



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.

REGION 5

THE ARTS: A DRIVING FORCE IN THE BRAINERD LAKES REGION'S ECONOMY

The Arts: A Driving Force in the Brainerd Lakes Region's Economy provides compelling new evidence that the nonprofit arts and culture are a \$1 million industry in the Brainerd Lakes region—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$685,425 each year, leverage a remarkable \$335,026 in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

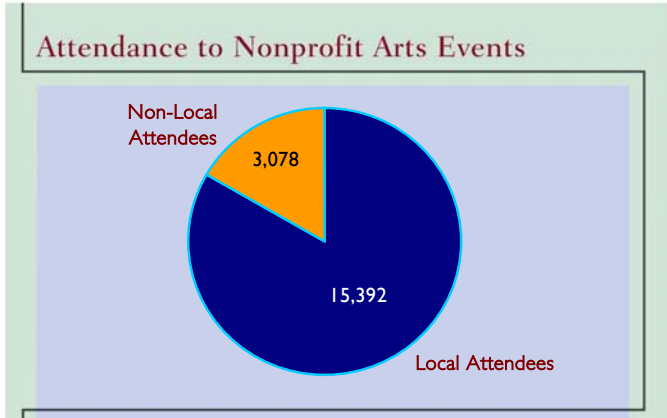
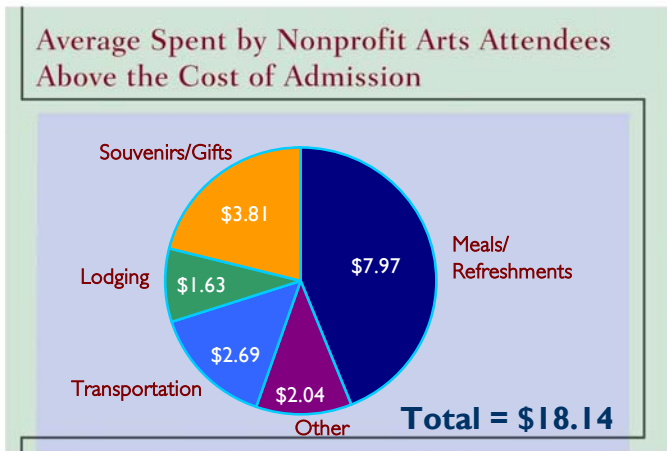
The Arts: A Driving Force in the Brainerd Lakes Region's Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows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

Impact of Nonprofit Arts Organizations

Total Expenditures	\$685,425
Full-Time Equivalent Jobs	27
Resident Household Income	\$509,000
Local Government Revenue	\$19,000
State Government Revenue	\$47,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$335,026
Full-Time Equivalent Jobs	8
Resident Household Income	\$151,000
Local Government Revenue	\$8,000
State Government Revenue	\$35,000



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

Total Expenditures	\$1,020,451
Full-Time Equivalent Jobs	35
Resident Household Income	\$660,000
Local Government Revenue	\$27,000
State Government Revenue	\$82,000