REGION 6/8: SOUTHWEST MINNESOTA

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES

TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS $10,385,445

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES $5,522,137

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE $15,907,582

ARTISTS & CREATIVE WORKERS

SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS $4,259,913

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS $8,950,172

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS $13,210,084

TOTAL ANNUAL IMPACT FROM
- NONPROFIT ARTS & CULTURE ORGANIZATIONS
- THEIR AUDIENCES
- ARTISTS & CREATIVE WORKERS

$29,117,666

Change in impact since 2017 report: +$9,331,132  |  Economic impact per capita in this region: $105  |  Area population in 2016: 276,458

PARTICIPATING ORGANIZATIONS

BY DISCIPLINE

34 Performing arts
20 Arts multipurpose
  8 Visual arts and architecture
  2 Media and communications
  1 Humanities
34 History and historical preservation
20 Other
119 TOTAL

BY BUDGET SIZE

55 Under $25K
37 $25K – $100K
22 $100K – $250K
4 $250K – $1M
1 $1M – $5M

ATTENDEES

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS 783

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS 2,434

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS 3,217

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

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | MUSICIANS AND SINGERS | GRAPHIC DESIGNERS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS $19.32

This is $1.56 above the average for all workers in this area

STUDY HIGHLIGHTS

Southwest Minnesota is right on target. Among the state’s eleven regions, it is fifth in population size, 5th in the number of artists and creative workers, and 5th in state government revenue from artists and creative workers. It is also 5th in economic impact from organizations and economic impact from artists and creative workers.

Total economic impact from the arts and cultural sector in Southwest Minnesota is $29.1 million per year.
REGION 6/8: SOUTHWEST MINNESOTA

STATE AND LOCAL GOVERNMENT REVENUES

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

$1,530,298

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

$3,134,294

GOVERNMENT REVENUE GENERATED
BY SPENDING OF ARTISTS AND CREATIVE WORKERS

$1,603,996

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 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

Minnesota Citizens for the Arts
661 LaSalle Street #220
St. Paul, MN 55114
651-251-0868
artMN.org
staff@artMN.org
@MNCitizen