



AT A GLANCE 2015

The Health and Impact of the
Nonprofit Arts and Culture Sector
creativeMN.org

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



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:



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.

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

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

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