This region benefits from over $36 million dollars in economic impact from the nonprofit arts and culture.

**IMPACT ON ECONOMY AND EMPLOYMENT**

\[
\begin{align*}
\text{TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS} & \quad \text{TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES} \\
$14,291,391 & \quad $21,734,978 \\
\text{STATE GOVERNMENT REVENUES: $2,968,000} & \quad \text{TOTAL ECONOMIC IMPACT} \\
\text{TOTAL GOVERNMENT REVENUES: $3.7 MILLION} \\
\end{align*}
\]

**EMPLOYMENT**

- FTE jobs supported: 922
- Resident household income generated by arts and culture sector: $21,905,000

**VOLUNTEERS**

- Total number of volunteers: 1,949
- Total volunteer hours: 73,542
- Estimated aggregate value of volunteer time at $22.55/hour: $1,658,372

**TOTAL AUDIENCE: 835,898 PEOPLE ANNUALLY**

- Education range of attendees:
  - High school or less: 13.5%
  - 2 or 4 year college degree: 49.3%
  - Masters or doctoral degree: 37.2%
- Nearly 45% of attendees have an Annual Household Income of under $60,000:
  - Less than $60,000: 44.9%
  - $60,000-$99,999: 34.8%
  - $100,000 or more: 20.3%

- Non-local attendees to arts and cultural events in this region spend 126% more than local attendees.

**Participating organizations by BUDGET SIZE**

- $1M-5M: 5 • 13.51%
- $250K-1M: 8 • 21.62%
- $100K-250K: 3 • 8.11%
- Under $100K: 21 • 56.76%

**Participating organizations by DISCIPLINE**

- Performing Arts: 16
- Literary Arts: 1
- Media and Communications: 2
- Arts Multi-purpose: 3
- Humanities: 0
- History and Historical Preservation: 3
- Visual Arts/Architecture: 5
- Other: 7

For more information, please visit [creativeMN.org](http://creativeMN.org).
The Impact and Health of the Nonprofit Arts and Culture Sector of DULUTH, MN
Released: October, 2015

Local Economic Impact: $36M
City’s 2010 Population: 86,265
Arts and Culture Economic Impact Per Capita: $418

Participating Arts and Culture Organizations:
American Indian Community Housing Organization, Arrowhead Chorale, Arrowhead Regional Arts Council, City of Duluth, Common Language, Duluth Art Institute, Duluth Children’s Museum, Duluth Festival Opera, Duluth Fiber Handcrafters Guild, Duluth Superior Symphony Association, Duluth-Superior Area Educational Television Corporation, Gimaajii Mino Bimaadizimin, Lake Superior Chamber Orchestra, Lake Superior Marine Museum Association, Lake Superior Suzuki Talent Program, Lake Superior Youth Chorus, Lyric Opera of the North, Magic Smelt Puppet Troupe, Matinee Musicale, Minnesota Ballet, Nordic Center,


Local Sponsors:
Arrowhead Regional Arts Council and Duluth Public Arts Commission

Creative Minnesota

As the most comprehensive report ever done of the creative sector, Creative Minnesota is a new effort to fill the gaps in available information about Minnesota’s cultural field and to improve our understanding of its importance to our quality of life and economy. It kicks off a new centralized, concentrated and long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

Our first Creative Minnesota report, released in 2015, is a snapshot of the health and impacts of nonprofit arts and culture organizations in 2013 and looks at their spending and their audiences as well as other indicators of the sector’s health and impact on the economy. It leverages new in-depth research made possible by Minnesota’s participation in the Cultural Data Project (culturaldata.org).

The 29 state, regional and local studies done to date show substantial economic impact from the arts and culture in every corner of the state, from the Arrowhead to the plains of Southwest Minnesota and from the Red River Valley to the river lands of the Southeast.

Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The Creative Minnesota team includes Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mardag Foundation, and Jerome Foundation with in-kind support from the Minnesota Historical Society and others.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.

Find more at: creativemn.org

Sheila Smith
Executive Director
Minnesota Citizens for the Arts