



# REGION 5: BRAINERD LAKES AREA MINNESOTA



COUNTIES: CASS, CROW WING, MORRISON, TODD, WADENA

## NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$4,670,411**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$2,911,878**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$7,582,289**

## ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$6,826,206**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$1,403,263**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$8,229,469**

### TOTAL ANNUAL IMPACT FROM

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

# \$15,811,758

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**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **1,375**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **836**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **2,211**

*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

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

## 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*

## ATTENDEES

TOTAL ATTENDEES **302,690**

NUMBER OF STUDENTS SERVED **23,600**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$9.62**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+213,748**

## 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.**



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## STATE AND LOCAL GOVERNMENT REVENUES

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

**\$743,746**



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

**\$1,004,821**

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

**\$1,748,566**

### PARTICIPATING ORGANIZATIONS

Abandoned Scout Camp, Barn Quilts of Central Minnesota, Book Ends, Boys and Girls Club of Morrison County, Brainerd Public Library, Cass County Historical Society, Central Lakes College Fndn- Verse Like Water, Central Lakes College-Brainerd-Central Lakes Community Performing Arts Center, Central Minnesota Boy's Choir, Charles A. Lindbergh Historic Site, Colla Voce Choir, Inc., Crossing Arts Alliance, Crosslake Area Historical Society Museum, Crow Wing County Historical Society, Five Wings Arts Council, FoxFire Festivals at the Farm, Franciscan Sisters of Little Falls, Friends of Pine Grove Zoo, Great River Arts Association, Heartland BIG Read, Heartland Symphony Orchestra, Heritage Arts Folk School, Heritage Group North, Inc., Hewitt Historical Society, Lakes Area Music Festival, Lakes Bluegrass Festival, Lamplighter Community Theatre, Leech Lake Area Chamber of Commerce, Leech Lake Arts League, Legacy Chorale of Greater Minnesota, Linden Hill Historical Event Center & Museum, Little Falls Arts & Crafts Fair, Little Falls Convention and Visitors Bureau, Long Prairie Chamber Orchestra, Madhatters Community Theatre, Inc., Menahga Area Historical Society, Minnesota Aviation Hall of Fame, Minnesota Fishing Museum, Minnesota Folklore Theater, Minnesota Military Museum, Morrison County Genealogy Society, Morrison County Historical Society, Nisswa Area Historical Society/Pioneer Village, Nisswa Elementary School Parent Teacher Organization, Northland Community Education, Old Wadena Society, Pequot Lakes Area Historical Society, Pequot Lakes Community Education, Pierz Community Education, Pine River Area Foundation Inc., Screen Porch Productions, Sounds of Spirit Lake, Stage North Theatre Company, Staples All Veterans and Community Park Association, Staples Area Men's Chorus Inc., Staples Area Women's Chorus, Staples Historical Society, Staples Motley Area Arts Council, Suenos Unidos Inc., TEDxGullLake, The Center, The Shop - Brainerd Baxter Youth Center, Todd County Historical Society, USA Community Chorus, Wadena Area Community Band, Wadena County Historical Society, Walker Area Foundation, Walker Public Library, Walker-Hackensack-Akeley Community Education, Wellness in the Woods, Whiskey Creek Film Festival

*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, 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

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