



REGION 10

THE ARTS: A DRIVING FORCE IN SOUTHEAST MINNESOTA'S ECONOMY

The Arts: A Driving Force in Southeast Minnesota's Economy provides compelling new evidence that the nonprofit arts and culture are a \$17.9 million industry in Southeast Minnesota—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$6.9 million each year, leverage a remarkable \$11 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

The Arts: A Driving Force in Southeast Minnesota's Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively that the arts are a driving force in Southeast Minnesota's economy.

Total Impact of the Nonprofit Arts Industry
Includes organization and audience expenditures

Total Expenditures	\$17,854,752
Full-Time Equivalent Jobs	510
Resident Household Income	\$10,596,000
Local Government Revenue	\$519,000
State Government Revenue	\$1,687,000

The impact of spending by arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most other industries, the nonprofit arts and culture leverage significant amounts of event-related spending by their audiences.

Impact of Nonprofit Arts Organizations

Total Expenditures	\$6,862,136
Full-Time Equivalent Jobs	228
Resident Household Income	\$5,133,000
Local Government Revenue	\$178,000
State Government Revenue	\$467,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$10,992,616
Full-Time Equivalent Jobs	282
Resident Household Income	\$5,463,000
Local Government Revenue	\$341,000
State Government Revenue	\$1,220,000

