### Region 5: Brainerd Lakes Area, Minnesota

#### Counties: Cass, Crow Wing, Morrison, Todd, Wadena

### Nonprofit Arts & Culture Organizations and Their Audiences

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total spent by nonprofit arts and culture organizations</td>
<td>$4,670,411</td>
</tr>
<tr>
<td>Total spent by arts and culture attendees</td>
<td>$2,911,878</td>
</tr>
<tr>
<td>Total economic impact from organizations and their nonprofit audience</td>
<td>$7,582,289</td>
</tr>
</tbody>
</table>

### Artists & Creative Workers

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending by full-time artists and creative workers</td>
<td>$6,826,206</td>
</tr>
<tr>
<td>Spending by part-time artists and creative workers</td>
<td>$1,403,263</td>
</tr>
<tr>
<td>Total economic impact from artists and creative workers</td>
<td>$8,229,469</td>
</tr>
</tbody>
</table>

### Total Annual Impact from
- Nonprofit Arts & Culture Organizations
- Their Audiences
- Artists & Creative Workers

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<td>Total annual impact from organizations and their non-profit audience</td>
<td>$7,582,289</td>
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<td>Total annual impact from artists and creative workers</td>
<td>$8,229,469</td>
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<tr>
<td>Total annual impact from nonprofit arts &amp; culture organizations and their audiences</td>
<td>$15,811,758</td>
</tr>
</tbody>
</table>

Change in impact since 2017 report: $+5,297,514 | Economic impact per capita in this region: $97 | Area population in 2016: 163,747

### Participating Organizations

#### By Discipline

- 22 Performing arts
- 8 Arts multipurpose
- 6 Visual arts and architecture
- 1 Media and communications
- 3 Literary arts
- 19 History and historical preservation
- 13 Other
- 72 TOTAL

#### By Budget Size

- 42 Under $25K
- 16 $25K – $100K
- 7 $250K – $1M
- 7 $100K – $250K

### Attendees

<table>
<thead>
<tr>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total attendees</td>
<td>302,690</td>
</tr>
<tr>
<td>Number of students served</td>
<td>23,600</td>
</tr>
<tr>
<td>Average amount attendees in this region spend per person above the cost of their ticket</td>
<td>$9.62</td>
</tr>
<tr>
<td>Change in attendees since 2017 report</td>
<td>+213,748</td>
</tr>
</tbody>
</table>

### Top 3 Creative Jobs

- Photographers
- Graphic designers
- Musicians and singers

#### Average Hourly Wage for Creative Workers

$18.66

This is $1.57 above the average for all workers in this area

### Study Highlights

Although ninth in population size among the state’s eleven regions, the Brainerd Lakes Area is 5th in the number of full-time artists and creative workers and 7th in attendance. It also performs on target on many other metrics, ranking 9th in economic impact per capita, economic impact from organizations and audiences, and state government revenue from artists and creative workers.

Total economic impact from the arts and cultural sector in the Brainerd Lakes Area is $15.8 million per year.

Creative Minnesota 2019
creativeMN.org
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

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, Perpich Center for Arts Education, Springboard for the Arts and Minnesota Music Educators Association with 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

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