

The Economic Impact of the Nonprofit Arts and Culture Industry in South Central Minnesota-Prairie Lakes (FY 2005)



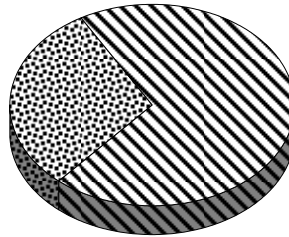
Economic Activity	Organizations	+	Audiences	=	Total Expenditures
Total Nonprofit Arts and Culture Expenditures	\$2,686,446		\$6,196,826		\$8,883,272

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)	79		169		248
Household Income Paid to Residents*	\$1,582,000		\$2,956,000		\$4,538,000
Revenue Generated to <u>Local</u> Government	\$62,000		\$211,000		\$273,000
Revenue Generated to <u>State</u> Government	\$134,000		\$682,000		\$816,000

Nonprofit Arts and Culture Organizations and Their Audiences Spent \$8.9 Million During 2005

Nonprofit Arts and Culture
Organizations
\$2.7 million



Nonprofit Arts and Culture
Audiences
\$6.2 million

Event-Related Spending by Arts and Culture Audiences Totaled \$6.2 million (excluding the cost of admission)

Arts Attendance Findings	Region Residents*	+	Region Non-Residents*	=	All Arts Attendees
Attendance to Nonprofit Arts Events	467,849		104,359		572,208
Percentage of Resident/Non-Resident Attendees	81.8%		18.2%		100%
Average Dollars Spent Per Attendee	\$8.84		\$19.76		\$10.83
Total Event-Related Spending	\$4,134,585		\$2,062,241		\$6,196,826

Nonprofit Arts and Culture Attendees Spend \$10.83 Per Person, Per Event (excluding the cost of admission)

Category of Expense	Region Residents*	Region Non-Residents*	All Arts Attendees
Meals and Refreshments	\$4.80	\$8.09	\$5.40
Souvenirs and Gifts	\$0.94	\$2.30	\$1.19
Transportation	\$1.82	\$4.50	\$2.31
Overnight Lodging (one night only)	\$0.38	\$2.11	\$0.70
Other (e.g., clothing, child care)	\$0.90	\$2.76	\$1.23
Total Per Person Spending	\$8.84	\$19.76	\$10.83

* Residents are attendees who reside in South Central Minnesota; non-residents live outside the region. For the purposes of this study, **the South Central Minnesota region is defined as Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties.**

The Arts: A Driving Force in South Central Minnesota'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 Prairie Lakes Regional 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.