THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS OVER $33 MILLION:

**ARTISTS & CREATIVE WORKERS**
- SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION: $4,800,582
- SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION: $5,868,213
- TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS: $10,669,000

**NONPROFIT ARTS & CULTURE ORGANIZATIONS**
- TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS: $8,038,006
- TOTAL SPENT BY ARTS AND CULTURE ATTENDEES: $14,536,460
- TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES: $22,574,000

TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS: $33,243,000

$151.08: economic impact per capita in this region

**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.

- Average hourly wage for creative workers: $18.85
- 89% of this region’s artists volunteer compared to: 25% of all Americans, 35% of all Minnesotans
- Top 3 creative jobs: Photographer, Graphic Designer, Singer
- Estimated number of full-time artists and creative workers: 1,003
- Estimated number of part-time artists and creative workers: 2,067
- Total artists and creative workers: 3,069

**PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:**

**BY DISCIPLINE**
- 43 Performing arts
- 14 History and historical preservation
- 12 Visual arts and architecture
- 2 Media and communications
- 1 Literary arts
- 1 Humanities
- 21 Arts multipurpose
- 11 Other

**105 TOTAL ORGANIZATIONS**

*There was an overall increase of 16 participating organizations since the last study in 2015, which accounts for some of the new audience.

**ATTENDANCE**
- 2015 study total arts & culture attendees: 358,731
- 2017 study total arts & culture attendees: 737,517
- Attendees in this region spend $19.71 per person above the cost of their ticket
- Change in attendees: +378,786*

creativeMN.org

Creative Minnesota 2017
REGION 9: PRairie LAkes Regional Arts Council
Counties: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicotle, Sibley, Waseca, Watonwan

STATE AND LOCAL GOVERNMENT REVENUES

| GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES | $2,017,000 |
| GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS | $1,234,000 |
| TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS AND ARTISTS | $3,251,000 |

COMPARISONS TO OTHER MINNESOTA REGIONS

This region is performing above expectation. Among the regions it is 7th in population size, but 4th in economic impact per capita, 6th in number of artists and creative workers, 4th in creative job density and 4th in total audience served.

Three of this region’s counties are in the top 25 among 87 for creative worker average wage per hour. Brown County has the 16th highest at $19.36/hour. Nicotle is 21st at $19.18/hour and Blue Earth at 23rd at $19.16/hour. It also ties has the lowest percentage of artists with no health insurance at just 2 percent.

ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY


ORGANIZATIONS NEW IN 2017

Arts n More Festival, Bethany Lutheran College, Blue Earth County 4-H, City of St. James, Cleveland Cherry Creek Days, Curtain Call Theatre, Friends of German Park, Gaylord Area Chamber of Commerce, GymnasticsArtisans, Green Isle Community School, GSR Fine Art Festival, Henderson Area Arts, Herman’s Monument Society, Irish Cultural Society of New Ulm, Kearney International Center, Minnesota State University Mankato, KMSU FM/KBIS-FM, MN State University Mankato, Le Sueur-Henderson Youth Opportunities, Lincoln Election Dramatic Play, Lind House Association, Mankato Children's Chorus, Mankato Civic Theatre Company, Mankato State University, Maple River Community Education, Martin County Historical Society, Minnesota State University Mankato Performance Series, Minnesota State University, Mankato (Department of Anthropology/History Project, MRBC/WorkSource, New Ulm Battery, Inc., New Ulm Chamber of Commerce, New Ulm Oktoberfest, New Ulm Variety Show, Pioneer Public Television KWWC, Quiltstay, Red Rock Center for the Arts, Rivertowners Chorus of Mankato, Rural Route Dance Ensemble, Sleepy Eye Area Concertina Club, South Central College-North Mankato, South Central Intervetive Center, South Central Service Cooperative, Springfield Community Theatre, State Street Theatre Co., String Theory Music Group, The 410 Project, The Echo's Big Band Sound, The Playwrights Project, Truman Historical Association, Waseca Community Education, Waseca County Historical Society

ORGANIZATIONS IN 2015 STUDY ONLY


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, Minnesota Historical Society and others.

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 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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