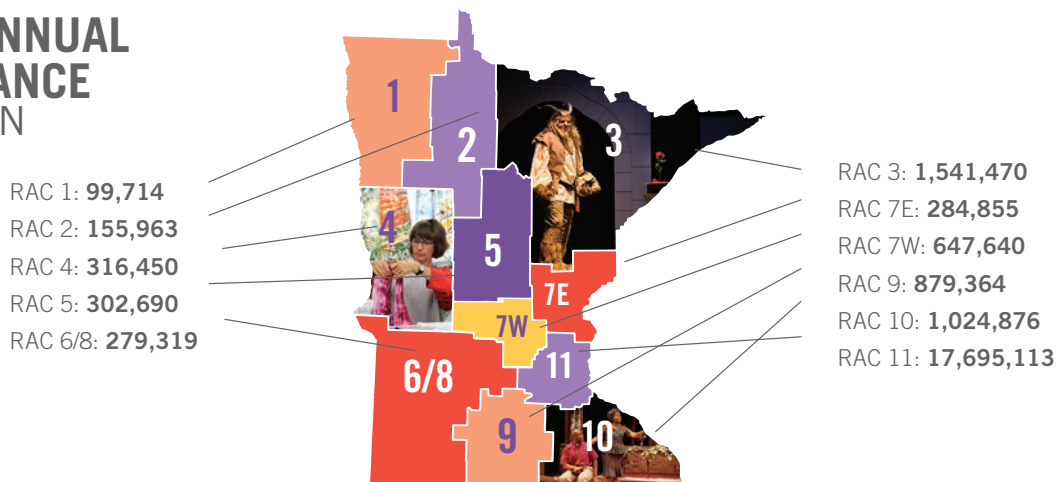


ATTENDANCE AT ARTS AND CULTURE EVENTS CONTINUES TO GROW IN EVERY CORNER OF THE STATE

TOTAL ANNUAL ATTENDANCE BY REGION



TOTAL
ARTS & CULTURE
ATTENDEES IN 2016

23,227,454

▲ THIS IS AN INCREASE OF
1,371,029 ATTENDEES SINCE 2014

THE AVERAGE ATTENDEE SPENDS \$20.48 PER PERSON, PER EVENT

above and beyond the cost of the ticket. Arts and culture events bring people out of their homes and into communities where they spend money on food, drink, hotels, gas, souvenirs and other amenities.⁽²⁾

ECONOMIC IMPACT OF AUDIENCES ALONE IN 2016

\$594 MILLION

▲ THIS IS AN INCREASE OF \$31M PER YEAR SINCE 2014

THERE ARE

5,577,000

PEOPLE IN MINNESOTA⁽³⁾

ON AVERAGE EACH MINNESOTAN
ATTENDS ARTS & CULTURE EVENTS

4 TIMES PER YEAR 

MILLIONS OF STUDENTS SERVED

894,496

K-12 STUDENTS IN
MINNESOTA⁽⁴⁾

5,312,484

TOTAL STUDENTS SERVED*
IN 2016

ON AVERAGE EACH YOUNG PERSON
ATTENDS ARTS & CULTURE EVENTS

6 TIMES PER YEAR 

*Youth attendees include those who are 18 and under