REGION 3: THE ARROWHEAD IN MINNESOTA
COUNTIES: AITKIN, CARLTON, COOK, ITASCA, KOOCHICHING, LAKE, ST. LOUIS

**Nonprofit Arts & Culture Organizations and Their Audiences**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total spent by nonprofit arts and culture organizations</td>
<td>$34,526,955</td>
</tr>
<tr>
<td>Total spent by arts and culture attendees</td>
<td>$36,979,865</td>
</tr>
<tr>
<td>Total economic impact from organizations and their nonprofit audience</td>
<td>$71,506,820</td>
</tr>
</tbody>
</table>

**Artists & Creative Workers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending by full-time artists and creative workers</td>
<td>$15,188,537</td>
</tr>
<tr>
<td>Spending by part-time artists and creative workers</td>
<td>$6,280,080</td>
</tr>
<tr>
<td>Total economic impact from artists and creative workers</td>
<td>$21,468,617</td>
</tr>
</tbody>
</table>

**Total Annual Impact From**
- Nonprofit Arts & Culture Organizations
- Their Audiences
- Artists & Creative Workers

$92,975,437

Change in impact since 2017 report: +$9,697,556
Economic impact per capita in this region: $321
Area population in 2016: 289,335

**Participating Organizations**

**By Discipline**

- Performing arts: 44
- Arts multipurpose: 21
- Visual arts and architecture: 9
- Media and communications: 12
- Literary arts: 3
- History and historical preservation: 33
- Other: 26
Total: 148

**By Budget Size**

- Under $25K: 72
- $25K – $100K: 28
- $100K – $250K: 18
- $250K – $1M: 20
- $1M – $5M: 10

**Attendees**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total attendees</td>
<td>1,541,470</td>
</tr>
<tr>
<td>Number of students served</td>
<td>190,297</td>
</tr>
<tr>
<td>Average amount attendees in this region spend per person above the cost of their ticket</td>
<td>$23.99</td>
</tr>
<tr>
<td>Change in attendees since 2017 report</td>
<td>+168,311</td>
</tr>
</tbody>
</table>

**Study Highlights**

Although fourth in population size among the state’s eleven regions, the Arrowhead is 2nd in overall attendance and 3rd in youth attendance. It ranks 2nd in total economic impact, economic impact per capita, and total government revenue generated by the arts sector. It is also 4th in the number of artists and creative workers.

Total economic impact from the arts and cultural sector in the Arrowhead is $93 million per year.

Creative Minnesota 2019
creativeMN.org
REGION 3: THE ARROWHEAD IN MINNESOTA

STATE AND LOCAL GOVERNMENT REVENUES

GOVERNMENT REVENUE (TAXES & FEES)
GENERATED BY ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES
$7,298,139

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS
$2,519,224

TOTAL GOVERNMENT REVENUE (TAXES & FEES)
GENERATED BY THE ARTS SECTOR
$9,817,363

PARTICIPATING ORGANIZATIONS

Creative Minnesota is a collaborative effort to fill the gaps in available information about Minnesota’s cultural field and to improve our understanding of its importance to our quality of life and economy.

It is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.

Creative Minnesota’s statewide and eleven regional studies include:
- The economic impact of Minnesota’s nonprofit arts and culture organizations and their audiences
- An analysis of the impact of artists and creative workers on our economy
- Public opinion polling about the arts
- Local studies of the economic impact of the arts in Minnesota communities
- Analysis of the availability of arts education in Minnesota’s schools

Find much more at creativeMN.org

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