



REGION 9

THE ARTS: A DRIVING FORCE IN SOUTH CENTRAL MINNESOTA'S ECONOMY

The Arts: A Driving Force in South Central Minnesota's Economy provides compelling new evidence that the nonprofit arts and culture are an \$8.9 million industry in South Central Minnesota—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$2.7 million each year, leverage a remarkable \$6.2 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 South Central 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 South Central Minnesota's economy.

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

Total Expenditures	\$8,883,272
Full-Time Equivalent Jobs	248
Resident Household Income	\$4,538,000
Local Government Revenue	\$273,000
State Government Revenue	\$816,000

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.

Impact of Nonprofit Arts Organizations

Total Expenditures	\$2,686,446
Full-Time Equivalent Jobs	79
Resident Household Income	\$1,582,000
Local Government Revenue	\$62,000
State Government Revenue	\$134,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$6,196,826
Full-Time Equivalent Jobs	169
Resident Household Income	\$2,956,000
Local Government Revenue	\$211,000
State Government Revenue	\$682,000

