



THE ARTS

A Driving Force in
Minnesota's Economy

WHAT OTHERS ARE SAYING ABOUT THE ARTS AND ECONOMIC IMPACT

“This careful accounting shows that the modest public investments we make in Minnesota’s arts centers and artists multiply through local economies, providing jobs for employees, sales for suppliers, and patronage for small proprietors. Minnesota’s arts dollars leaven the creative economy in towns as tiny as New York Mills or Lanesboro and as large as the Twin Cities, accounting for the high proportion of artists in our midst and infusing artistic talent into business-building and community problem-solving.”

— Ann Markusen, Economist, Professor and Director
Project on Regional and Industrial Economics
Humphrey Institute of Public Affairs

“Art and culture is a growth sector in the economy of Northwest Minnesota and a critical part of the economic infrastructure. The arts create high paying jobs and the most desirable product offerings for local retailers; and there is a growing understanding that attracting and keeping a high quality work force is directly tied to the availability of high quality cultural and artistic opportunities.”

— Leon Heath, Executive Director
Northwest Regional Development Commission

“We can always tell when there’s a play at the Long Lake Theater because our restaurant is full.”

— Kim Rugroden, server at the Hilltop Inn
Hubbard, MN, pop. 90 (est.)

“It’s not surprising to me that this recent survey linking the arts and economic development highlights the value of a community or region rich in arts. It has long been known in economic development and downtown redevelopment circles of the dollar value that the arts bring to communities. Too many times, when valuing the arts, the focus always is placed on the intangible worth of the arts, forgetting the hard dollars that are generated in communities through festivals, art shows, theatre productions, and other arts events. The simple truth is that making an investment (laying out money or capital in an enterprise with the expectation of profit) in arts pays dividends in hard dollars to the community.”

— Sara Jayne Treiber, Business Development Planner
Mille Lacs Band of Ojibwe Corporate Commission

“An arts-based economy can enhance state efforts to diversify rural economies, generate revenue, improve the quality of life, and attract visitors and investment. Rural areas often feature various arts and cultural industries, which, with some assistance, can become productive economic sectors. In addition to stimulating substantial employment and tax revenues, arts enterprises are highly entrepreneurial, readily available in many communities, and attractive to tourists. The arts also create a highly desirable quality of life that draws businesses and knowledge workers to further stimulate the economy.”

— *Strengthening Rural Economies through the Arts*
National Governors Association Center for Best Practices, 8/30/05

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The Arts: A Driving Force in Minnesota's Economy is one of twelve statewide and regional studies conducted by Minnesota Citizens for the Arts (MCA) and the Forum of Regional Arts Councils of Minnesota (FRACM) in partnership with Americans for the Arts. This project was primarily funded by The McKnight Foundation. Additional partners include the Twin Cities Performing Arts Research Coalition funded by the Pew Charitable Trusts, and Minnesota Arts Communicators.

The report's partners work together to represent and serve communities across Minnesota and the nation, and to create opportunities for every American to participate in and appreciate the arts and culture.

All reports are available for downloading on MCA's website at www.mtn.org/mca.

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“Throughout McKnight’s history of arts and culture funding, we’ve consistently seen the great value the arts and culture bring to the quality of our communities. The arts and culture can play a central role in regional economic growth and vitality; investing in them is both good policy and good business.”

— Peg Birk, McKnight Foundation Interim President

“Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember the fundamental value of the arts and culture. They foster beauty, creativity, originality, and vitality. The arts and culture inspire us, sooth us, provoke us, involve us, and connect us...but they also create jobs and contribute to the economy.”

— Robert L. Lynch, President and CEO, Americans for the Arts

“Arts organizations play an important role in building and sustaining economic vibrancy in our local communities. They provide meaningful employment, spend money locally, generate revenue, and are a cornerstone of tourism and economic development. Investing in the arts is good policy and good business.”

— Congressman James L. Oberstar

Invest in the Arts

By Sheila Smith, Executive Director, Minnesota Citizens for the Arts

The statewide report *The Arts: A Driving Force in Minnesota's Economy* reveals that the nonprofit arts and culture industry is a mover and shaker in Minnesota's economy, with **\$838.5 million** in annual economic activity that supports **22,095 full-time jobs** and generates more than **\$94 million in state and local government revenues**. The report also shows that Minnesotans are enthusiastic consumers of arts and culture: in 2004 total audience participation in the state was **14,487,592 million attendees**.

The message is simple: the nonprofit arts and culture are an important industry throughout the state contributing to Minnesota's bottom line and helping to create vibrant local economies. It's important to note that while it is no surprise that the Twin Cities metropolitan area supports a robust arts and culture economy, the reports also shows a significant economic impact in every other area of Minnesota. The eleven regional reports that accompany this statewide analysis demonstrate that the excellence, scope, and diversity of cultural activity in every corner of the state go beyond contributing to Minnesota's quality of life: the arts and culture make a significant contribution to the state's economy.

The return on state arts and culture funding is dynamic. For a very small investment by the state of Minnesota, the arts and culture industry can be leveraged to create jobs, to revitalize both neighborhoods and rural communities, and to educate our children while helping to drive Minnesota's economy. Minnesota invests in the arts and culture primarily via grants from the Minnesota State Arts Board and Regional Arts Councils. Each legislative dollar invested is matched by local dollars. There is a return on investment to the state of nearly \$11 for every state dollar invested. That's economic development in action.

Study the Arts

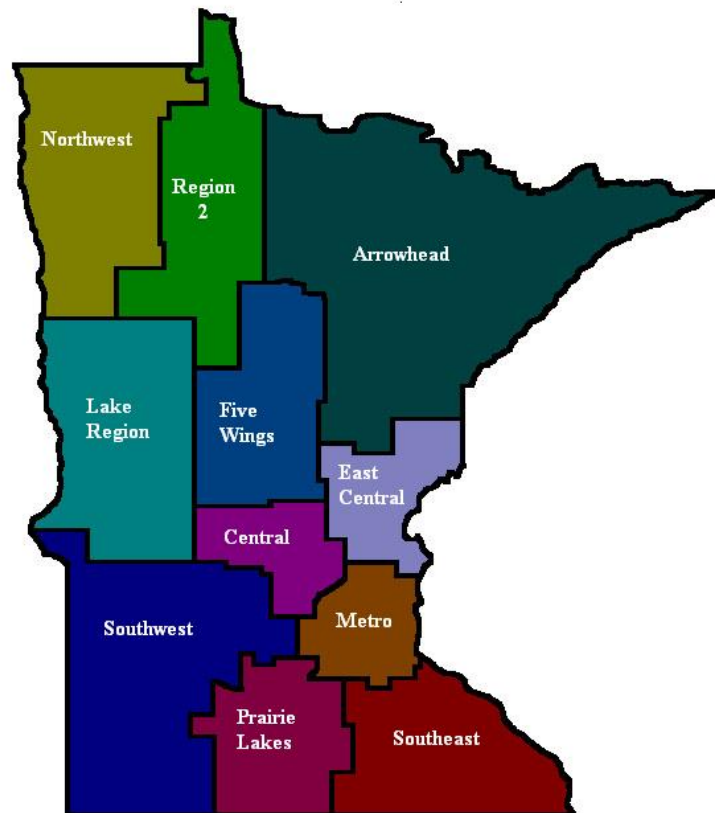
By Mary Minnick-Daniels, Chair of the Forum of Regional Arts Councils of Minnesota

As we work to improve the economy of our state, this report demonstrates the importance of the arts and culture as a contributor to the economic health of individual communities and the state as a whole. Other classic Minnesota industries such as mining, farming or financial services are frequently touted as important Minnesota industries, worthy of study and support; while the arts and culture have been used to demonstrate “quality of life” issues.

According to a 2001 report by the National Governor’s Association Center for Best Practices, “if states intend to build their economies on the jobs of the future and improve rural communities they must cultivate a creative workforce and attract arts and culture-based businesses.”

In offering this report for public discussion, we hope every citizen, every public official, every economic development director and every journalist will think seriously about the arts and culture and their value to both our economy and to our daily lives.

Minnesota’s
Arts Regions:



Findings: The State of Minnesota

The Arts: A Driving Force in Minnesota's Economy provides compelling new evidence that the nonprofit arts and culture are a significant industry in Minnesota—one that generates \$838.5 million in local economic activity. This spending—\$485.8 million by nonprofit arts and culture organizations and an additional \$352.7 million in event-related spending by their audiences—supports 22,095 full-time jobs, generates \$631.1 million in household income to local residents, and delivers \$94.1 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts and culture, we not only enhance our quality of life, but also invest in Minnesota's economic well-being.

