



CITY OF MINNEAPOLIS

THE ARTS: A DRIVING FORCE IN MINNEAPOLIS' ECONOMY

The Arts: A Driving Force in Minneapolis' Economy provides compelling new evidence that the arts and culture are a \$328 million industry in the City of Minneapolis – one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$233.3 million each year, leverage a remarkable \$95 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 St. Paul'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 development. This report shows conclusively that the arts are a driving force in Minneapolis' economy.

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

Total Expenditures	\$328.0M
Full-Time Equivalent Jobs	8,683
Resident Household Income	\$265.4M
State Government Revenue	\$27.5M
Local Government Revenue	\$7.9M

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 the Nonprofit Arts Organizations

Total Expenditures	\$233.3M
Full-Time Equivalent Jobs	6,184
Resident Household Income	\$203.9M
State Government Revenue	\$16.6M
Local Government Revenue	\$5.6M

Impact of the Nonprofit Arts Audiences

Total Expenditures	\$94.7M
Full-Time Equivalent Jobs	2,499
Resident Household Income	\$61.4M
State Government Revenue	\$10.9M
Local Government Revenue	\$2.3M

Average Spent Per Person by Nonprofit Arts Attendees Above the Cost of Admission

Meals/Refreshments	\$13.86
Other	\$1.74
Transportation	\$3.67
Lodging	\$.44
Souvenirs/Gifts	\$.69
Total Spending	\$20.40

Attendance to Nonprofit Arts Events

Local Attendees	2,079,378
Non-Local Attendees	2,562,091
Total Mpls.	4,641,469