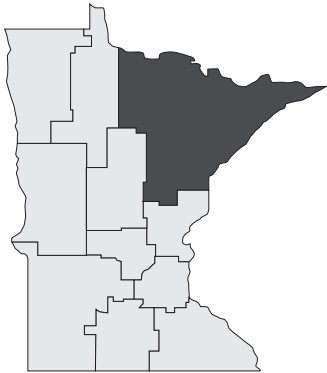


# FINDINGS—STUDY AREA B: THE ARROWHEAD

*Artists Count: An Economic Impact Study  
of Artists in Minnesota, 2007*



**Area Includes:** Arts Council Region 3.

**Counties:** Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, and St. Louis.

**Key Cities:** Duluth, Cloquet, Ely, Grand Marais, Grand Rapids, Hibbing, International Falls, Moose Lake, Virginia.

322,193	Area's 2005 population
6.3%	Area's percentage of state's population
10.1%	Area's percentage of the state's artists
1,990	Number of artists surveyed in this area
50	Number of artists in this area who responded
2.5%	Percentage of this area's artists that responded

The Arrowhead is second, behind only the seven county Metro Area, in most of the economic impact indicators including artistic expenditures, jobs created, and household income generated from artistic spending (see table at right). In local government revenue generated, it is third. It beats every other area, including the Metro Area, in the make-up of its artist population, in that it has the highest percentage of full-time artists (30 percent) and retired/hobbyist artists (26 percent). As a result, it has the lowest percentage of part-time artists (44 percent). This area's artists also achieved the highest percentage of their income from their art (38 percent of their income) and highest average amount of income from their art (\$29,808). This area's artists must be doing something right, because even their non-artistic income is higher than anywhere else in the state (\$48,795).

Unfortunately, the Arrowhead's artists also have the second highest percentage without health insurance (16 percent) and without retirement plans (38 percent).

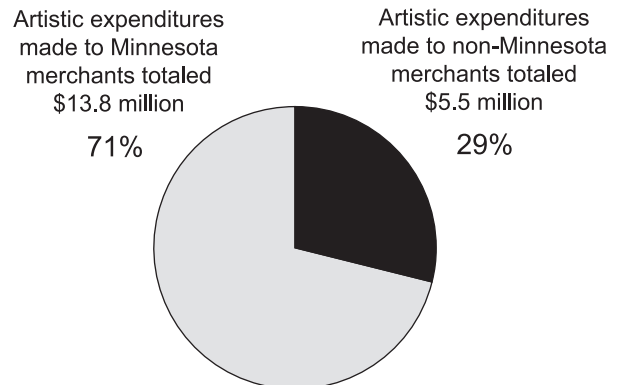
The Arrowhead is home to 1,990 individual artists. Artistic spending by these artists totaled \$19.3 million during 2005. \$13.8 million of those expenditures (71 percent) were made to merchants and businesses located within the State of Minnesota, and therefore have an impact on Minnesota's economy. The table below details the total economic impacts of the \$13.8 million in artistic expenditures that were made to Minnesota's merchants and businesses. The average artistic expenditures of the Arrowhead's individual artists (full-time, part-time and hobbyist) during 2005 were \$9,680 per artist, compared to the state average of \$13,572. Median artist income for full-time artists in this area was \$18,000, compared to the state median of \$21,841.

## Total Economic Impact of Artistic Spending by Individual Artists Who Reside in the Arrowhead During 2005

(Expenditures Made to Merchants and Businesses  
Located Within Minnesota Only)

<b>Total Artistic Expenditures Made In Minnesota</b>	<b>\$13,768,710</b>
Full-Time Equivalent Jobs Supported	490
Resident Household Income Generated	\$10,478,000
Local Government Revenue Generated	\$371,000
State Government Revenue Generated	\$1,198,000

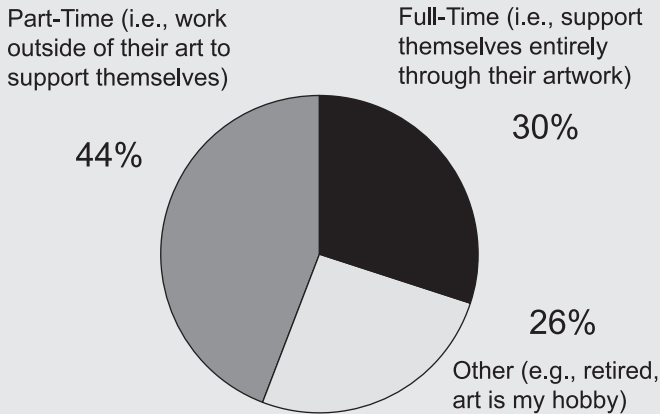
## Artistic expenses by the Arrowhead's individual artists totaled \$19.3 million during 2005



