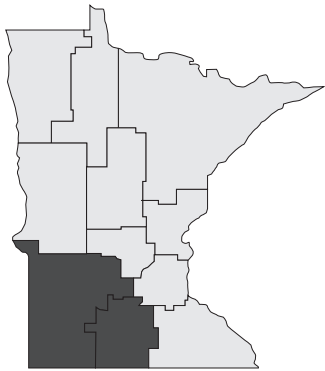


# FINDINGS—STUDY AREA D: SOUTHWEST MINNESOTA

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



**Area includes:** Arts Council Regions 6/8 and 9

**Counties:** Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Faribault, Jackson, Kandiyohi, Lac qui Parle, LeSueur, Lincoln, Lyon, Martin, McLeod, Meeker, Murray, Nicollet, Nobles, Pipestone, Redwood, Renville, Rock, Sibley, Swift, Waseca, Watonwan, Yellow Medicine.

**Key Cities:** Fairmont, Hutchinson, Litchfield, Mankato, Marshall, St. Peter, Waseca, Willmar, Worthington.

508,702	Area's 2005 population
9.9%	Area's percentage of state's population
5.5%	Area's percentage of the state's artists
1,073	Number of artists surveyed in this area
52	Number of artists in this area who responded
4.8%	Percentage of this area's artists that responded

Southwest Minnesota stood out in several ways. The artists in this area had the highest percentage (89 percent) of their artistic expenditures inside the state of Minnesota as opposed to spending outside of the state. This area also had the lowest percentage (6 percent) working full-time on their art, and the highest percentage (69 percent) of its artists indicating that they work part-time as artists. Perhaps as a result, this area's artists also had the lowest percentage of their income coming from their art (10 percent), and the lowest average income from their art (\$3,062). Unfortunately, this area's artists were also least likely of all the artists in Minnesota to be

covered by health care (17 percent without health insurance). A high level (33 percent) also had no retirement plan. Southwest Minnesota had the second highest level of volunteering by its artists over 20 hours per week.

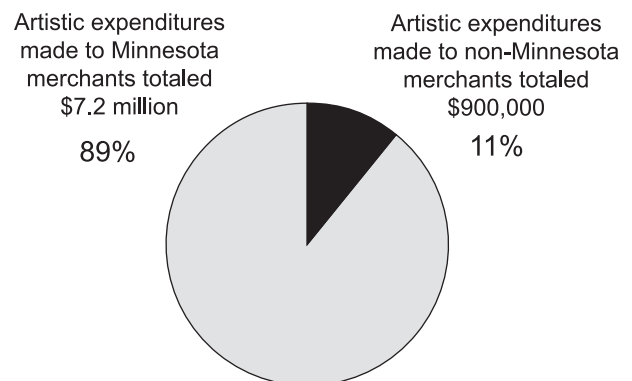
Southwest Minnesota is home to 1,073 individual artists. Artistic spending by these artists totaled \$8.1 million during 2005. \$7.2 million of those expenditures (89 percent) were made to merchants and businesses located within the state of Minnesota, and therefore have an impact on Minnesota's economy. The table below details the total economic impacts of the \$7.2 million in artistic expenditures that were made to Minnesota's merchants and businesses. Average artistic expenditures of Southwest Minnesota's individual artists (full-time, part-time and hobbyist) during 2005 was \$7,535 per artist, compared to the state average of \$13,572. Median artist income for full-time artists in this area was \$11,953 compared to the state median of \$21,841.

## Total Economic Impact of Artistic Spending by Individual Artists Who Reside in Southwest Minnesota During 2005

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

<b>Total Artistic Expenditures Made In Minnesota</b>	<b>\$7,162,933</b>
Full-Time Equivalent Jobs Supported	252
Resident Household Income Generated	\$4,849,000
Local Government Revenue Generated	\$223,000
State Government Revenue Generated	\$608,000

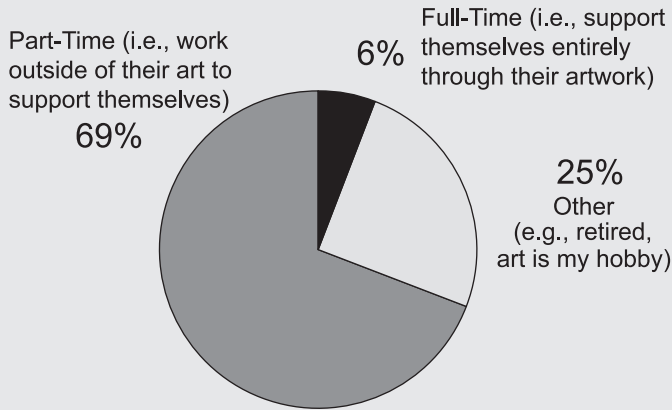
## Artistic expenses by Southwest Minnesota's individual artists totaled \$8.1 million during 2005



