

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

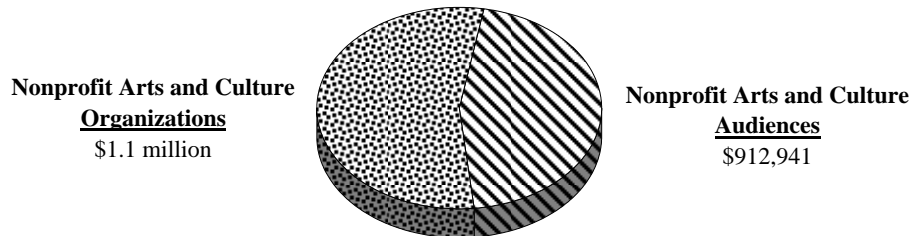


Economic Activity	Organizations	+	Audiences	=	Total Expenditures
Total Nonprofit Arts and Culture Expenditures	\$1,095,259		\$912,941		\$2,008,200

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)	45		24		69
Household Income Paid to Residents*	\$838,000		\$415,000		\$1,253,000
Revenue Generated to <u>Local</u> Government	\$31,000		\$17,000		\$48,000
Revenue Generated to <u>State</u> Government	\$73,000		\$103,000		\$176,000

Nonprofit Arts and Culture Organizations and Their Audiences Spent \$2 Million During 2005



Event-Related Spending by Arts and Culture Audiences Totaled \$912,941 (excluding the cost of admission)

Arts Attendance Findings	Region Residents*	+	Region Non-Residents*	=	All Arts Attendees
Attendance to Nonprofit Arts Events	63,760		17,869		81,629
Percentage of Resident/Non-Resident Attendees	78.1%		21.9%		100%
Average Dollars Spent Per Attendee	\$9.86		\$15.91		\$11.18
Total Event-Related Spending	\$628,711		\$284,230		\$912,941

Nonprofit Arts and Culture Attendees Spend \$11.18 Per Person, Per Event (excluding the cost of admission)

Category of Expense	Region Residents*	Region Non-Residents*	All Arts Attendees
Meals and Refreshments	\$3.92	\$6.30	\$4.44
Souvenirs and Gifts	\$3.03	\$1.90	\$2.78
Transportation	\$2.13	\$4.50	\$2.64
Overnight Lodging (one night only)	\$0.00	\$1.97	\$0.43
Other (e.g., clothing, child care)	\$0.78	\$1.24	\$0.89
Total Per Person Spending	\$9.86	\$15.91	\$11.18

* Residents are attendees who reside in Southwest Minnesota; non-residents live outside the region. For the purposes of this study, **the Southwest Minnesota region is defined as Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift and Yellow Medicine Counties.**