Nonprofit arts and culture organizations contribute to the vibrancy of Minnesota’s economy and quality of life and make our state a magnet for jobs and businesses. Now we can quantify that, in addition to providing life changing experiences, educational opportunities and accessibility to audiences of all ages in their stages and museums, arts organizations are important employers and economic engines. The 1,269 participating nonprofit arts and culture organizations in this study contribute $1.2 BILLION to our state’s economy each year.

**ECONOMIC IMPACT**

**ORGANIZATION SPENDING**

$696 MILLION

**AUDIENCE SPENDING**

$501 MILLION

**TOTAL ECONOMIC IMPACT**

$1.2 BILLION

**IMPACT ON GOVERNMENT REVENUES**

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:

**STATE GOVERNMENT REVENUES:** $100.6 MILLION

**LOCAL GOVERNMENT REVENUES:** $26.6 MILLION

**TOTAL GOVERNMENT REVENUES:** $127 MILLION

**JOBS SUPPORTED**

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

**FTE JOBS SUPPORTED BY ARTS AND CULTURE:** 33,381

**RESIDENT HOUSEHOLD INCOME generated by the arts and culture sector:** $827 MILLION

**NUMBER OF ARTISTS IN MINNESOTA:** 42,189

**AUDIENCE SERVED**

**TOTAL ATTENDEES:** 19 MILLION

43% of attendees have annual household incomes under $60,000/year
MILLIONS OF STUDENTS SERVED

STUDENTS 18 AND UNDER SERVED: 2,630,677
STUDENT GROUP VISITS HOSTED: 24,883
CLASSES, WORKSHOPS, LECTURES AND READINGS DELIVERED (people of all ages): 766,500

CULTURAL EVENTS ATTRACT NEW DOLLARS AND RETAIN LOCAL DOLLARS

Attracting cultural visitors is a winning economic development strategy. Non-local attendees spend 80% more than local attendees.

16 MILLION LOCAL* ATTENDEES SPEND $17.83 PER PERSON**
3 MILLION NON-LOCAL ATTENDEES SPEND $32.15 PER PERSON

* Local = attending an event in the region where you live  ** Above the cost of the ticket

STATEWIDE IMPACT

A robust arts economy exists in every county of Minnesota, from the prairies of Luverne to Grand Marais on the 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.

<table>
<thead>
<tr>
<th>REGION</th>
<th>ATTENDEES</th>
<th>ECONOMIC IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NORTHWEST</td>
<td>31,411</td>
<td>$1 MILLION</td>
</tr>
<tr>
<td>2. NORTH CENTRAL</td>
<td>68,457</td>
<td>$3 MILLION</td>
</tr>
<tr>
<td>3. ARROWHEAD</td>
<td>773,204</td>
<td>$40 MILLION</td>
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<tr>
<td>4. WEST CENTRAL</td>
<td>207,438</td>
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</tr>
<tr>
<td>5. BRAINERD LAKES</td>
<td>91,548</td>
<td>$3.6 MILLION</td>
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<tr>
<td>6/8. SOUTHWEST</td>
<td>117,937</td>
<td>$7 MILLION</td>
</tr>
<tr>
<td>7E. EAST CENTRAL</td>
<td>223,072</td>
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<tr>
<td>7W. CENTRAL</td>
<td>353,145</td>
<td>$16.4 MILLION</td>
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<tr>
<td>9. SOUTH CENTRAL</td>
<td>358,731</td>
<td>$13.6 MILLION</td>
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<tr>
<td>10. SOUTHEASTERN</td>
<td>724,113</td>
<td>$25.6 MILLION</td>
</tr>
<tr>
<td>11. 7 COUNTY METRO</td>
<td>15,954,677</td>
<td>$1 BILLION</td>
</tr>
</tbody>
</table>

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

This report leverages Minnesota’s participation in the Cultural Data Project (CDP) (culturaldata.org), and Americans for the Arts (AFTA) (americansforthearts.org) was commissioned to calculate the economic impact of the sector. Please refer to the full report for all data sources and description of study methods.

THANK YOU TO CREATIVE MINNESOTA’S SPONSORING PARTNERS:
Minnesota Citizens for the Arts (MCA) www.mncitizensforthearts.org  651-308-3329
The McKnight Foundation, Target, The Bush Foundation, Mardag Foundation, Jerome Foundation, Minnesota State Arts Board, Forum of Regional Arts Councils of Minnesota, and Minnesota Historical Society

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