In 2002, Americans for the Arts published *Arts & Economic Prosperity*, the first-ever national study of the economic impact of spending by nonprofit arts organizations and their audiences. Detailed expenditure data were collected from 3,000 arts organizations and 40,000 arts attendees in 91 communities across 34 states. The national study focused solely on the economic impact of the nonprofit arts organizations and event-related spending by their audiences. Not included in the study was spending by individual artists, and the for-profit arts and entertainment sector. The objective of the national study was to document the experience of a cross-section of American communities and demonstrate the economic gain from investing in the arts and culture.

This report presents the findings of a new study measuring the economic impact of the nonprofit arts and culture industry in Minnesota. It is part of a statewide effort to gather data on the

economic impact of the arts and culture in Minnesota. There are also eleven regional studies. All were conducted in 2004-5. The methodology used is identical to the national study methodology, providing the ability to compare the results for Minnesota with those of the national study participants.

Defining Economic Impact

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents.

Revenue to Local and State Government includes funds to city, county, and state governments, and special districts. It includes taxes as well as license and filing fees, etc.

Economic Impact of the Nonprofit Arts and Culture Industry in Minnesota

Total spending by nonprofit arts and culture organizations and their audiences totaled \$838.5 million in Minnesota during 2004. The following table shows the direct economic impact of this spending—that is, the *initial* economic effect of these expenditures.

Direct Economic Impact of the Nonprofit Arts and Culture Industry in The State of Minnesota (Spending by Nonprofit Arts Organizations and their Audiences)¹

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$838,527,669	\$276,576,180
Full-Time Equivalent Jobs	13,057	5,415
Resident Household Income	\$290,593,000	\$121,912,286
Local Government Revenue	\$6,276,000	\$4,009,000
State Government Revenue	\$29,354,000	\$7,991,143

These direct economic impacts create an additional *indirect* economic impact on Minnesota’s economy. Consider this example:

A theatre company purchases a gallon of paint from the local hardware store for ten dollars (that is the “direct economic impact”). The hardware store then uses a portion of the ten dollars to pay the sales clerk’s salary; the sales clerk re-spends some of the money for groceries; the grocery store in turn uses some of the money to pay its cashier; the cashier spends some for to pay his utility bill; and so on (these are the “indirect economic impacts”).

Thus, the original ten dollars from the theatre has been “re-spent” several times. The local expenditures will continue to have an economic impact on the local economy until the money eventually “leaks out” of the state (i.e., is spent non-locally). The total economic impact is the combination of the direct impact and the indirect impact. The table below details the total economic impact of spending by Minnesota’s nonprofit arts and culture industry.

Total Economic Impact of the Nonprofit Arts and Culture Industry in The State of Minnesota (Spending by Nonprofit Arts Organizations and their Audiences) ¹

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$838,527,669	\$276,576,180
Full-Time Equivalent Jobs	22,095	8,843
Resident Household Income	\$631,149,000	\$196,510,571
Local Government Revenue	\$21,053,000	\$11,484,714
State Government Revenue	\$73,094,000	\$15,585,950



Economic Impact of Nonprofit Arts and Culture Organizations in Minnesota

Arts and culture organizations are responsible members of the business community. They are employers, consumers, and key participants in the marketing and promotion of their cities and regions. Their spending in Minnesota was \$485.8 million during fiscal year 2004. The impact of this spending is far reaching: organizations pay their employees, purchase supplies, contract for services, and acquire assets. These actions, in turn, support jobs, create income, and generate government revenue. In

particular, in the last few years a number of major institutions (Minneapolis Institute of Arts, Walker Art Center, Children's Theatre Company, Guthrie Theater, etc.) were undergoing large building projects that have been a significant boon to the building trades, a small portion of which is reflected in these numbers.

Data were collected from 428 nonprofit arts and culture organizations in Minnesota. Each provided budget data about more than 40 expenditure categories for fiscal year 2004 as well as their total attendance figures. No attempt was made to quantify the spending of non-respondents.

Direct Economic Impact of Spending by Nonprofit Arts and Culture Organizations in The State of Minnesota

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$485,845,713	\$124,760,550
Full-Time Equivalent Jobs	6,748	1,793
Resident Household Income	\$181,393,000	\$69,639,571
Local Government Revenue	\$3,102,000	\$974,143
State Government Revenue	\$5,436,000	\$1,347,429

Total Economic Impact of Spending by Nonprofit Arts and Culture Organizations in The State of Minnesota

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$485,845,713	\$124,760,550
Full-Time Equivalent Jobs	13,211	3,754
Resident Household Income	\$420,245,000	\$102,551,143
Local Government Revenue	\$11,979,000	\$4,303,143
State Government Revenue	\$34,652,000	\$4,636,286

Economic Impact of Nonprofit Arts and Culture Audiences in Minnesota

The nonprofit arts and culture industry, unlike most industries, leverages significant event-related spending by its audiences. Attendance generates commerce for local businesses such as hotels, restaurants, and retail stores. For example, when patrons attend an event they may park their car in a toll garage, purchase dinner at a restaurant, and pay a babysitter.

To measure the impact of arts and culture audiences in Minnesota, data were collected

from 6,889 event attendees during 2005.

Researchers used an audience-intercept methodology, a standard technique in which the interviewer asks a patron to complete a survey about their event-related spending. To ensure reliability, surveys were collected at a diverse sample of events and exhibitions.

The 428 organizations that participated in the study reported that their total attendance to nonprofit arts and culture events during 2004 was 14,487,592. These 14.5 million attendees spent a total of \$352.7 million—an average of \$24.35 per person, per event, *not including the cost of admission*.

Direct Economic Impact of Spending by Nonprofit Arts and Culture Audiences in The State of Minnesota ¹

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$352,681,956	\$151,815,629
Full-Time Equivalent Jobs	6,309	3,622
Resident Household Income	\$109,200,000	\$52,272,714
Local Government Revenue	\$3,174,000	\$3,034,857
State Government Revenue	\$23,918,000	\$6,643,714

Total Economic Impact of Spending by Nonprofit Arts and Culture Audiences in The State of Minnesota ¹

	State of Minnesota	Similar Areas with Populations of 1,000,000 or More
Total Expenditures	\$352,681,956	\$151,815,629
Full-Time Equivalent Jobs	8,884	5,089
Resident Household Income	\$210,904,000	\$93,959,429
Local Government Revenue	\$9,074,000	\$7,181,571
State Government Revenue	\$38,442,000	\$10,949,714

Out-of-Towners Spend More

In addition to spending data, survey respondents were asked to provide their home zip codes, enabling researchers to determine which attendees were local (i.e., reside within Minnesota) and which were non-local (reside outside Minnesota). In Minnesota 88.1 percent of the 14.5 million nonprofit arts and culture attendees were local; 11.9 percent were non-local.

Non-local arts and culture attendees spent an average of 108 percent more than local attendees (\$44.82 vs. \$21.57). As would be expected from a traveler, higher spending was found in the categories of lodging, meals, retail, and transportation. These data demonstrate that when a state attracts cultural tourists, it stands to harness significant economic rewards.

Event-Related Spending by Arts and Culture Audiences Totaled \$352.7 million in The State of Minnesota (not including the cost of event admission) See End Notes 1 & 2

	Minnesota Resident Arts Attendees	Minnesota Non-Resident Arts Attendees	All Minnesota Arts Attendees
Attendance Nonprofit Arts Events	12,759,222	1,728,370	14,487,592
Percentage of Attendees Resident/Non-Resident	88.1%	11.9%	100%
Average Dollars Spent Per Attendee	\$21.57	\$44.82	\$24.35
Total Event-Related Spending	\$275,216,424	\$77,465,531	\$352,681,956

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.35 Per Person in The State of Minnesota (not including the cost of event admission) See End Notes 1 & 2

	Minnesota Resident Arts Attendees	Minnesota Non-Resident Arts Attendees	All Minnesota Arts Attendees
Refreshments/Snacks During Event	\$2.31	\$2.53	\$2.34
Meals Before/After Event	\$6.09	\$9.75	\$6.53
Souvenirs and Gifts	\$4.02	\$9.26	\$4.64
Clothing/Accessories	\$1.56	\$1.89	\$1.60
Ground Transportation	\$3.74	\$7.63	\$4.20
Event-Related Child Care	\$0.33	\$0.52	\$0.35
Overnight Lodging (one night only)	\$2.04	\$11.53	\$3.18
Other	\$1.48	\$1.71	\$1.51
Average Event-Related Spending (Per Person)	\$21.57	\$44.82	\$24.35

Arts and Culture Volunteerism and In-Kind Contributions: An Economic Impact Beyond Dollars

The Arts: A Driving Force in Minnesota's Economy reveals a significant contribution to nonprofit arts and culture organizations as a result of volunteerism. In 2004, 44,544 arts and culture volunteers donated 1,915,482 hours to Minnesota's nonprofit arts and culture organizations. This represents a donation of time with an estimated value of \$33,616,709 (Independent Sector estimates the value of the average 2004 volunteer hour at \$17.55).³ While these arts and culture volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by assisting in keeping arts and culture organizations functioning as a viable industry.

