



# REGION 4: WEST CENTRAL MINNESOTA



COUNTIES: BECKER, CLAY, DOUGLAS, GRANT, OTTER TAIL, POPE, STEVENS, TRAVERSE, WILKIN

## NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$9,242,402**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$5,186,616**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$14,429,018**

## ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$6,665,135**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$5,091,378**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$11,756,513**

### TOTAL ANNUAL IMPACT FROM

- NONPROFIT ARTS & CULTURE ORGANIZATIONS
- THEIR AUDIENCES
- ARTISTS & CREATIVE WORKERS

# \$26,185,531

Change in impact since 2017 report: +\$3,898,007 | Economic impact per capita in this region: \$115 | Area population in 2016: 228,556

## PARTICIPATING ORGANIZATIONS BY DISCIPLINE

- 15 Performing arts
- 21 Arts multipurpose
- 5 Visual arts and architecture
- 3 Media and communications
- 1 Literary arts
- 15 History and historical preservation
- 14 Other
- 74 TOTAL**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **892**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **2,054**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **2,946**

*Includes creative workers employed full or part-time by others, as well as self employed. Does not include student, retired or hobbyist artists.*

## BY BUDGET SIZE

- 31 Under \$25K
- 21 \$25K – \$100K
- 13 \$100K – \$250K
- 8 \$250K – \$1M
- 1 \$1M – \$5M

## TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | MUSICIANS AND SINGERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$19.41**

*This is \$0.66 above the average for all workers in this area*

## ATTENDEES

TOTAL ATTENDEES **316,450**

NUMBER OF STUDENTS SERVED **89,118**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$16.39**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+70,598**

## STUDY HIGHLIGHTS

Although seventh in population size among the state's eleven regions, West Central Minnesota is 6th in total attendance, youth attendance, economic impact from organizations, economic impact from artists and creative workers, and 4th in average hourly wage for creative workers. It also performs on target on many other metrics, ranking 7th in the number of artists and creative workers, economic impact from organizations and audiences, and economic impact per capita (tied with Region 7W).

**Total economic impact from the arts and cultural sector in West Central Minnesota is \$26.2 million per year.**



# REGION 4: WEST CENTRAL MINNESOTA

## STATE AND LOCAL GOVERNMENT REVENUES

GOVERNMENT REVENUE (TAXES & FEES) GENERATED BY ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES

**\$1,334,031**



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

**\$1,371,947**

**TOTAL GOVERNMENT REVENUE (TAXES & FEES) GENERATED BY THE ARTS SECTOR**

**\$2,705,978**

## PARTICIPATING ORGANIZATIONS

Alexandria Area Arts Association Inc., Alexandria Public Schools Community Education, Alexandria Senior Center Inc., Ann Bickle Heritage House, Art of the Lakes Association Inc., Becker County Museum & Historical Society, Central Lakes Symphony Orchestra, Central Square Inc., City of Elbow Lake, City of Fergus Falls, City of Henning, City of Moorhead, City of Moorhead Parks and Recreation/Facilities, City of Pelican Rapids, Concordia College, Cormorant Area Art Club, DanceBARN Collective, Detroit Lakes Community & Cultural Center, Douglas County Historical Society, Evansville Arts Coalition, Evansville Historical Foundation, Fargo-Moorhead Chamber Chorale Inc., Fargo-Moorhead Choral Artists, Fergus Falls Center for the Arts Inc., Fergus Falls Public Arts Commission, Gooseberry Park Players, Grant County, Grant County Historical Society, Henning Landmark Center, Heritage Education Commission, Historical and Cultural Society of Clay County, History Arts and Cultural Association of East Otter Tail County, Hoffman Economic Development Authority, Kaddatz Galleries, Kensington Area Heritage Society, KKWE White Earth Land Recovery Project, KUMM-FM University of MN Morris, Lake Park Area Historical Society, Lake Region Arts Council, Lakes Chamber Music Society, Minnesota Lakes Maritime Society, Minnesota State University - Moorhead, Minnesota State University - Moorhead/Cheryl Nelson Losset Performing Arts Series, Minnesota State University - Moorhead/Department of Music Percussion Studio, Minnesota State University - Moorhead/Music Department, Minnesota State University - Moorhead/Planetarium, Moorhead Community Access Television, Morris Area Arts Booster, Morris Area Community Education, New Rivers Press, New York Mills Arts Retreat, Nordic Culture Clubs, Otter Tail County Historical Society, Pelican Rapids Multicultural Committee, Perham Center for the Arts, Phelps Mill Country, Plays in Morris, Pope County, Pope County Historical Society, Prairie Renaissance Cultural Alliance, Prairie Wind Players Community Theatre, Prospect House & Civil War Museum, Red Willow Arts Coalition, Regents of the U of M - Morris, Rourke Art Gallery Museum, Springboard for the Arts - Fergus Falls, Stevens County Historical Society, Terrace Mill Foundation, Theatre L'Homme Dieu, Trollwood Performing Arts School - Bluestem Center for the Arts, Ulen-Hitterdal Community Education, Underwood Community Education, White Earth Reservation Tribal Council, Wilkin County Agricultural Society

*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 have included:*

- 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

*Our team includes Minnesota Citizens for the Arts, McKnight Foundation, Minnesota State Arts Board, Forum of Regional Arts Councils of Minnesota, Target, Jerome Foundation, Mardag Foundation, Bush Foundation, Pepich Center for Arts Education, Springboard for the Arts and Minnesota Music Educators Association with in-kind support from the Minnesota Historical Society, City of Minneapolis, Ideas that Kick, the Center for Urban and Regional Affairs (CURA) at the University of Minnesota, Minnesota Compass, and others.*

Find much more at [creativeMN.org](http://creativeMN.org)



### Minnesota Citizens for the Arts

661 LaSalle Street #220  
St. Paul, MN 55114  
651-251-0868  
artsMN.org  
staff@artsMN.org  
@MNCitizen