



REGION 7E: EAST CENTRAL MINNESOTA



COUNTIES: CHISAGO, ISANTI, KANABEC, MILLE LACS, PINE

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$4,453,362**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$7,315,076**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$11,768,438**

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$5,179,374**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$3,471,356**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$8,650,730**

TOTAL ANNUAL IMPACT FROM

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

\$20,419,169

Change in impact since 2017 report: +\$3,354,206 | Economic impact per capita in this region: \$124 | Area population in 2016: 164,342

PARTICIPATING ORGANIZATIONS BY DISCIPLINE

- 3 Performing arts
- 7 Arts multipurpose
- 3 Visual arts and architecture
- 1 Media and communications
- 9 History and historical preservation
- 24 Other
- 47 TOTAL**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **471**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **1,244**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **1,715**

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

- 26 Under \$25K
- 13 \$25K – \$100K
- 5 \$100K – \$250K
- 2 \$250K – \$1M
- 1 \$1M – \$5M

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | MUSICIANS AND SINGERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$19.15**

This is \$1.74 above the average for all workers in this area

ATTENDEES

TOTAL ATTENDEES **284,855**

NUMBER OF STUDENTS SERVED **87,094**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$25.68**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+75,357**

STUDY HIGHLIGHTS

Although eighth in population size among the state's eleven regions, East Central Minnesota is 6th in economic impact per capita and 7th in youth attendance, performing better than would be expected. It also performs on target on many other metrics, including ranking 8th in average hourly wage for creative workers, total attendance by arts audiences, total economic impact from the arts sector and total government revenue generated from the arts sector.

Total economic impact from the arts and cultural sector in East Central Minnesota is \$20.4 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

\$1,119,112



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$1,065,533

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

\$2,184,645

PARTICIPATING ORGANIZATIONS

Audubon Center of the North Woods, Braham Area High School, Cambridge Center for the Arts, Cambridge-Isanti Community Education, Chisago County Historical Society, Chisago Lakes Community Education, City of Cambridge, City of Hinckley, City of Lindstrom, City of Mora, City of North Branch, City of Sandstone, East Central MN Pride Festival, East Central Regional Arts Council, Family Pathways Aging Services Program, Franconia Sculpture Park, In His Steps Ballet and Performing Arts Company, Isanti County Historical Society, Isanti County Parks Department, Isle Recreation and Education Center, Isle School District, Kanabec County Historical Society, Milaca Area Historical Society, Milaca Fine Arts Council, Mille Lacs Band of Ojibwe, Mille Lacs County Agricultural Society, Mille Lacs County Historical Society, Mora Public Schools - CAPP, Northwest Company Fur Post, Old School Arts Center, Onamia Area Friends of the Library, Onamia Community Education, Onamia Public Schools, One Heartland Inc. - Sandstone Camp, Paradise Community Theatre Association Inc., Pine Center for the Arts, Pine City Area History Association, Pine City Arts Council, Pine City Heritage Players, Pine County Agricultural Society, Pine County Historical Society, Princeton Public School, St. Croix Valley Potters Tour, Taylor Falls Historical Society, Tusen Tack-Braham Event Center, Vasaloppet Inc., Wyoming Area Creative Arts Community

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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