

# The Economic Impact of the Nonprofit Arts and Culture Industry in Southeast Minnesota (FY 2005)

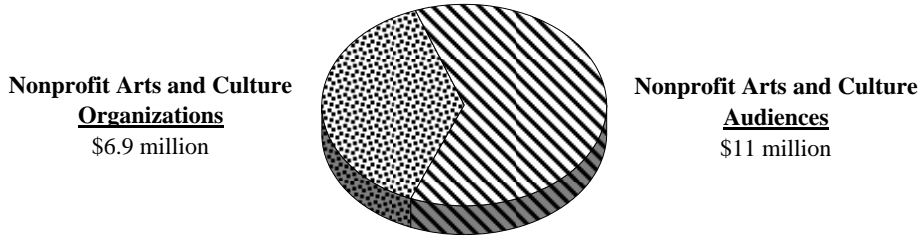


<b>Economic Activity</b>	<b>Organizations</b>	+	<b>Audiences</b>	=	<b>Total Expenditures</b>
Total Nonprofit Arts and Culture Expenditures	\$6,862,136		\$10,992,616		<b>\$17,854,752</b>

## Spending by the Arts and Culture Industry Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Impact of Organizations</b>	+	<b>Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Jobs Supported (Full-Time Equivalent)	228		282		<b>510</b>
Household Income Paid to Residents*	\$5,133,000		\$5,463,000		<b>\$10,596,000</b>
Revenue Generated to <u>Local</u> Government	\$178,000		\$341,000		<b>\$519,000</b>
Revenue Generated to <u>State</u> Government	\$467,000		\$1,220,000		<b>\$1,687,000</b>

## Nonprofit Arts and Culture Organizations and Their Audiences Spent \$17.9 Million During 2005



## Event-Related Spending by Arts and Culture Audiences Totaled \$11 million (excluding the cost of admission)

<b>Arts Attendance Findings</b>	<b>Region Residents*</b>	+	<b>Region Non-Residents*</b>	=	<b>All Arts Attendees</b>
Attendance to Nonprofit Arts Events	258,872		110,037		<b>368,909</b>
Percentage of Resident/Non-Resident Attendees	70.2%		29.8%		<b>100%</b>
Average Dollars Spent Per Attendee	\$23.76		\$44.00		<b>\$29.80</b>
Total Event-Related Spending	\$6,150,634		\$4,841,982		<b>\$10,992,616</b>

## Nonprofit Arts and Culture Attendees Spend \$29.80 Per Person, Per Event (excluding the cost of admission)

<b>Category of Expense</b>	<b>Region Residents*</b>	<b>Region Non-Residents*</b>	<b>All Arts Attendees</b>
Meals and Refreshments	\$10.37	\$13.97	\$11.44
Souvenirs and Gifts	\$3.14	\$5.69	\$3.90
Transportation	\$3.87	\$8.92	\$5.37
Overnight Lodging (one night only)	\$2.97	\$11.84	\$5.61
Other (e.g., clothing, child care)	\$3.41	\$3.58	\$3.48
<b>Total Per Person Spending</b>	<b>\$23.76</b>	<b>\$44.00</b>	<b>\$29.80</b>

\* Residents are attendees who reside in Southeast Minnesota; non-residents live outside the region. For the purposes of this study, the Southeast Minnesota region is defined as Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona Counties.

*The Arts: A Driving Force in Southeast Minnesota's Economy* is one of eleven regional studies conducted by Minnesota Citizens for the Arts and the Forum of Regional Arts Councils of Minnesota in partnership with the Southeast Minnesota Arts Council and Americans for the Arts. All reports are available for downloading on Minnesota Citizens for the Art's website at [www.mtn.org/mca](http://www.mtn.org/mca).