**THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS NEARLY $20 MILLION:**

<table>
<thead>
<tr>
<th>SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION</th>
<th>$4,260,303</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION</td>
<td>$8,949,818</td>
</tr>
</tbody>
</table>

**TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS**

$13,210,000

**TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES**

$6,576,000

**TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS**

$19,786,000

$74.91: economic impact per capita in this region

**PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:**

- **BY DISCIPLINE**
  - 29 Performing arts
  - 24 History and historical preservation
  - 12 Visual arts and architecture
  - 17 Arts multipurpose
  - 5 Other

- **TOTAL ORGANIZATIONS**
  - 87

**ARTISTS AND CREATIVE WORKERS:**

Includes creative workers employed full or part time by others, as well as the self employed. Does not include student, retired, or hobbyist artists.

- **NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN THIS AREA**
  - 24.2

- **TOP 3 CREATIVE JOBS:**
  - PHOTOGRAPHER
  - SINGER
  - AUTHOR

- **ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS**
  - 783

- **ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS**
  - 2,434

- **TOTAL ARTISTS AND CREATIVE WORKERS**
  - 3,217

- **AVG HOURLY WAGE FOR CREATIVE WORKERS**
  - $17.96

- **88% OF THIS REGION’S ARTISTS VOLUNTEER COMPARED TO:**
  - 25% OF ALL AMERICANS
  - 35% OF ALL MINNESOTANS

- **TOTAL ARTISTS AND CREATIVE WORKERS**
  - 3,217

- **ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS**
  - 2,434

- **ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS**
  - 783

- **TOTAL ARTISTS AND CREATIVE WORKERS**
  - 3,217

**ATTENDANCE**

- **2015 STUDY TOTAL ARTS & CULTURE ATTENDEES**
  - 117,937

- **ATTENDEES IN THIS REGION SPEND $19.77 PER PERSON ABOVE THE COST OF THEIR TICKET**

- **CHANGE IN ATTENDEES**
  - +21,614

- **2017 STUDY TOTAL ARTS & CULTURE ATTENDEES**
  - 139,551

There was an overall increase of 17 participating organizations since the last study in 2015.

creativeMN.org
REGION 6-8: SOUTHWEST MN ARTS COUNCIL
Counties: Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lincoln, Lac qui Parle, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine

STATE AND LOCAL GOVERNMENT REVENUES:

| GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES | GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS |
| $617,000 | $1,604,000 |

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS AND ARTISTS

$2,221,000

COMPARISONS TO OTHER MINNESOTA REGIONS

Although this region is 5th in population size and 5th in number of creative workers, it is 7th in total economic impact. The region is performing slightly under expected in economic impact considering the region’s population, but performing as expected in terms of total number of artists and creative workers.

ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY


ORGANIZATIONS NEW IN 2017


Creative Minnesota is a collaborative 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 is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy. It leverages in-depth research made possible by Minnesota’s participation in the Cultural Data Project (culturaldata.org) of DataArts.

Our first Creative Minnesota report, released in 2015, was a snapshot of the health and impacts of nonprofit arts and culture organizations. Our 2017 study updates the previous study and also looks into the economic lives of artists in Minnesota.

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, Mardeg Foundation, and Jerome Foundation with in-kind support from Ideas that Kick, 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 much more at:
creativemn.org

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MCA