); The Sisters Boil; Skewed Visions; Skylark Opera; Soap Factory; Somali Artifact & Cultural Museum of Minnesota; Soo Visual Arts Center; Sounds of Hope; South Metro Chorale; South Sixteenth Hijinks; Southern Theater; Southside Family Nurturing Center; Spirit in the House!; Springboard for the Arts (Main Headquarters); Square Lake Film and Music Festival; St Croix Valley Chamber Chorale; St. Anthony Village Historical Society; St. Barnabas Center for the Arts; St. Louis Park Friends of the Arts; St. Paul Conservatory of Music; St. Paul Vocal Forum; Stages Theatre Company; Stagewright Unlimited; 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; Theatre Novi 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 Carifest; Twin Cities Chinese Dance Center; Twin Cities Civil War Roundtable; Twin Cities Community Gospel Choir; Twin Cities Film Fest; Twin Cities Gay Men's Chorus; Twin Cities Housing Development Corp.; Twin Cities Jazz Workshops; Twin Cities Labor Chorus; Twin Cities Musicians Union; 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; Unwending; Upstream Arts; Urban Arts Academy; Urban Spectrum Theatre Company; Valley Friendship Club; Vecchione/Erdahl 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; Wayzata Historical Society; 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 Theater 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*

(6) Source: Minnesota Dept. of Education, <http://w20.education.state.mn.us/MDEAnalytics/Summary.jsp>

(7) Source: National Endowment for the Arts, *Artists and Arts Workers in the United States: Findings from the American Community Survey (2005-2009)* and the *Quarterly Census of Employment and Wages (2010)*

(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 individual artists were not part of this study. For sampling and study methods consult source (1) above.

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 575 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.

ACKNOWLEDGEMENTS

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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 effect 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 (children's museums), A53 (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.

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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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