The nonprofit arts and culture organizations surveyed for this study were also asked about the sources and value of their in-kind support (i.e., donated assets and services, such as office space). The 428 responding nonprofit arts and culture organizations in Minnesota received in-kind contributions with a total value of \$6,295,146 during 2004 from businesses, local government, individuals, and other sources.

Surveys of Arts and Culture Organizations

Minnesota Citizens for the Arts and the Forum of Regional Arts Councils of Minnesota identified eligible nonprofit arts and culture organizations for this study. Generally, the organizations chosen

were economically active non-profits with primary activities in the arts and culture area. The eligible organizations received a survey requesting detailed information about their fiscal 2004 expenditures (labor, local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their attendance figures. The responding organizations—ranging from opera, public radio stations, and historical museums to weaving societies and arts service organizations—had annual budgets ranging from \$0 to \$54,390,000. Response rates for the eleven regions averaged 27.0 percent, and ranged from 17.8 percent to 79.4 percent. Each region's results are based solely on the actual survey data collected from its nonprofit arts and culture organizations, not on fiscal projections or extrapolations. The sub-100 percent response rates in the eleven regions strongly indicate an understatement of the economic impact findings in all of the regions that are documented in this report.

In Minnesota, 428 of the 1,584 eligible organizations identified by Minnesota Citizens for the Arts responded to the survey, a response rate of 27 percent. The responding organizations had a range of budgets from \$0 to \$54,390,000.

Surveys of Arts and Culture Audiences

An audience-intercept methodology (patrons at nonprofit arts events are asked to complete a survey while attending the event) was used to measure spending by audiences at nonprofit arts and culture events during 2005. All eleven Minnesota regions collected data about audience spending. An average of 618 surveys was collected in each region at events ranging from museum

exhibitions and arts festivals to opera performances and children’s theater productions. The randomly selected respondents detailed spending on attendance-related activities such as meals, souvenirs, transportation, and lodging.

In Minnesota, audience-intercept surveys were collected from a total of 6,889 arts and culture event attendees during 2005.

Using total attendance data for 2004 (collected from the participating nonprofit arts and culture organizations), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees. The 6,889 audience-survey respondents were asked to provide information about the entire party with whom they were attending. With an average of more than three individuals per survey reported on, these data actually represent the spending patterns of more than 20,000 attendees to nonprofit arts organizations—significantly increasing the reliability of the data.

Studying Economic Impact Using Input/Output Analysis

To derive the most reliable economic impact data, economists used the method of input/output analysis to measure the impact of expenditures by the local nonprofit arts and culture industry and its audiences. This method is a standard procedure for demonstrating the impact of expenditures on communities (and has also been the basis for two Nobel Prize awards in economics). It is well suited for this study because the models can be customized specifically to each region to measure the industry directly and through the commerce that the industry creates. An input/output model is a system of mathematical equations that combines statistical methods and economic theory. It traces how many times a dollar is “re-spent” within the local economy and the economic impact of each of those rounds of spending. (See the example of how a dollar can be re-spent on page five of this report.)

The model for each region is customized by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (e.g., County Business Patterns, Regional Economic Information System, Survey of State and Local Finance), local tax data (sales taxes, property taxes, and other local option taxes), as well as the survey data from nonprofit arts and culture organizations and their audiences.

Conclusion

Minnesota's eleven regions vary quite a bit in overall population, population density, geographic spread and major industries. But what they share is a diverse and growing non-profit arts industry that has a major impact on the economic health in every area.

The Seven County Metro Area is home to 54 percent of the state's population and its arts and culture economy is robust. Minnesota's internationally recognized, world-class arts and culture organizations headquarter here but their performances, activities and services take place throughout Minnesota, the nation and the world. The region has arts organizations of all sizes, from professional to avocational, from formal to informal. Given the countless organizations and activities it is not a surprise that the Twin Cities cultural industry is such a strong economic contributor to the region, and is a major driver in the state's economy.

New in this report, however, are data on the nonprofit arts and culture in regional population centers such as the Arrowhead, Southeast Minnesota, the Lakes Region and Central Minnesota, which have the second through fifth largest arts economies in the state. The nonprofit arts and culture industry is bringing people to these regions, providing opportunities for tourism industries to thrive, and serving as important drivers in regional economies.

Also new in this report is data on the smaller regional centers, and the most rural and least populated areas of the state, where many regions are finding new energy and success in using the arts and culture to revitalize their downtowns

and to increase tourism. In East Central, North Central, Northwest Minnesota and other regions, for example, tourists are exceeding the state average in non-resident per capita spending at arts events. These areas show a high potential for using their arts and culture resources to increase tourism revenue by making the region more attractive to a broader range of visitors.

From Minnesota's population centers to small towns to rural areas, the nonprofit arts and culture are clearly a driver in every region's economy. In total, nonprofit arts and culture are an \$838.5 million industry in the State of Minnesota—one that supports 22,095 full-time jobs and generates \$94.1 million in local and state government revenue. Nonprofit arts and culture organizations in Minnesota, which spend \$485.8 million annually, leverage a remarkable \$352.7 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses. *The Arts: A Driving Force in Minnesota's Economy* demonstrates that investing in arts and culture yields significant economic benefits and should be an essential component of every community's economic development tool box. This report shows conclusively that that the arts are a driving force in Minnesota's economy.

End Notes

1 Total statewide event-related spending by arts audiences does not match the sum of the event-related spending by arts audiences for each of Minnesota's eleven arts regions. This is due to a definitional change in how "resident" and "non-resident" audiences are determined. In the eleven regions, a "resident" is defined as an arts event attendee who is a resident of the region in which the arts event took place; a "non-resident" is defined as an attendee who resides outside the region. In the statewide study, a "resident" is defined as an arts event attendee who is a resident of Minnesota and a "non-resident" is any attendee who does not reside in Minnesota. As a result of this definitional change, the audience spending figures (and the associated economic impact findings) for the statewide study are modestly larger than the sum of the findings for the eleven arts regions.

2 The audience spending totals may not be exact due to rounding. For example, while the average per person expenditure by residents of Minnesota is listed in this report as \$21.57, the actual figure used to calculate the total spending by residents included several decimal more points.

3 *Giving and Volunteering in the United States 2004*, Independent Sector, 2005.

In Appreciation

This regional project is a collaboration of the **Forum of Regional Arts Councils of Minnesota** (RAC Forum) and **Minnesota Citizens for the Arts** (MCA), principle partners, with major funding provided by **The McKnight Foundation**. Additional partners include the **Twin Cities Performing Arts Research Coalition** (PARC) project funded by the Pew Charitable Trusts, and **Minnesota Arts Communicators**. Twelve studies were conducted statewide. The project was managed by MCA, while each of the state's eleven regional arts councils coordinated audience surveys and data release events in their own regions. **Americans for the Arts**, the study's national partner, created the economic models for the twelve studies, one for each region and one for the statewide study, and also provided secure web-based surveying tools.

Thank you to the following staff members and volunteers:

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RAC Forum Coordinator: Carolyn Bye, Metropolitan Regional Arts Council

Staff Support: Kate Hannaher and Jane Gelbmann, Minnesota Citizens for the Arts

Americans for the Arts: Benjamin Davidson, Director of Research

Regional Coordinators:

Region 1: Mara Wittman, Northwest Regional Arts Council

Region 2: Terri Widman, Region 2 Arts Council

Region 3: Bob DeArmond, Arrowhead Regional Arts Council

Region 4: Maxine Adams, Lake Region Arts Council

Region 5: Mark Turner, Five Wings Arts Council

Region 6/8: Greta Murray, Southwest Minnesota Arts and Humanities Council

Region 7E: Mary Minnick-Daniels, East Central Arts Council

Region 7W: Leslie Schumacher, Central Minnesota Arts Board

Region 9: Brenda Flintrop, Prairie Lakes Regional Arts Council

Region 10: Pat Alcott, Southeast Minnesota Arts Council

Region 11: Carolyn Bye, Metropolitan Regional Arts Council

Survey Collection:

Region 1: Mara Wittman, Deb Amazi, Julie Jones, Betty Pikop, and Karen Bang

Region 2: Terri Widman, Bill Smith, Brenda Knable, Nancy Brown-Colligan, Janet Brademan, Joan Ditty, Diane Dockendorf, and Barb Fisher.

