



REGION 10: SOUTHEAST MINNESOTA



COUNTIES: DODGE, FILLMORE, FREEBORN, GOODHUE, HOUSTON, MOWER, OLMSTED, RICE, STEELE, WABASHA, WINONA

NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$26,399,084**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$12,349,756**

TOTAL ECONOMIC IMPACT FROM ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE **\$38,748,840**

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS **\$31,974,604**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS **\$12,246,642**

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS **\$44,221,245**

TOTAL ANNUAL IMPACT FROM

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

\$82,970,085

Change in impact since 2017 report: +\$6,279,425 | Economic impact per capita in this region: \$171 | Area population in 2016: 483,841

PARTICIPATING ORGANIZATIONS BY DISCIPLINE

- 64 Performing arts
- 36 Arts multipurpose
- 13 Visual arts and architecture
- 5 Media and communications
- 1 Literary arts
- 32 History and historical preservation
- 26 Other
- 177 TOTAL**

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **3,218**

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **4,183**

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS **7,401**

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

- 92 Under \$25K
- 41 \$25K – \$100K
- 15 \$100K – \$250K
- 22 \$250K – \$1M
- 7 \$1M – \$5M

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | MUSICIANS AND SINGERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$20.25**

This is \$0.25 above the average for all workers in this area

ATTENDEES

TOTAL ATTENDEES **1,024,876**

NUMBER OF STUDENTS SERVED **163,785**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$12.05**

CHANGE IN ATTENDEES SINCE 2017 REPORT **-79,333**

STUDY HIGHLIGHTS

With the second largest population in Minnesota, it's not surprising that Southeast Minnesota ranks 2nd in total number of artists and creative workers. These artists and creative workers have the 2nd highest average hourly wage of the eleven regions. Southeast Minnesota also ranks 2nd in state and local government revenue from artists and creative workers.

Total economic impact from the arts and cultural sector in Southeast Minnesota is \$83 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

\$3,912,990



GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$5,718,779

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

\$9,631,769

PARTICIPATING ORGANIZATIONS:

Absolute Theatre, Albert Lea Art Center, Albert Lea Community Theatre, Ameriikan Poijat Finnish Brass Band, Anderson Center for Interdisciplinary Studie Inc., Art of the Rural, ArtReach, Austin Area Commission for the Arts, Austin Community Band, Austin Public Television KSMQ, Austin Symphony Orchestra, Berne Summer Concert Series, Big Island Rendezvous and Festival Inc., Bluff Country Artists Gallery, Bluff Country Studio Art Tour, Boys and Girls Club of Rochester, Brave Community Theatre, Bridge Chamber Music Festival, Cannon Arts Board, Cannon Falls Area Historical Society, Cannon Falls Community Band, Cannon Falls Library, Cannon Valley Regional Orchestra, Carleton College, Celebration of a City - Rochester Fest, Chamber Music Live, Chatfield Brass Band, Chatfield Center for the Arts, Children's Dance Theatre, Choral Arts Ensemble of Rochester, City of Adams, City of Faribault Parks and Recreation, City of Northfield, City of Northfield -Northfield Hospital and Clinics, City of Peterson, City of Red Wing, City of Rochester Music Department/Riverside Concerts, City of Winona, City of Winona Community Services, Commonweal Theatre Company, Cultural Diversity Network of Owatonna, Czech Heritage Club, Dodge Center Economic Development Authority, Dodge County Historical Society, Dover Eyota Music Association, Dreamery Rural Arts Initiative, Eagle Bluff Environmental Learning Center, Eyota Days Inc., Faribault Art Center Inc., Faribault Community Television, Fillmore County Historical Center - Emery & Almeda Eickhoff Genealogy Library, Freeborn County Arts Initiative, Freeborn County Historical Society, Library and Historical Village, Friends of Peterson, Friends of St. Rose Inc., Friends of Way Park, Frozen River Film Festival, Giants of the Earth Heritage Center, Goodhue County Historical Society, Great River Shakespeare Festival, Greater Rochester Arts and Cultural Trust, Hambone Music Festival, Hayfield Community Schools, Hispanic Outreach Program of Goodhue County, HistoryAlive! Lanesboro, Honors Choirs of Southeast Minnesota, HOPE Coalition, Hormel Historic Home, Houston Area Chamber of Commerce, Houston Arts Resource Council, Houston County Historical Society, I Cantanti Chamber Choirs, Independent School District #659, John Paulson Jazz Group, KQAL-FM Winona State University, Lake City Area Arts, Lanesboro Arts Center, Lanesboro Barn Dance, Lanesboro Community Theatre, Lanesboro Historical Preservation Association, Laura Baker Services Association, Lockwood Theatre Company, Mantorville Art Guild Gallery and Studio, Mantorville Economic Development Authority, Mantorville Restoration Association, Mantorville Theatre Company Inc., Matchbox Children's Theatre, Mayo Clinic Health System in Red Wing, Mid West Music Fest, Minnesota Children's Museum of Rochester, Minnesota Marine Art Museum, Minnesota State Academy for the Blind, Minnesota State Public School Orphanage Museum, Mower County Historical Society, National Eagle Center, Northfield Arts and Culture Commission, Northfield Arts Guild, Northfield Community Services, Northfield Healthy Community Initiative, Northfield Historical Society, Northfield Public Library, Northfield Public Schools, Northfield Senior Citizens Inc., Northfield Troubadours, Northfield Union of Youth, Northfield Youth Choirs Inc., Northland Words, Norwegian-American Historical Association, Olmsted County Historical Society, Owatonna Arts Council, Owatonna Symphony Orchestra, Pine Area People for the Arts, Polish Cultural Institute, Prairie Island Indian Community, Preston Area Arts Council, Preston Historical Society, Project FINE, Project Friendship, Red Wing Arts Association, Red Wing Brass Band Inc. - Sheldon Theatre Brass Band, Red Wing Singers, Renewing the Countryside, Resounding Voices, Rhapsody Performing Arts For All, Rice County Historical Society, River Arts Alliance, River Junctions Arts Council, Rochester Art Center, Rochester Art Ensemble, Rochester Arts and Culture Collaborative, Rochester Chamber Music Society, Rochester Civic Theatre, Rochester Community Education, Rochester Dance Company, Rochester International Film Group, Rochester Irish Fest, Rochester Male Chorus, Rochester Music Guild, Rochester Repertory Theatre, Rochester Symphony Orchestra and Chorale, Rushford Area Society of the Arts, Saint Charles Community Education, Saint Mary's University of Minnesota, Minnesota Conservatory for the Arts, Saint Mary's University of Minnesota, Page Theatre, Saint Olaf College, Save the Northfield Depot, Shorewood Senior Campus, Sing Out Loud, Sound Support for String Music, South Central Minnesota Studio Art Tour, Southeast Minnesota Bluegrass Association, Southeast Minnesota Center for Independent Living, Southeast Minnesota Federation Music Club, Southeastern Minnesota Arts Council Inc., Southeastern Minnesota Youth Orchestras, Steele County Historical Society, Studio ARTour, Summerset Community Theatre, Sweet Adelines Zumbro Valley Chapter, T. B. Sheldon Memorial Theatre, The Merlin Players, Theatre du Mississippi, Universal Music Center, Vintage Band Music Festival, Wabasha County Historical Society, Wabasha Public Library, West Concord Historical Society & Community Center, Winona Arts Center, Winona County Historical Society, Winona Dakota Unity Alliance, Winona Oratorio Chorus, Winona State University, Winona Symphony Orchestra, Wits' End Theatre, Wykoff Area Historical Society, Zumbrota Area Arts Council, Zumbrota Community Band

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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