

The Economic Impact of the Nonprofit Arts and Culture Industry in The Brainerd Lakes Region (FY 2005)

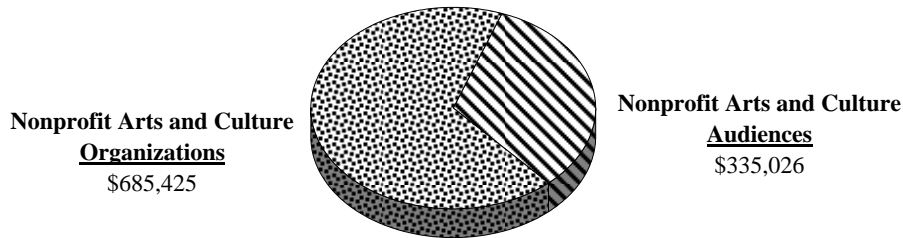


Economic Activity	Organizations	+	Audiences	=	Total Expenditures
Total Nonprofit Arts and Culture Expenditures	\$685,425		\$335,026		\$1,020,451

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

Economic Impact of Expenditures	Impact of Organizations	+	Impact of Audiences	=	Total Economic Impact
Jobs Supported (Full-Time Equivalent)	27		8		35
Household Income Paid to Residents*	\$509,000		\$151,000		\$660,000
Revenue Generated to <u>Local</u> Government	\$19,000		\$8,000		\$27,000
Revenue Generated to <u>State</u> Government	\$47,000		\$35,000		\$82,000

Nonprofit Arts and Culture Organizations and Their Audiences Spent \$1 Million During 2005



Event-Related Spending by Arts and Culture Audiences Totaled \$335,026 (excluding the cost of admission)

Arts Attendance Findings	Region Residents*	+	Region Non-Residents*	=	All Arts Attendees
Attendance to Nonprofit Arts Events	15,392		3,078		18,470
Percentage of Resident/Non-Resident Attendees	83.3%		16.7%		100%
Average Dollars Spent Per Attendee	\$16.31		\$27.29		\$18.14
Total Event-Related Spending	\$251,006		\$84,021		\$335,026

Nonprofit Arts and Culture Attendees Spend \$18.14 Per Person, Per Event (excluding the cost of admission)

Category of Expense	Region Residents*	Region Non-Residents*	All Arts Attendees
Meals and Refreshments	\$7.41	\$10.79	\$7.97
Souvenirs and Gifts	\$3.04	\$7.61	\$3.81
Transportation	\$2.31	\$4.58	\$2.69
Overnight Lodging (one night only)	\$1.53	\$2.13	\$1.63
Other (e.g., clothing, child care)	\$2.02	\$2.18	\$2.04
Total Per Person Spending	\$16.31	\$27.29	\$18.14

* Residents are attendees who reside in the Brainerd Lakes region; non-residents live outside the region. For the purposes of this study, **the Brainerd Lakes region is defined as Cass, Crow Wing, Morrison, Todd, and Wadena Counties.**

The Arts: A Driving Force in the Brainerd Lakes Region'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 Five Wings 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.