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Region 4: Maxine Adams, and Paul and Stella Bridgeford

Region 5: Mark Turner, Mim Maas, Mary Warner, Brenda Halvorson, Julie Despot, Dennis Lamberson, Joanne Moren, Jamie Robertson, Stan Carlson, Lee Pittman, Sandy Johnson, and Barb Mann

Region 6/8: Greta Murray, Danielle Rodgers, Marya Manfred, Vi Welsand, Luanne Fondell, Ramona Larson (and family), Nan and Mike Kaufenberg, Mike and Cat Abbott, Louise Mack, Betsy Price, Paula Nemes, and Dee Rosenbrook

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Region 7W: Jane Gelbmann, Leslie Schumacher, Preeti Jha, Lindy Sexton, Jess Filiaggi, Sarah Bettendorf, Ashley Blank, and Lois Head

Region 9: Cindy Lewer and Brenda Flintrop

Region 10: Michele Heidel, Pat Alcott, Drue Ferguson, Hal Cropp, and Sean Dowse

Region 11: Carolyn Bye, Jane Gelbmann, Greg Nielsen, Mary Ann Pulk, Bill Venne, Ann Spencer, Nancy Lee, Kara Skahen, and the Guthrie Theatre Audience Services staff

Minnesota Citizens for the Arts

Minnesota Citizens for the Arts is a statewide arts and culture advocacy organization whose mission is to ensure opportunity for all people to have access to and involvement in the arts and culture. MCA organizes the arts and culture community and lobbies the Minnesota State Legislature and Congress on issues pertaining to the nonprofit arts and culture and conducts original research. MCA works with over 32,000 arts and culture advocates in Minnesota. For more information on MCA, this project or statistics about the arts and culture in Minnesota, please contact MCA Executive Director Sheila Smith at 651-251-0868, by email at she-mca@mtn.org, or view MCA's website: <http://www.mtn.org/mca>.

The Forum of Regional Arts Councils of Minnesota

The Forum of Regional Arts Councils of Minnesota serves as the voice of and advocate for small arts and culture organizations and

community-based arts and culture activities throughout Minnesota by working in partnership with the Minnesota State Arts Board, Minnesota Citizens for the Arts and others. The Forum's Chair is Mary Minnick-Daniels in Mora, 320-679-4065 extension 30 / ecac@ecrdc.org.

The State of Minnesota's Participating Nonprofit Arts Organizations

This study could not have been completed without the cooperation of the following 428 nonprofit arts and culture organizations in Minnesota that provided detailed financial information about their organization:

REGION 1—NORTHWEST MINNESOTA

Association of the French of the North (AFRAN), Red Lake Falls. Fosston Community Library and Arts Association, Fosston. Kittson Central Community Education, Hallock. Kittson County Historical Society, Lake Bronson. Northwest Regional Arts Council, Warren. Pennington County Historical Society, Thief River Falls. Roseau Area Friends of the Library, Roseau. Roseau County Historical Society and Museum, Roseau. Sand Hill Settlement Historical Society, Climax. Stephen Arts Council, Stephen. Summer Arts Stages, East Grand Forks. Valley Crossing Arts Council, Crookston. Warroad Summer Theatre, Warroad.

REGION 2—NORTH CENTRAL MINNESOTA

1st City Pipe Band, Bemidji. Beltrami County Historical Society, Beltrami. Bemidji Community Arts Council, Bemidji. Bemidji Community Theatre, Bemidji. Bemidji Symphony Orchestra, Bemidji. Clearwater County Historical Society, Bagley. Community Resource Connections, Bemidji. Headwaters School of Music and the Arts, Bemidji. Loonfeather Press, Bemidji. Northern Light Opera Company, Park Rapids. Park Rapids Classic Chorale, Menahga. Park Rapids Community Band. Pequana Playhouse, Baudette. Region 2 Arts Council, Bemidji.

REGION 3—THE ARROWHEAD

Arrowhead Regional Arts Council, Duluth. Big Time Jazz Orchestra, Duluth. Blue Skies Glassworks, Two Harbors. College of St. Scholastica Center for Early Music, Duluth. Donald G. Gardner Humanities Trust, Ely. Duluth Art Institute, Duluth. Duluth Playhouse, Duluth. Duluth Superior Symphony Association, Duluth. Grand Marais Playhouse, Grand Marais. Great River String Ensemble, Aitkin. Hibbing Historical Society, Hibbing. Ironworld Discovery Center, Chisholm. Itasca County

Historical Society, Grand Rapids. Lake Superior Chamber Orchestra, Duluth. Lake Superior Marine Museum Association, Duluth. Lake Superior Youth Chorus, Duluth. Laurentian Arts and Culture Alliance, Virginia. Les Harkonen Band, Angora. Minnesota Ballet, Duluth. Northern Lights Music Festival, Aurora. Northshore Chamber Society, Two Harbors. Reif Arts Council, Grand Rapids. Ressler Dance!, Duluth. Spirit Lake Poetry Series, Duluth. Tofte Historical Society, Tofte. Tweed Museum of Art, Duluth. Twin Ports Wind Orchestra, Duluth. Two Harbors Folk Festival.

REGION 4—THE LAKE REGION

Alexandria Area Arts Association, Alexandria. Art of the Lakes. Douglas County Historical Society, Alexandria. Evansville Arts Coalition, Evansville. Fargo Moorhead Area Youth Symphonies, Moorhead. Fargo-Moorhead Opera, Fargo. Fergus Falls A Center for the Arts. Fergus Falls Public Library, Fergus Falls. Finnish American Historical Society. Frazee Area Arts Association, Frazee. Friends of the Pelican Rapids Library, Pelican Rapids. Future Builders (in support of Trollwood Performing Arts School), Fargo. Grant County Historical Society, Elbow Lake. Lake Agassiz Arts Council, Fargo. Lake Region Arts Council, Fergus Falls. Northern Prairie Performing Arts, Fargo. Plains Art Museum, Fargo.

REGION 5—THE BRAINERD LAKES AREA (FIVE WINGS)

Alley Arts Institute, Wadena. Five Wings Arts Council, Staples. Heartland Symphony Orchestra, Little Falls. Moose Lake Area Historical Society. Morrison County Historical Society, Little Falls. Nisswa-stämman, Brainerd. St. Francis Music Center, Little Falls. USA Community Chorus, Swanville. Wadena Historical and Environmental Learning Project, Staples.

REGION 6/8—SOUTHWEST MINNESOTA

Appleton Art Club, Appleton. Big Stone County Historical Museum, Ortonville. Center for Cultural Advocacy in Rural Life, Balaton. Cottonwood County Historical Society, Windom. Crow River Area Youth Orchestra, Hutchinson. Crow River Players, New London. Dawson-Boyd Arts Association, Dawson. DEMO Inc., Willmar. Glacier's Edge Theatre Company, Watson. Hutchinson Theatre Company, Hutchinson. Laura Ingalls Wilder Museum and Tourist Center, Walnut Grove. Marshall Area Fine Arts Council, Marshall. Marshall Area Stage Company, Marshall. Marshall Municipal Band. McLeod County Historical Society, Hutchinson. Murray County Historical Society, Slayton. Pipestone County Historical Society, Pipestone. Pipestone Performing Arts Center, Pipestone. Prairie Arts Chorale, Madison. Prairie Winds Concert Band, Willmar. Redwood Area Theatre, Redwood Falls. Sacred Heart Area Historical Society, Sacred Heart. Southwest Minnesota Arts and Humanities Council, Marshall. Syttende Mai Committee, Hendricks. Tracy Community Band. Tyler Arts Council, Tyler. Willmar Area Arts Council, Willmar. Willmar Community Theatre, Willmar.

REGION 7E—EAST CENTRAL MINNESOTA

Anna Goose Botanical Sculpture Garden, Sandstone. Audubon Center of the North Woods, Sandstone. Braham CAPP, Braham. Braham Pie Day, Braham. Cambridge-Isanti Community Education, Cambridge. Chisago County Historical Society, Lindstrom. Depot Studios, Isle. East Central Arts Council, Mora. East Central Minnesota Chorale, Cambridge. Franconia Sculpture Park, Shafer. Kanabec County Historical Society, Mora. Milaca Area Historical Society, Milaca. Mora CAPP, Mora. North West Company Fur Post—Minnesota Historical Society, Pine City. Princeton Area Library, Princeton. Princeton Community Education Performing Arts Series, Princeton. St. Croix Valley Potters Tour.

REGION 7W—CENTRAL MINNESOTA

Amadeus Chamber Symphony, Colleeville. Buffalo Community Orchestra, Buffalo. Central Minnesota Arts Board, Foley. Central Minnesota Watercolorists, St. Cloud. Chamber Music Society of St. Cloud, St. Cloud. College of Saint Benedict Fine Arts Programming, St. Joseph. Command Performance Girls Choir, Elk River. Elk River Area Arts Alliance, Elk River. Granite City Folk Society, Clearwater. Haehn Museum (Sisters of the Order of St. Benedict), St. Joseph. Land of Lakes Choirboys of Minnesota, Elk River. Melrose Area Historical Society, Melrose. Minnesota Center Chorale, St. Cloud. Multicultural Childrens Art Connection, St. Cloud. Paramount Arts Resource Trust, Saint Cloud. Saint John's University, Colleeville. Sinclair Lewis Foundation. St. Cloud Arts Commission, St. Cloud. St. Cloud OUT, St. Cloud. St. Cloud State College Performing Arts Foundation, Alexandria. St. Cloud Symphony Orchestra, St. Cloud. Stearns History Museum, St. Cloud. Studio Arts Tour. The St. John's Boys' Choir, Colleeville. The Troupe Theatre, St. Cloud. United Arts of Central Minnesota, St. Cloud. Wright County Historical Society, Buffalo.

