

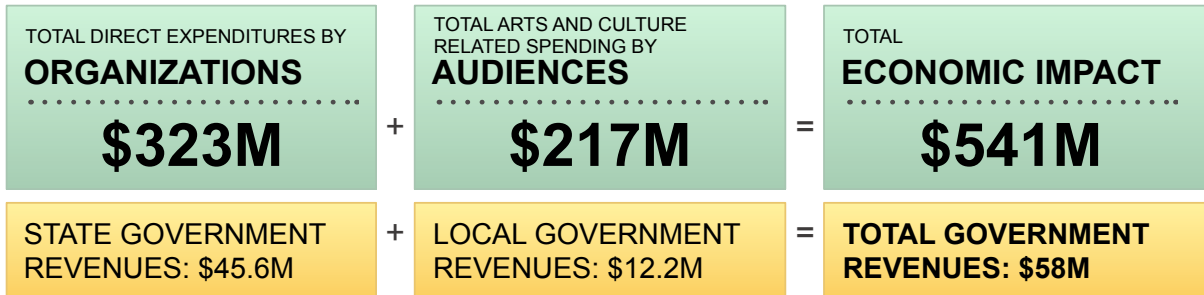


MINNEAPOLIS (FY13)

METROPOLITAN REGIONAL ARTS COUNCIL

This city benefits from \$541M dollars in economic impact from the nonprofit arts and culture, an increase of \$213M since 2006.

IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT

FTE jobs supported: 15,264

VOLUNTEERS of participating organizations

Total number of volunteers: 18,752
Total volunteer hours: 873,784

Resident household income generated by arts and culture sector: **\$382M**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$19.7M**

TOTAL AUDIENCE: 7.8M 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) 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) 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 = 295

Participating organizations by BUDGET SIZE

OVER \$10M: 9 • 3% \$250K-\$1M: 50 • 17%
\$5M-\$101M: 3 • 1% \$100K-250K: 44 • 15%
\$1M-\$5M: 27 • 9% Under \$100K: 162 • 55%

Participating organizations by DISCIPLINE

Performing Arts: 152 Arts Multi-purpose: 32
Literary Arts: 8 History and Historical Preservation: 8
Media & Communications: 8 Visual Arts/Architecture: 30
Humanities: 2 Other: 55

For more information, please visit creativeMN.org.