



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 6/8

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

The Arts: A Driving Force in Southwest Minnesota's Economy provides compelling new evidence that the nonprofit arts and culture are a \$2 million industry in Southwest Minnesota—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$1.1 million each year, leverage a remarkable \$912,941 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

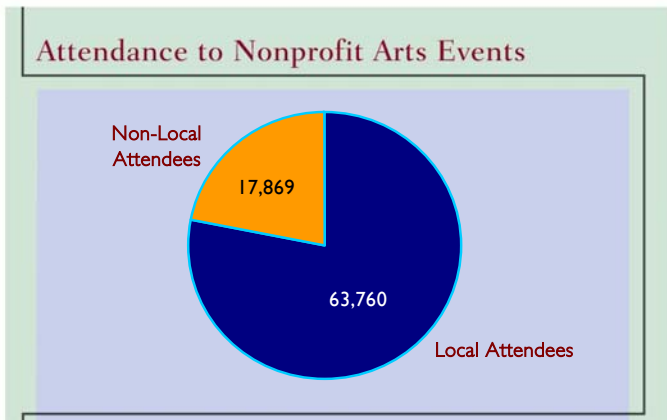
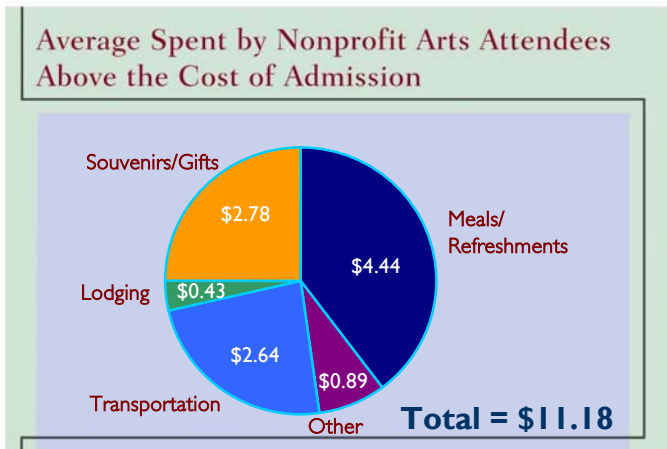
The Arts: A Driving Force in Southwest Minnesota's Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively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

Impact of Nonprofit Arts Organizations

Total Expenditures	\$1,095,259
Full-Time Equivalent Jobs	45
Resident Household Income	\$838,000
Local Government Revenue	\$31,000
State Government Revenue	\$73,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$912,941
Full-Time Equivalent Jobs	24
Resident Household Income	\$415,000
Local Government Revenue	\$17,000
State Government Revenue	\$103,000



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

Total Expenditures	\$2,008,200
Full-Time Equivalent Jobs	69
Resident Household Income	\$1,253,000
Local Government Revenue	\$48,000
State Government Revenue	\$176,000