REGION 9—SOUTH CENTRAL MINNESOTA (PRAIRIE LAKES)

1877 Peterson Station Museum, Peterson. Amboy Festival of Music and Arts, Amboy. Arts and Heritage Center of Montgomery, Montgomery. Arts Center of St. Peter, St. Peter. Blue Earth County Historical Society, Mankato. Blue Earth Town and Country Players, Blue Earth. Curtain Call Theatre, Montgomery. Generations Theatre Company, New Prague. Good Cooks Dance Company, Mankato. Good Thunder Reading Series, MSU, Mankato. Govenaires Drum and Bugle Corps, St. Peter. Gustavus Adolphus College Fine Arts Program, St. Peter. Hymnus, New Prague. JazzMN Inc., Mankato. Kolacky Days, Montgomery. Mahkato Mbdwankanton Association, Mankato. Mankato Area Arts Council, Mankato. Mankato Area Youth Symphony Orchestra. Mankato Riverblenders, North Mankato. Merely Players Community Theatre, Mankato. Minnesota Over 60 Band, Gaylord. Minnesota Valley Chorale, Mankato. Minnesota Valley Music Teachers Association, St. Peter. Minnesota Valley Sweet Adelines, North Mankato. Musicorum, Mankato. New Prague Arts Council, New Prague. New Prague Czech Singers. New

Ulm Suzuki School of Music, New Ulm. Prairie Lakes Regional Arts Council, Waseca. Project GEM, Lake Crystal. Rock Bend Folk Festival, St. Peter. Saint Peter Choral Society. Sibley County 4-H Federation, Gaylord. Traverse de Sioux Library System, Mankato. Trimont Area Historical Society, Trimont. Upper Midwest String and Chamber Music Conference, Mankato. Waseca Arts Council, Waseca. Wendinger Band and Travel, New Ulm.

REGION 10—SOUTHEAST MINNESOTA

American Association of University Women, Rochester. Anderson Center for Interdisciplinary Studies. ArtReach, Red Wing. Austin Area Arts Center. Austin Area Commission for the Arts, Austin. Bluff Country Studio Art Tour, Harmony. Cannon Falls Area Historical Society, Cannon Falls. Cannon Valley Elder Collegium, Northfield. Choral Arts Ensemble, Rochester. City of Rochester Music Board, Rochester. Commonweal Theatre Company, Lanesboro. Cornucopia Art Center, Lanesboro. Harmony Area Historical Society, Harmony. History Center of Olmsted County, Rochester. Honors Choirs of Southeast Minnesota, Rochester. Lanesboro Community Theater, Lanesboro. Learning Club, Winona. LeRoy-Ostrander Community Band. Little Theatre of Owatonna, Owatonna. Masque Youth Theatre and School, Rochester. Merlin Players, Owatonna. Musica Dolce. Northfield Arts Guild, Northfield. Northfield Youth Choirs, Northfield. Philosophy Art Center, Lanesboro. Rochester Aria Group, Rochester. Rochester Civic Theatre. Rochester International Film Group, Rochester. Rochester Music Guild. Southeast Minnesota Bluegrass Association, Rushford. Southeastern Minnesota Arts Council, Rochester. St. Charles Youth Theatre, St. Charles. T. B. Sheldon Memorial Theatre, Red Wing. Trondhjem Community Preservation Society, Lonsdale.

REGION 11—THE SEVEN COUNTY METRO AREA

Actors Theater of Minnesota, Saint Paul. Alchemy Theater, Minneapolis. Allegro Orchestral Association, Wayzata. Alliance Francaise, Minneapolis. American Composers Forum, Saint Paul. American Indian Neighborhood Development Corporation, Minneapolis. American Swedish Institute, Minneapolis. Angelica Cantanti, Bloomington. Anodyne Artist Company Inc., Saint Paul. Arab Artists of the Twin Cities, Saint Paul. Arena Dances Inc., Minneapolis. ArtiCulture, Minneapolis. Artists del Norte, Anoka. ArtReach Alliance, Stillwater. Artspace Projects Inc., Minneapolis. Asian Media Access, Minneapolis. Ballet Minnesota, Saint Paul. Banfill-Locke Center for the Arts, Fridley. Bedlam Theatre, Minneapolis. Beyond Ballroom Dance Company, Minnetonka. Bloomington Art Center, Bloomington. Bloomington Chorale, Bloomington. Bloomington Fine Arts Council, Bloomington. Bloomington Symphony Orchestra, Bloomington. CAAM Chinese Dance Theater, Saint Paul. Calhoun-Isles Community Band, Minneapolis. Carver County Historical Society, Waconia. Center for Hmong Arts and Talent, Saint Paul. Center for Independent Artists, Minneapolis. Charcoal Line Project, Saint Paul. Chaska Area Quilt Club. Chaska Historical Society Inc. Children's Theatre Company, Minneapolis. City of Eden Prairie

Parks and Recreation, Eden Prairie. Civic Orchestra of Minneapolis, Minneapolis. CLIMB Theatre, Inver Grove Heights. Coffee House Press, Minneapolis. College of Visual Arts, Saint Paul. Como Zoo and Conservatory Society, Saint Paul. COMPAS - Community Programs in the Arts, Saint Paul. Contemporary Dance Arts Inc., Minneapolis. Continental Ballet Company, Bloomington. Cross Community Players, Maple Grove. Cultural Catalyst, Saint Paul. Delano/Franklin Township Area Historical Society, Delano. Dream House project, Minneapolis. East Metro Music Academy, Saint Paul. East Side Arts Council, Saint Paul. Encore Wind Ensemble, Roseville. Flourish, Wykoff. Flying Foot Forum, Minneapolis. FORECAST Public Artworks, Saint Paul. Frank Theatre, Minneapolis. Frederick R. Weisman Art Museum, Minneapolis. Golden Valley Historical Society, Golden Valley. Graywolf Press, Saint Paul. Guthrie Theater, Minneapolis. Hardanger Fiddle Association of America, Minneapolis. Hauser Dance, Minneapolis. Hennepin County Home School, Minnetonka. Hennepin Theatre Trust, Minneapolis. Highpoint Center for Printmaking, Minneapolis. History Theatre, Inc., Saint Paul. Hmong Cultural Center, Saint Paul. Hopkins Center for the Arts Inc., Hopkins. IFP Minneapolis/St. Paul, Saint Paul. Illusion Theater & School Inc., Minneapolis. In Progress, Saint Paul. Intermedia Arts of Minnesota, Inc, Minneapolis. In the Heart of the Beast Puppet and Mask Theatre, Minneapolis. Irondale High School Marching Knights Band, New Brighton. James Sewell Ballet, Minneapolis. Japan America Society of Minnesota, Minneapolis. Jawaahir Dance Company, Minneapolis. Juxtaposition Arts Inc., Minneapolis. Jungle Theater, Minneapolis. Katha Dance Theatre, Crystal. Keane Sense of Rhythm, Plymouth. Kenwood Symphony Orchestra, Minneapolis. KFAI Fresh Air Inc., Minneapolis. Kids in Motion!, Minneapolis. Lakeshore Players Inc., White Bear Lake. Lao Women Association, Minneapolis. Library Foundation of Hennepin County, Minnetonka. Livingston Arts Presentation Services, Minneapolis. Loft Literary Center, Minneapolis. Lyric Arts Company, Anoka. MacPhail Center for Music, Minneapolis. Medalist Concert Band, Bloomington. Metropolitan Regional Arts Council, Saint Paul. Midway Contemporary Art, Minneapolis. Milkweed Editions Inc., Minneapolis. Minneapolis Community Education Older Adult Program, Minneapolis. Minneapolis Institute of Arts, Minneapolis. Minneapolis Pops Orchestra Association, Minneapolis. Minnesota Brass, Inc. Drum and Bugle Corps, Saint Paul. Minnesota Center for Book Arts, Minneapolis. Minnesota Children's Museum, Saint Paul. Minnesota Chinese Music Ensemble, Maplewood. Minnesota Chorale, Minneapolis. Minnesota Citizens for the Arts, Saint Paul. Minnesota Crafts Council, Minneapolis. Minnesota Fringe, Minneapolis. Minnesota Historical Society, Saint Paul. Minnesota Opera Company, Minneapolis. Minnesota Orchestral Association, Minneapolis. Minnesota Orchestral Volunteer Association. Minneapolis. Minnesota Public Radio, Saint Paul. Minnesota sur Seine, Saint Paul. Minnesota Transportation Museum, Saint Paul. Minnesota Valley Academy of Music, Burnsville. Minnesota Youth Symphonies, Saint Paul. Minnesota Zoo, Apple Valley. Minnetonka Center for the Arts, Wayzata. MIRA, Minneapolis. Mixed Blood Theatre,

