



REGION 7W: CENTRAL MINNESOTA



COUNTIES: BENTON, SHERBURNE, STEARNS, WRIGHT

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$10,511,600**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$13,937,213**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$24,448,813**

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$14,321,739**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$9,893,131**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$24,214,870**

TOTAL ANNUAL IMPACT FROM

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

\$48,663,682

Change in impact since 2017 report: +\$2,859,590 | Economic impact per capita in this region: \$115 | Area population in 2016: 421,708

PARTICIPATING ORGANIZATIONS BY DISCIPLINE

- 29 Performing arts
- 12 Arts multipurpose
- 4 Visual arts and architecture
- 3 Media and communications
- 13 History and historical preservation
- 28 Other
- 89 TOTAL**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **1,499**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **3,922**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **5,421**

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

- 49 Under \$25K
- 18 \$25K – \$100K
- 13 \$100K – \$250K
- 6 \$250K – \$1M
- 3 \$1M – \$5M

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | MUSICIANS AND SINGERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$19.36**

This is \$0.66 below the average for all workers in this area

ATTENDEES

TOTAL ATTENDEES **647,640**

NUMBER OF STUDENTS SERVED **138,982**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$21.52**

CHANGE IN ATTENDEES SINCE 2017 REPORT **-1,810**

STUDY HIGHLIGHTS

Among the state's eleven regions, Central Minnesota is third in population size, 3rd in the number of artists and creative workers, 3rd in economic impact from artists and creative workers, and 3rd in state government revenue generated from artists and creative workers.

Total economic impact from the arts and cultural sector in Central Minnesota is \$48.7 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

\$2,541,260



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$3,159,362

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

\$5,700,622

PARTICIPATING ORGANIZATIONS

728 Cadets Marching Arts, Albany Area Community Education, Benton County Agricultural Society, Benton County Historical Society, Boys and Girls Clubs of Central Minnesota, Buffalo Community Education, Buffalo Community Orchestra, Buffalo Community Theater, CentraCare Clinic-Arts Residency, Central Minnesota Arts Board, Central Minnesota Arts Council, Central Minnesota Youth Orchestra, Central MN Task Force for Battered Women- AnnaMarie's Alliance, Centre Area Concert Association, Chamber Music Society of Saint Cloud, City of Big Lake, City of Monticello, City of Sartell, City of Waite Park, Cokato Historical Society, Cold Spring Area Historical Society, College of Saint Benedict, Command Performance Choirs, Community Legacy Foundation, Dassel Cokato Community Theatre, Dassel-Cokato Community Education, Delano Area Council for Arts and Culture, Delano Community Education, Downtown Saint Cloud Art Crawl Collaborative, Elk River Area Arts Alliance, Elk River Community Theatre, Fred Yiran Legacy Project, Friends of the Bryant Library, General Federated Women's Club of Delano, Granite City Folk Society, Great Northern Theatre Company, Great River Chorale, Great River Educational Arts Theatre, Helping Hands Outreach, herARTS in Action, Howard Lake Waverly Winsted Theatre Arts Boosters, Inaccurate Vernacular, Independent Music Collaboration of Central Minnesota, Kimball Community Education, KVSC-FM St Cloud State University, Lake George Neighborhood Association, Lake Sylvia Suzuki Flute Institute, Land of Lakes Choirboys of Minnesota, Legacy Foundation of Big Lake, Melrose Area Historical Society, Millstream Arts Festival Inc., Minnesota Center Chorale, Minnesota Dance Ensemble, Minnesota Newspaper Foundation, Minnesota Pioneer Park, Mississippi Strings Camp, Monticello Park and Recreation, Munsinger Clemens Botanical Society, North Ballet Youth Company, Paramount Center for the Arts, Paynesville Area Historical Society, Promise Neighborhood of Central Minnesota, Rockford Area Historical Society, Rocori Community Education, Saint Cloud Arts Commission, Saint Cloud Film Festival, Saint Cloud Municipal Band, Saint Cloud Rotary Club's Summertime by George, Saint Cloud State University, Saint Cloud State University, Saint Cloud Symphony Orchestra, Saint John's Boys' Choir, Saint John's University Performing Arts, Sauk Rapids-Rice Public Schools-Central Minnesota Adult Basic Education, Sherburne County Historical Society, Sherburne County Jail, Sinclair Lewis Foundation, SOAR Regional Arts, Stearns County Historical Society, The Center for Service Learning and Social Change, The Yes Network, United Arts of Central Minnesota, United Cerebral Palsy, Visual Arts Minnesota, WACOSA, Wirth Center for the Performing Arts, Wright County Historical Society, Youth Chorale of Central Minnesota, Youth Theatre Workshop

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



Minnesota Citizens for the Arts

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