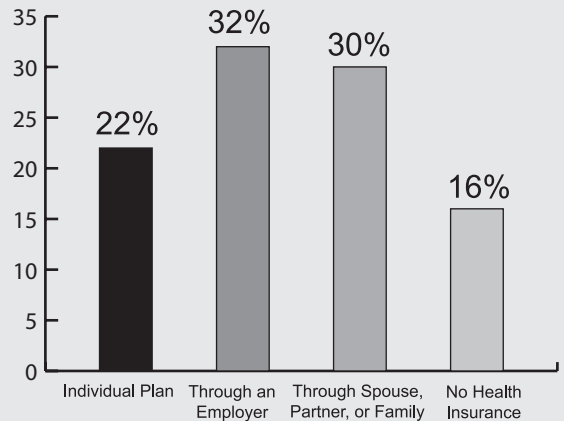
*Artists Count: The Economic Impact of Minnesota's Individual Artists* is a statewide study conducted in 2007 by **Minnesota Citizens for the Arts (MCA)**, **Springboard for the Arts**, and the **Minnesota Crafts Council (MCC)** in partnership with **Americans for the Arts** and was primarily funded by **The McKnight Foundation**. The statewide and six regional area reports as well as additional data are available for downloading on MCA's website at [www.mncitizensforthearts.org](http://www.mncitizensforthearts.org).



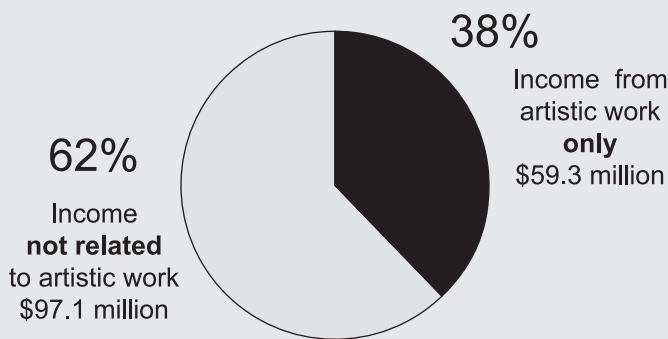
### Artistic employment status in the Arrowhead



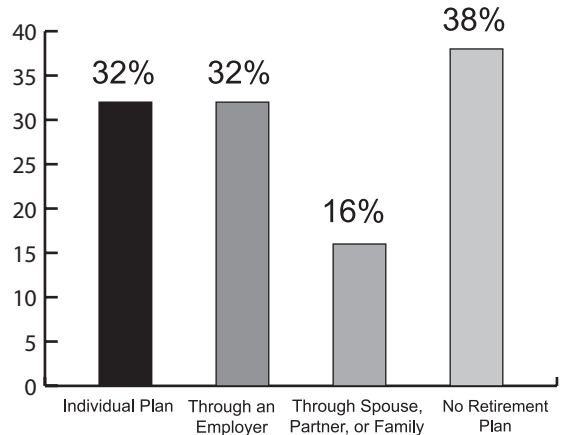
### Source of health insurance for the Arrowhead's individual artists



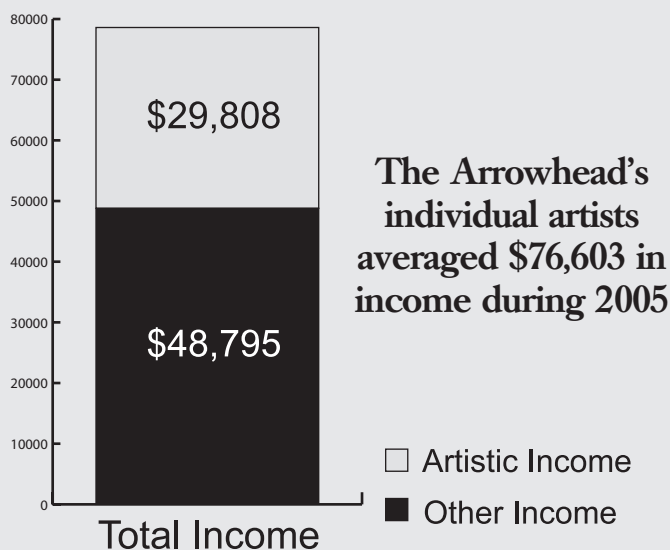
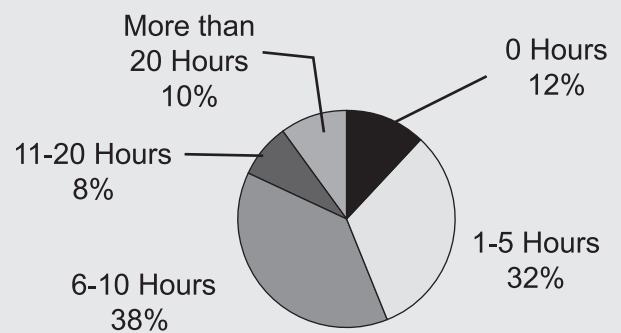
### Income and revenue to the Arrowhead's individual artists totaled \$156.4 million during 2005



### Source of retirement plan for the Arrowhead's individual artists



### Monthly volunteerism of Arrowhead's individual artists



### Arrowhead's individual artists likelihood to vote