Minneapolis. Mounds Theater Company, Saint Paul. Mounds View Community Theatre. Mu Performing Arts, Minneapolis. Musikgarten of Anoka. National Lutheran Choir, Minneapolis. North Star Opera, Saint Paul. North Suburban Council Chorus, Roseville. Northeast Chamber Orchestra, Fridley. Northern Clay Center, Minneapolis. Northrop Auditorium, Minneapolis. Northside Arts Collective, Minneapolis. Northstar Storytelling League, Minneapolis. Norwegian Glee Club of Minneapolis. Old Arizona Collaborative Inc., Minneapolis. One Voice Mixed Chorus, Minneapolis. Open Eye Figure Theatre, Minneapolis. Ordway Center for the Performing Arts, Saint Paul. OVERexposure, Minneapolis. Pangea World Theater, Minneapolis. Patrick's Cabaret, Minneapolis. Pena Nueva, Minneapolis. Perpich Center for Arts Education, Golden Valley. Phillips Community Television, Minneapolis. Pillsbury House Theatre, Minneapolis. Playwrights' Center, Minneapolis. Plymouth Concert Band, Brooklyn Park. Ramsey Center for Arts, Shoreview. Red Eye Collaboration, Minneapolis. Richfield Fine Arts Festival Committee. Robayat, Minneapolis. Rose Ensemble, Saint Paul. Rosetown Playhouse, Roseville. Roseville String Ensemble. Saint Croix Valley Boy Choir, Stillwater. Saint Paul Chamber Orchestra, Saint Paul. Saint Paul Community Education Youth Program. SASE: The Write Place, Minneapolis. Schubert Club, Saint Paul. Science Museum of Minnesota. Scott County Historical Society, Shakopee. Seniors Learning Together Inc., Apple Valley. Shoestring Players, Hopkins. Skewed Visions, Minneapolis. Soap Factory, Minneapolis. Sound Windows, Minneapolis. Sounds of Hope, Ltd., Saint Paul. Southern Theater, Minneapolis. Southside Family School, Minneapolis. Speak Out Sisters!, Minneapolis. Springboard for the Arts, Saint Paul. St. Croix Concert Series, Stillwater. St. Paul Art Collective, Saint Paul. Stages Theatre Company, Hopkins. SteppingStone Theatre, Saint Paul. Stevens Square Community Organization, Minneapolis. Superclown Children's Art Gallery, Saint Paul. Tapestry Folkdance Center, Minneapolis. Theatre de la Jeune Lune, Minneapolis. Teatro del Pueblo, Saint Paul. Ten Thousand Things Theater, Minneapolis. Testing USA. Textile Center of Minnesota, Minneapolis. The "And" Project, Minneapolis. The "Break" Project, Minneapolis. The "Sun & Moon" Project, Minneapolis. Theater Space Project, Saint Paul. Theatre in the Round Players Inc., Minneapolis. Theatre Unbound, Minneapolis. Time Track Productions, Saint Louis Park. Twin Cities Gay Men's Chorus, Minneapolis. Twin Cities Housing Development, Saint Paul. Twin Cities Women's Choir, Saint Paul. Valley Chamber Chorale, Stillwater. VocalEssence, Minneapolis. VSA Arts of Minnesota, Minneapolis. Walker Art Center, Minneapolis. West 7th Fort Road Federation, Saint Paul. White Bear Center for the Arts, White Bear Lake. Wildwood Artist Series, Stillwater. Women's Caucus for Art, Minneapolis. Woodbury Arts Connection. Woodbury Chorus and Orchestra. Young Dance, Minneapolis. Youth Performance Company, Minneapolis. Zeitgeist, Saint Paul. Zenon Dance Company and School, Inc., Minneapolis. Zorongo Flamenco Dance Theatre, Minneapolis.

The State of Minnesota's Participating Arts Patrons

Additionally, this study could not have been completed without the cooperation of the 6,889 arts and culture patrons who generously took the time to complete the audience spending survey while attending one of the following arts and culture events in Minnesota:

REGION 1—NORTHWEST MINNESOTA

Artists of Minnesota ("Fall Conference"). City of Crookston ("Ox Cart Days Festival"). City of Oslo ("Oslo Centennial Entertainment Nights"). Crookston Civic Music League ("Crookston Artist Series"). Fosston Library and Arts Center ("Summer Community Musical"). Northwest Regional Arts Council ("Council Meeting"). Northwest Regional Arts Council ("Grants Writing Workshop"). Northwest Regional Arts Council ("Northwest Minnesota Art Exhibit"). Stephen Arts Council (My Name is Alice). Stephen Arts Council (The Best of Times). Thief River Fall Community Arts Council (Beauty and the Beast). Warren Community Education Center ("Safari Children's Theater"). Warren/Alvarado/Oslo High School Drama Department (42nd Street). Warroad Summer Theater (Guys and Dolls).

REGION 2—NORTH CENTRAL MINNESOTA

ACORN Children's Theater (Macbeth). ACORN Children's Theater (My Monkey's Missing). Bagley High School Auditorium ("Andrea Stern and Laura McKenzie Concert"). Bemidji State University ("In Pulse A Capella Concert"). Bemidji Community Arts Center ("Art in the Park"). Bemidji Community Theater (My Fair Lady). Bemidji State University ("Jazz Convergence"). Blackduck Bluegrass Festival ("Blackduck Bluegrass Festival"). Blackduck Wood Carvers ("Blackduck Wood Carving Festival"). Headwater School of Music and Arts ("Art Exhibit"). Headwater School of Music and Arts ("Chiziibii Susuki Institute"). Headwater School of Music and Arts ("Claudia Schmidt Concert"). Headwater School of Music and Arts ("Family Music Festival"). Northern Light Opera Company (The Mikado). Paul Bunyan Playhouse (Into the Woods). Woodtick Theatre ("Greatest Musical Show in the Northwoods").

REGION 3—THE ARROWHEAD

Blues Fest ("Bayfront Blues Fest"). County Seat Theater Company (Cloquet). County Seat Theater Company (Deathtrap). Duluth Playhouse (The Affections of May). Edge Center for the Arts ("The Art Quilt Show"). Grand Marais Art Colony ("Colored Pencil Workshops"). Highway 61 Folks Festival ("4th Annual Song Writers Contest"). Itasca Symphony Orchestra ("Itasca Symphony Pop Concert"). Lake Superior Marine Museum. Morgan Park Music Series ("Singing

Slovenes"). Nemadji Arts Guild ("Jack Norton and the Mullet Rivers Boys"). Northshore Chamber Society (A Debt to Handel). Northshore Music Association ("Karrin Allyson Quartet Concert"). Sterling Dance (A New Day). Reif Arts Council ("Leo Kottke"). Reif Arts Council ("Lori Line"). Resse Center (Dances on the Lakewalk). The Reif Center ("In the Mood: A 1940s Musical Revue"). The Reif Center, ("Mojo and the Bayou Gypsies"). The Reif Center ("Robert Bluestone Concert"). The Reif Center ("The New Orleans Jazz Orchestra").

REGION 4—THE LAKE REGION

A Center for the Arts ("Concert in the Park"). Fergus Falls Area Chamber of Commerce ("Summer Fest Arts and Crafts Show"). Festival of the Lakes. Goosberry Park Players, (The Wizard of Oz). Historic Holmes Theater ("Louie Anderson and Scott Hanson"). Lake Region Arts Council ("Grants Workshop"). A Center for the Arts ("Minnesota Citizens for the Arts Annual Retreat"). New York Mills Cultural Center ("Great American Think Off"). Phelps Mill Festival. Theatre l'Homme Dieu (Hello Dolly). Town of Elbow Lake ("Flekka Fest").

REGION 5—THE BRAINERD LAKES AREA (FIVE WINGS)

CLC Theatre (The Odd Couple). Greater Lakes Performing Arts (How to Talk Minnesota). Heartland Symphony Orchestra (Stage Presence). Lamplighter Community Theatre (Senior Follies). Long Prairie/Grey Eagle Community Education ("St. Cecelia Trio Concert"). Maddhatters (Nonsense). Morrison County Historical Society ("Little Falls Quilt Show"). Northwoods Arts Council ("Fine Arts Festival"). Staples Area Men's Chorus (Real Men Sing). Whisky Creek Film Festival.