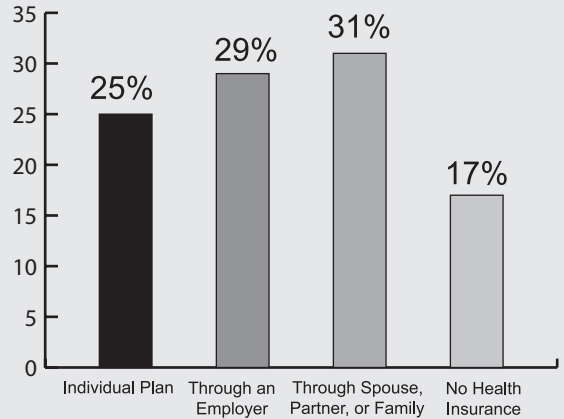
*Artists Count: The Economic Impact of Minnesota's Individual Artists* is a statewide study conducted in 2007 by **Minnesota Citizens for the Arts (MCA)**, **Springboard for the Arts**, and the **Minnesota Crafts Council (MCC)** in partnership with **Americans for the Arts** and was primarily funded 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).



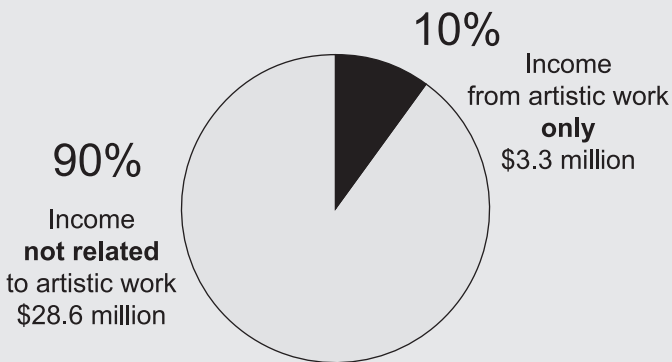
### Artistic employment status in Southwest Minnesota



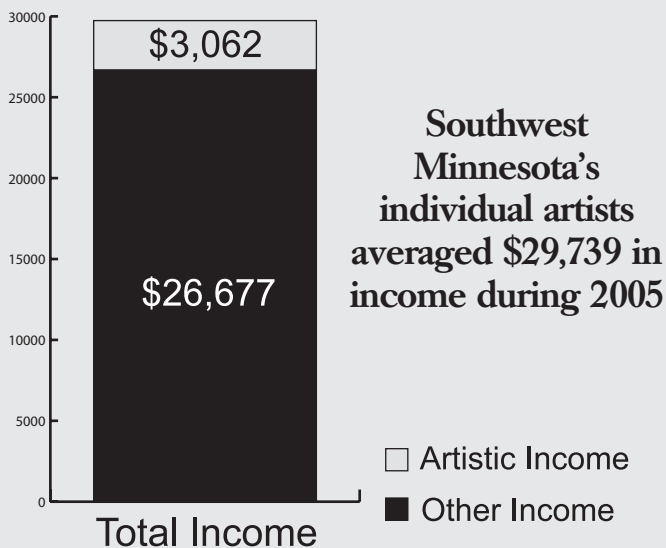
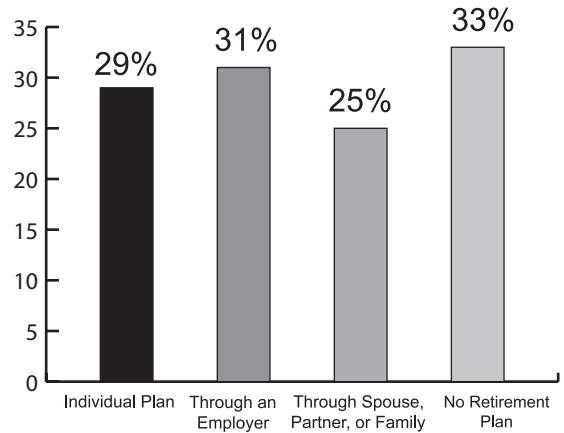
### Source of health insurance for Southwest Minnesota's individual artists



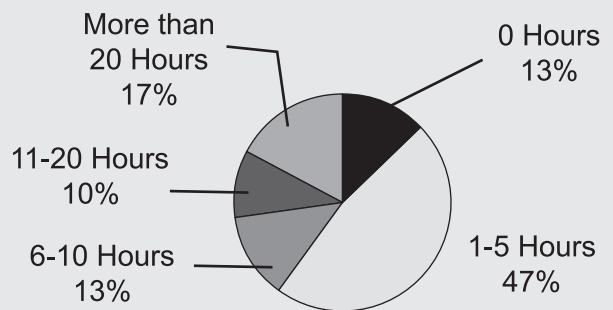
### Income and revenue to Southwest Minnesota's individual artists totaled \$31.9 million during 2005



### Source of retirement plan for Southwest Minnesota's individual artists



### Monthly volunteerism of Southwest Minnesota's individual artists



### Southwest Minnesota's individual artists likelihood to vote

