



REGION 6/8: SOUTHWEST MINNESOTA



COUNTIES: BIG STONE, CHIPPEWA, COTTONWOOD, JACKSON, KANDIYOHI, LAC QUI PARLE, LINCOLN, LYON, MCLEOD, MEEKER, MURRAY, NOBLES, PIPESTONE, REDWOOD, RENVILLE, ROCK, SWIFT, YELLOW MEDICINE

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**

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.

BY BUDGET SIZE

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

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

ATTENDEES

TOTAL ATTENDEES **279,319**

NUMBER OF STUDENTS SERVED **78,660**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$19.77**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+139,768**

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.



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STATE AND LOCAL GOVERNMENT REVENUES



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

\$1,530,298

GOVERNMENT REVENUE GENERATED
BY SPENDING OF
ARTISTS AND CREATIVE
WORKERS

\$1,603,996

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

\$3,134,294

PARTICIPATING ORGANIZATIONS

Appleton 52 Wing Restoration Committee, Arts and Mentoring Project, Augustana Care, Balaton Chamber of Commerce, Big Stone Arts Council, Big Stone County Historical Society, Bird Island Cultural Centre, Blue Mound Area Theatre, Bonanza Education Center, Brandenburg Prairie Foundation, Buffalo Ridge Chorale, Calumet Players Inc., Chippewa County Historical Society, City of Appleton, City of Cottonwood, City of Granite Falls, City of Montevideo, City of Walnut Grove, City of Watson, City of Willmar, Clinton Depot, Cottonwood Area Historical Society, Remick Art Gallery, Crow River Drumline Association, Crow River Players Inc., Crow River Singers, Crow River Youth Choir, Cultural Awareness Organization, Dakota Wicohan, Danube Historical Society, Dassel Area Historical Society, Dassel-Cokato Arts Association, Dawson-Boyd Arts Association, Dawson-Boyd Community Education, Dream Technical Academy - Willmar, End-O-Line Park and Museum, Fagan Fighters World War II Museum, Fair Association of Jackson County, Friends of the Arts, Friends of the Auditorium Inc., Friends of the Orchestra LTD, Granite Area Arts Council, Granite Falls Area Community Theater, Granite Falls Historical Society, Granite Falls Riverfront Revitalization, Greater Litchfield Opera House Association Inc., Green Earth Players, Historic Hutchinson, Hutchinson Center for the Arts, Hutchinson Community Video Network HCVN, Hutchinson Concert Association, Hutchinson Photography Club, Hutchinson Public Arts Commission, Hutchinson Theatre Company, Jackson Center for the Arts, Jackson County Historical Society, Kandiyohi County Historical Society, Lac qui Parle County Historical Society, Lac Qui Parle Players, Lake Benton Opera House Inc., Laura Ingalls Wilder Museum & Tourist Center, Lincoln County Historical Society, Lower Sioux Indian Community, Lower Sioux Indian Community, Luverne Convention & Visitor's Bureau, Luverne Initiative for Tomorrow, Lyon County Agricultural Society, Lyon County Historical Society, Madison Healthcare Services, Marshall Area Farmers Market, Marshall Area Fine Arts Council, Marshall Area Stage Company, Marshall Community Services, McLeod County Historical Society, Meander Art Crawl, Meeker County Historical Society, Milan Village Arts School, Minnesota Pottery Festival, Murray County Historical Society, New London Arts and Culture Alliance, New London Clay Center, New London Music Festival, Nobles County Historical Society, Norway Lake Lutheran Historical Association, West Central MN Educational Television Co., Pipestone Civil War Days, Pipestone County Historical Society, Pipestone Indian Shrine Association, Pipestone Performing Arts Center Inc., Prairie Arts Chorale, Prairie Arts Continuum, Prairie Dance Alliance, Prairie Winds Concert Band, Redwood County, Redwood County Historical Society, Renville County Historical Society & Museum, Rhythm of the River, RiverSong Music Festival, Rock County Fine Arts Association, Rock County Historical Society, Sacred Heart Area Historical Society, Society for the Study of Local and Regional History, Southwest Minnesota Arts Council, Southwest Minnesota Regional Research Center, Southwest Minnesota State University, Southwest-West Central Service Cooperative, Spicer Beautification Committee, Tonantzin Tlalli Guadalupe, Walnut Grove Community Club, West Central Singers, Wheels Across the Prairie Museum, Wilder Pageant, Willmar Area Arts Council, Willmar Area Symphonic Orchestra, Willmar Community Education, Willmar Community Theatre Inc., Winsted Arts Council, Worthington Area Symphony Orchestra, Worthington Public Arts Commission, Yellow Medicine County Historical 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 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

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