REGION 6/8—SOUTHWEST MINNESOTA

Blue Mound Area Theatre ("South Dakota Symphony Chamber Orchestra"). Dawson Boyd Arts Association ("Emerald Tide Irish Dancers"). Dawson Boyd Arts Association ("Maynard Ferguson Concert"). Green Earth Players (Arsenic and Old Lace). Hutchinson Community Theatre (State Fair). Marshall Area Fine Arts Council ("Concert Series: Chinese Golden Dragon Acrobats"). Prairie Arts Chorale ("25 Years of Chorale Favorites"). Redwood Area Theatre (Beauty and the Beast). Southwest Minnesota Arts and Humanities Council ("31st Anniversary Celebration"). The Little Theatre/Crow River Players (The Odd Couple). Willmar Area Arts Council ("Celebrate Arts! Celebrate Coffee!"). Willmar Community Theatre (On Golden Pond).

REGION 7E—EAST CENTRAL MINNESOTA

Audubon Center of the North Woods ("Buffalo Gals Mother's Day Brunch and Concert"). Cambridge Isanti Performing Arts Center ("Ladysmith Black Mambazo"). East Central Arts Council ("RAC Forum Meeting"). East Central Arts Council ("Pine City Arts Festival"). Franconia Sculpture Park ("Annual Gala Art and Artist Celebration"). Isanti County Childrens Theater (Aladdin, Jr.). Kanabec County Historical Society ("Summer Lemonade"). Lions Club Harmony in the Park ("Bob and the Beachcombers"). Milaca Friends of the Library ("Milaca

Festival of Fine Arts Artists' Reception"). North Branch High School ("Encore Wind Ensemble"). St. Croix Valley Pottery Tour. Franconia Sculpture Park ("Iron Pour").

REGION 7W—CENTRAL MINNESOTA

Center Area Concert Association (The Goodtime Dutchmen). Central Minnesota Arts Board ("Open House"). College of St. Benedict Fine Arts Programming ("Minnesota Orchestra"). Elk River Area Arts Alliance ("Art Soup"). Minnesota Center Chorale ("Rehearsal"). Paramount Arts District ("Halloween Party"). Paynesville Community Theatre (Annie). Pioneer Place Theatre ("Blimp Orchestra"). Pioneer Theatre (Don't Drink the Water). St. Cloud State Faculty Jazz Quartet ("Jazz Performance"). St. John Boys Choir ("Orchestra for St. John's Boys Choir"). The Great Northern Theatre Company (Anything Goes).

REGION 9—SOUTH CENTRAL MINNESOTA (PRAIRIE LAKES)

Fairmont Opera House ("Theater Performance"). Mankato Children's Chorus ("Spring Concert"). Merely Players Community Theater (The Mousetrap). Minnesota Valley Sommarfest ("The Artaria String Quartet"). Prairie Lakes Regional Arts Council ("13th Annual Prairie Lakes Juried Art Exhibition Opening Reception"). Rock Bend Folk Festival. Mankato Symphony Orchestra ("Concert V"). St Peter Chorale Society ("Mozart Requiem"). Waseca Arts Council (Play On). Waseca Chorale (He Lived the Good Life).

REGION 10—SOUTHEAST MINNESOTA

Albert Lea Art Center ("Art in the Park Art Fair"). Commonweal Theater (The Importance of Being Earnest). Honors Choirs of Southeast Minnesota ("Season Finale Concert"). Jon Hassler Theater (Bordertown Café). Little Theater of Owatonna (Anne of Green Gables). Mantorville Theater Company (The Woman in Black). Northfield Arts Guild Theater (The Nerd). Red Wing Arts Association ("2005 Garden Tour"). Rochester Aria Group (Romance). Rochester Art Center ("Four in One Opening Reception"). Rochester Art Center ("From the Heartland and Art Connections Exhibitions"). Rochester Civic Music Riverside Concerts (Nordic Voices). Southeast Minnesota Bluegrass Association ("Bluegrass Music Festival"). Southeast Minnesota Regional Arts Council ("Opening for New Artist at Cornucopia Art Center"). Southeastern Minnesota Youth Orchestra ("Spring 2005 Concert"). The Masque Youth Theater and School (A Midsummer Night's Dream). The Paramount Theater (Noises Off). The Sheldon Theater ("Winona Symphony Orchestra").

REGION 11—THE SEVEN COUNTY METRO AREA

American Craft Council ("Saint Paul Craft Show"). Continental Ballet (Sleeping Beauty). Guthrie Theater (As You Like It). Hennepin Theatre Trust (Movin' Out). Jordan Arts Festival. Lakeshore Players (A Little Night Music). Lakeville Area Arts Center (Monroe Crossing). Lyric Arts Main Stage Theater (Cheaper By The Dozen). Minnesota Opera (Carmen). Nimbus Theater Company (Firebugs). Northrup Auditorium ("Australian Dance Theatre"). Northstar Opera (Der Fledermaus). Ragamala

Music and Dance Theatre (Bhakti). The Rose Ensemble at the Southern Theater ("Visitatio Sepulchri: The Dublin Mystery Play"). Southern Theater ("Jazz Dance"). The Loft ("Staceyann Chin Equilibrium Reading"). Theatre Mu (The Walleye Kid). VocalEssence ("Tomorrow's Voices").

Additional Economic Impact Studies

Americans for the Arts has conducted over 100 economic impact studies of the arts and culture in cities and states across America. For copies of these studies or for further information, refer to www.artsusa.org.

Appendix A: The Economic Impact of the Arts and Culture in Minnesota—A Statewide Perspective

This project included studies measuring the economic impact of the nonprofit arts and culture in each of Minnesota’s eleven arts regions in addition to producing a report for the entire state. Each study has utilized the same methodology, requiring the collection of accurate local expenditure data, as well as the development of an economic input/output model customized for each region using local, state, and federal tax and commerce information.

The statewide study, *The Arts: A Driving Force in Minnesota’s Economy*, showed the arts and culture are an \$838.5 million industry in Minnesota. Arts and culture organizations spend \$485.8 million annually, while arts and culture audiences account for \$352.7 million. Together, spending by arts and culture organizations and

their audiences support more than 22,000 full-time equivalent jobs in Minnesota. Summary data from the regional reports follows.

Copies of the statewide and full eleven regional reports, and accompanying supporting materials, are available on Minnesota Citizens for the Arts’ website, www.mtn.org/mca.

TOTAL ECONOMIC IMPACT OF MINNESOTA’S NONPROFIT ARTS INDUSTRY (ORGANIZATIONS AND AUDIENCES) *

Region	Total Expenditures	FTE Jobs	Resident Income	Local Govt. Revenue	State Govt. Revenue
RG 1: Northwest Minnesota	\$1,305,641	35	\$691,000	\$26,000	\$113,000
RG 2: North Central Minnesota	\$1,999,667	54	\$1,000,000	\$481,000	\$529,000
RG 3: The Arrowhead	\$31,093,985	904	\$16,880,000	\$1,007,000	\$3,042,000
RG 4: The Lake Region	\$13,546,897	433	\$8,074,000	\$379,000	\$1,237,000
RG 5: The Brainerd Lakes Area	\$1,020,451	35	\$660,000	\$27,000	\$82,000
RG 6/8: Southwest Minnesota	\$2,008,200	69	\$1,253,000	\$48,000	\$176,000
RG 7E: East Central Minnesota	\$8,356,745	220	\$4,018,000	\$247,000	\$861,000
RG 7W: Central Minnesota	\$8,963,750	299	\$6,304,000	\$252,000	\$691,000
RG 9: South Central Minnesota	\$8,883,272	248	\$4,538,000	\$273,000	\$816,000
RG 10: Southeast Minnesota	\$17,854,752	510	\$10,596,000	\$519,000	\$1,687,000
RG 11: The Seven County Metro Area	\$719,504,854	19,069	\$568,742,000	\$17,268,000	\$62,839,000
The State of Minnesota *	\$838,527,669	22,095	\$631,149,000	\$21,053,000	\$73,094,000

ECONOMIC IMPACT OF SPENDING BY MINNESOTA'S NONPROFIT ARTS ORGANIZATIONS ONLY

Region	Total Expenditures	FTE Jobs	Resident Income	Local Govt. Revenue	State Govt. Revenue
RG 1: Northwest Minnesota	\$560,912	19	\$353,000	\$11,000	\$39,000
RG 2: North Central Minnesota	\$589,246	20	\$415,000	\$171,000	\$377,000
RG 3: The Arrowhead	\$7,127,559	254	\$5,424,000	\$192,000	\$478,000
RG 4: The Lake Region	\$5,315,425	222	\$4,189,000	\$181,000	\$356,000
RG 5: The Brainerd Lakes Area	\$685,425	27	\$509,000	\$19,000	\$47,000
RG 6/8: Southwest Minnesota	\$1,095,259	45	\$838,000	\$31,000	\$73,000
RG 7E: East Central Minnesota	\$2,266,376	86	\$1,564,000	\$95,000	\$161,000
RG 7W: Central Minnesota	\$6,288,880	227	\$4,868,000	\$182,000	\$402,000
RG 9: South Central Minnesota	\$2,686,446	79	\$1,582,000	\$62,000	\$134,000
RG 10: Southeast Minnesota	\$6,862,136	228	\$5,133,000	\$178,000	\$467,000
RG 11: The Seven County Metro Area	\$452,368,049	12,004	\$395,370,000	\$10,857,000	\$32,118,000
The State of Minnesota	\$485,845,713	13,211	\$420,245,000	\$11,979,000	\$34,652,000

