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.
Artistic employment status in the Arrowhead

- Part-Time (i.e., work outside of their art to support themselves) 44%
- Full-Time (i.e., support themselves entirely through their artwork) 30%
- Other (e.g., retired, art is my hobby) 26%

Source of health insurance for the Arrowhead's individual artists

- Individual Plan: 22%
- Through an Employer: 32%
- Through Spouse, Partner, or Family: 30%
- No Health Insurance: 16%

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

- 38% Income from artistic work only $59.3 million
- 62% Income not related to artistic work $97.1 million

Source of retirement plan for the Arrowhead's individual artists

- Individual Plan: 32%
- Through an Employer: 32%
- Through Spouse, Partner, or Family: 16%
- No Retirement Plan: 38%

Monthly volunteerism of Arrowhead's individual artists

- More than 20 Hours: 10%
- 11-20 Hours: 8%
- 6-10 Hours: 38%
- 1-5 Hours: 32%
- 0 Hours: 12%

The Arrowhead's individual artists averaged $76,603 in income during 2005

- Artistic Income: $29,808
- Other Income: $48,795

Arrowhead's individual artists likelihood to vote

- Always: 84%
- Sometimes: 12%
- Never: 4%

Artists Count: The Economic Impact of Minnesota's Individual Artists
Minnesota Citizens for the Arts