



REGION 9: SOUTH CENTRAL MINNESOTA



COUNTIES: BLUE EARTH, BROWN, FARIBAULT, LESUEUR, MARTIN, NICOLLET, SIBLEY, WASECA, WATONWAN

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$8,624,330**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$17,332,264**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$25,956,594**

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$4,944,183**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$6,044,383**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$10,988,565**

TOTAL ANNUAL IMPACT FROM

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

\$36,945,160

Change in impact since 2017 report: +\$3,701,899 | Economic impact per capita in this region: \$160 | Area population in 2016: 231,336

PARTICIPATING ORGANIZATIONS

BY DISCIPLINE

- 50 Performing arts
- 17 Arts multipurpose
- 6 Visual arts and architecture
- 3 Media and communications
- 1 Literary arts
- 1 Humanities
- 25 History and historical preservation
- 36 Other
- 139 TOTAL**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **1,032**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **2,129**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **3,161**

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

- 89 Under \$25K
- 27 \$25K – \$100K
- 14 \$100K – \$250K
- 8 \$250K – \$1M
- 1 \$1M – \$5M

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | GRAPHIC DESIGNERS | MUSICIANS AND SINGERS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$20.02**

This is \$1.46 above the average for all workers in this area

ATTENDEES

TOTAL ATTENDEES **879,364**

NUMBER OF STUDENTS SERVED **289,809**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$19.71**

CHANGE IN ATTENDEES SINCE 2017 REPORT **+141,847**

STUDY HIGHLIGHTS

Although sixth in population size among the state's eleven regions, South Central Minnesota ranks 2nd in youth attendance, 3rd in economic impact from audiences, 3rd in average hourly wages for creative workers and 4th in overall audience attendance. The region also ranks 5th in economic impact per capita and in overall economic impact generated from the arts sector.

Total economic impact from the arts and cultural sector in South Central Minnesota is \$36.9 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

\$2,579,725



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$1,270,986

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

\$3,850,711

PARTICIPATING ORGANIZATIONS

410 Project, Amboy Festival, American Guild of Organists, Sioux Trails Chapter, Arlington Area Chamber of Commerce, Arlington Historical Society, Arts and Heritage Center Montgomery, Arts Center of Saint Peter Inc., Bavarian Blast, Bethany Lutheran College, Betsy-Tacy Society, Blue Earth Community Education, Blue Earth Community Foundation, Blue Earth County Fair Association, Blue Earth County Historical Society, Blue Earth Valley Concert Association, Boy In Blue Civil War Memorial, Brown County Grant, Children's Museum of Southern Minnesota, Christkindlmarkt New Ulm, Christmas Misfits, City Center Partnership - Sculpture Walk, City of Hanska, City of Mankato, City of Saint James, City of Winthrop, Cleveland Cherry Creek Days, Community and Seniors Together, Concord Singers, Cornstalk Art and Peace Festival Inc., Curtain Call Theatre, DalekoArts, Dance Conservatory of Southern Minnesota, Fairmont Opera House, Fairmont Opera House Inc., Faribault County Agricultural Society, Friends of German Park, Gaylord Area Chamber of Commerce, GnomeMade Artisans, Govenaires Drum and Bugle Corps, Grand Center for Arts and Culture, GSR Fine Art Festival, Healthy Communities Healthy Youth of Brown County, Henderson Area Arts, Henderson Chamber of Commerce, Henderson Heritage Days, Henderson Sauerkraut Days, Hermann Monument Society, Irish Cultural Society of New Ulm, KTV Public Access, Lake Crystal Area Community Band, Le Sueur County Fair, Le Sueur County Historical Society, Le Sueur-Henderson Community Education, Lincoln Election Dramatic Play, Lind House Association, Live Music at Le Bon in Springfield, Madelia Area Chamber of Commerce, Madelia Community Theatre Inc., Mankato Area 77 Lancers Marching Band, Mankato Area Arts Council, Mankato Area Community Band, Mankato Area Community Education, Mankato Area Youth Symphony Orchestra, Mankato Ballet Company, Mankato Children's Chorus, Mankato Mosaic Theatre Company, Mankato Symphony Orchestra Association, Mankato TubaChristmas, Maple River Community Education, Martin County Historical Society, Martin Luther College Summit Avenue Music Series, Merely Players Community Theatre, Minnesota "Over-60" Band, Minnesota Shorts Play Festival, Minnesota State University - Mankato/Centennial Student Union, Minnesota State University - Mankato/Good Thunder Reading Series, Minnesota State University - Mankato/Kearney International Center, Minnesota State University - Mankato/Department of Anthropology History Project, Minnesota State University Mankato - KMSU-FM/KMSK-FM, Minnesota State University - Mankato/Music Performance Series, Minnesota Valley Chorale, Minnesota Valley Music Teachers Association, Minnesota Valley Sweet Adelines, Montgomery Area Community Club, Musicorum, New Prague Community Education, New Ulm Battery, Inc., New Ulm Film Society, New Ulm Oktoberfest Arts Activities, New Ulm Public Library, New Ulm Suzuki School of Music, New Ulm Turnverein - Turner Hall, Nicollet County Historical Society, Northside Elementary School, Old Main Village, Picnic in the Park Variety Show, Play With Your Food Theater, Prairie Lakes Regional Arts Council Inc., Prairie Piecemakers Quilt Guild, Project GEM, Riverblenders Chorus of Mankato, Rock Bend Folk Festival, Rural Advantage, Rural Route Dance Ensemble, Saint James Community Education, Saint Peter Ambassadors, Saint Thomas Oratory Jessenland, Sibley County Fair, Sibley County Historical Society, Sibley East Community Education, Sleepy Eye Area Concertina Club, Sleepy Eye Area Historical Society & Restoration Project, South Central College-North Mankato, South Central Minnesota Interpretive Center - Heritage Acres, South Central Service Cooperative, Southern Minnesota Independent Living Enterprises and Services, Southern Minnesota Real Big Band, Springfield Community Theatre, State Street Theater Company, String Theory Music Group, Three Trees Theater, Tri-City United Community Education, Truman Historical Association, Twin Rivers Council for the Arts, VINE Faith in Action, Wanda Gag House Association, Wanda Gag Monument Committee Inc., Waseca Arts Council Inc., Waseca Classic Inc., Waseca Community Education, Waseca County, Waseca County Historical Society, Waseca High School Jazz Festival, Waterville-Elysian-Morristown Community Education, Watonwan County Historical Society, Wellcome Manor Family Services, Wells Historical Society, Winnebago Area Museum

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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