ECONOMIC IMPACT OF SPENDING BY MINNESOTA'S ARTS AUDIENCES ONLY *

Region	Total Expenditures	FTE Jobs	Resident Income	Local Govt. Revenue	State Govt. Revenue
RG 1: Northwest Minnesota	\$744,729	16	\$338,000	\$15,000	\$74,000
RG 2: North Central Minnesota	\$1,410,421	34	\$585,000	\$310,000	\$152,000
RG 3: The Arrowhead	\$23,966,426	650	\$11,456,000	\$815,000	\$2,564,000
RG 4: The Lake Region	\$8,231,472	211	\$3,885,000	\$198,000	\$881,000
RG 5: The Brainerd Lakes Area	\$335,026	8	\$151,000	\$8,000	\$35,000
RG 6/8: Southwest Minnesota	\$912,941	24	\$415,000	\$17,000	\$103,000
RG 7E: East Central Minnesota	\$6,090,369	134	\$2,454,000	\$152,000	\$700,000
RG 7W: Central Minnesota	\$2,674,870	72	\$1,436,000	\$70,000	\$289,000
RG 9: South Central Minnesota	\$6,196,826	169	\$2,956,000	\$211,000	\$682,000
RG 10: Southeast Minnesota	\$10,992,616	282	\$5,463,000	\$341,000	\$1,220,000
RG 11: The Seven County Metro Area	\$267,136,805	7,065	\$173,372,000	\$6,411,000	\$30,721,000
The State of Minnesota *	\$352,681,956	8,884	\$210,904,000	\$9,074,000	\$38,442,000

AVERAGE PER PERSON (PP) ARTS EVENT-RELATED SPENDING BY MINNESOTA'S ARTS AUDIENCES *

Region	Resident Percentage	Resident PP Average	Non-Resident Percentage	Non-Resident PP Average	Overall Average
RG 1: Northwest Minnesota	79.9%	\$15.95	20.1%	\$40.97	\$20.97
RG 2: North Central Minnesota	62.7%	\$14.99	37.3%	\$39.11	\$23.98
RG 3: The Arrowhead	67.1%	\$19.48	32.9%	\$44.95	\$27.87
RG 4: The Lake Region	49.8%	\$17.84	50.2%	\$45.51	\$31.74
RG 5: The Brainerd Lakes Area	83.3%	\$16.31	16.7%	\$27.29	\$18.14
RG 6/8: Southwest Minnesota	78.1%	\$9.86	21.9%	\$15.91	\$11.18
RG 7E: East Central Minnesota	56.4%	\$17.33	43.6%	\$53.59	\$33.15
RG 7W: Central Minnesota	74.0%	\$11.42	26.0%	\$14.47	\$12.21
RG 9: South Central Minnesota	81.8%	\$8.84	18.2%	\$19.76	\$10.83
RG 10: Southeast Minnesota	70.2%	\$23.76	29.8%	\$44.00	\$29.80
RG 11: Seven County Metro Area	78.3%	\$20.67	21.7%	\$29.46	\$22.58
Regional Averages	71.4%	\$16.16	28.6%	\$36.89	\$24.35
The State of Minnesota *	88.1%	\$21.57	11.9%	\$44.82	\$24.35

For more comparisons, data tables containing the detailed survey results for all 91 communities that participated in the 2000 *Arts & Economic Prosperity* study are located in Appendix A of the National Report, which is available for download at www.AmericansForTheArts.org/EconomicImpact.

*** AN IMPORTANT NOTE:** Total statewide event-related spending by arts audiences does not match the sum of the event-related spending by arts audiences for each of Minnesota's eleven arts regions. This is due to a definitional change in how "resident" and "non-resident" audiences are determined. In the eleven regions, a "resident" is defined as an arts event attendee who is a resident of the region in which the arts event took place; a "non-resident" is defined as an attendee who resides outside the region. In the statewide study, a "resident" is defined as an arts event attendee who is a resident of Minnesota and a "non-resident" is any attendee who does not reside in Minnesota. As a result of this definitional change, the audience spending figures (and the associated economic impact findings) for the statewide study are modestly larger than the sum of the findings for the eleven arts regions.

Appendix B: The Survey Toolkit for Arts and Culture Organizations in Minnesota

Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Culture Organizations in this Region

To make it easier to compare the economic impacts of different organizations and communities, the project researchers calculated the economic impact per \$100,000 of local spending by nonprofit arts and culture

organizations in Minnesota. Thus, for every \$100,000 in spending by a nonprofit arts and culture organization, there was the following total economic impact in Minnesota (see the table below):

Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Culture Organizations in The State of Minnesota

	State of Minnesota
Full-Time Equivalent Jobs	2.72
Resident Household Income	\$86,498
Local Government Revenue	\$2,466
State Government Revenue	\$7,132

An Example of How to Use this Table

An administrator from a nonprofit arts and culture organization in Minnesota that has total expenditures of \$300,000 wants to determine the organization's economic impact on full-time equivalent **employment** on Minnesota. The administrator would:

- Determine the amount spent by the arts and culture organization;
- Divide the expenditure by 100,000; and
- Multiply that figure by the economic impact results per \$100,000.

Thus, \$300,000 divided by 100,000 equals three; three times 2.72 (from the table above) equals a total of 8.2 full-time equivalent jobs supported within Minnesota by that nonprofit arts and culture organization's expenditures. The same estimate can be made for household income and revenues to local and state government (e.g., multiply three times \$86,498 to calculate the resident household income generated by that organization's expenditures).

Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Culture Audiences in this Region

The impact of event-related spending by arts and culture audiences can be derived similarly to the calculation of economic impact for nonprofit arts and culture organizations. The first step is to determine the total event-related spending by attendees to arts and culture events (**excluding** the cost of admission). To derive this figure, multiply the average per person event-related

expenditure (found in the table below) by the total attendance to your organization’s arts and culture events. Using this total dollar figure, the table on the next page—*Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences*—can be used to determine the total economic impact of audience spending, based on every \$100,000 of event-related spending.

Average Event-Related Spending Per Person by Arts and Culture Event Attendees in The State of Minnesota (not including the cost of event admission)

	State of Minnesota
Refreshments/Snacks During Event	\$2.34
Meals Before/After Event	\$6.53
Souvenirs and Gifts	\$4.64
Clothing/Accessories	\$1.60
Ground Transportation	\$4.20
Event-Related Child Care	\$0.35
Overnight Lodging (one night only)	\$3.18
Other	\$1.51
Average Event-Related Spending (Per Person)	\$24.35

Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Culture Audiences in The State of Minnesota

	State of Minnesota
Full-Time Equivalent Jobs	2.52
Resident Household Income	\$59,800
Local Government Revenue	\$2,573
State Government Revenue	\$10,900

An Example of How to Use These Tables

An administrator wants to determine the economic impact of his organization's 5,000 arts and culture event attendees on full-time equivalent **employment** in Minnesota. The administrator would:

- Determine the total audience spending by multiplying the average per person expenditure for Minnesota by the total attendance;
- Divide the total audience spending amount by 100,000; and
- Multiply that figure by the economic impact results for Minnesota per \$100,000.

Thus, 5,000 times \$24.35 (from the table on the preceding page—*Average Event-Related Spending Per Person by Arts Event Attendees*) equals \$121,750; \$121,750 divided by 100,000 equals 1.2175; 1.2175 times 2.52 FTE Jobs (from the table above) equals a total of 3.1 full-time equivalent jobs supported within Minnesota. The same estimates can be made for household income and revenue to local and state government (e.g., multiply 1.2175 times \$59,800 to calculate the resident household income generated by that organization's audiences' expenditures).

Appendix C: Location of Minnesota’s Arts Regions

Region	Definition
RG 1: Northwest Minnesota	Kittson, Marshall, Norman, Pennington, Polk, Red Lake and Roseau Counties
RG 2: North Central Minnesota	Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnommen Counties
RG 3: The Arrowhead	Aitkin, Carlton, Cook, Itasca, Koochiching, Lake and St. Louis Counties
RG 4: The Lake Region	Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin Counties
RG 5: The Brainerd Lakes Area (Five Wings)	Cass, Crow Wing, Morrison, Todd, and Wadena Counties
RG 6/8: Southwest Minnesota	Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift and Yellow Medicine Counties
RG 7E: East Central Minnesota	Chisago, Isanti, Kanabec, Mille Lacs, and Pine Counties
RG 7W: Central Minnesota	Benton, Sherburne, Stearns, and Wright Counties
RG 9: South Central Minnesota (Prairie Lakes)	Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties
RG 10: Southeast Minnesota	Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona Counties
RG 11: The Seven County Metro Area	Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties

