



County of: CLAY



TOTAL ECONOMIC IMPACT BY ART AND CULTURE ORGANIZATIONS AUDIENCES AND ARTISTS IN CLAY CO.

\$9.6 MILLION

NONPROFIT ARTS & CULTURE ORGANIZATIONS IN CLAY CO.



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS

\$4 MILLION

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES

\$2.6 MILLION

TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES

\$6.6 MILLION



ARTISTS & CREATIVE WORKERS IN CLAY CO.



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN AREA

\$1.7 MILLION

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN AREA

\$1.3 MILLION

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS

\$3 MILLION

\$155.26:

ECONOMIC IMPACT PER CAPITA FROM ORGANIZATION, AUDIENCE AND ARTIST SPENDING IN CLAY CO.

COUNTY POPULATION
62,181

ARTISTS AND CREATIVE WORKERS IN CLAY COUNTY:

Includes creative workers employed full or part time by others, as well as the self employed. Does not include student, retired, or hobbyist artists.

TOP 3 CREATIVE JOBS PHOTOGRAPHY | MUSIC | WRITERS

STATE AND LOCAL GOVERNMENT REVENUE FROM ARTIST SPENDING IN CLAY COUNTY: \$351,361

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS

Creative worker wages are above the average for all worker wages in Clay County

\$18.30

NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN CLAY COUNTY

23

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS

229

ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS

526

TOTAL ARTISTS AND CREATIVE WORKERS

755

STUDY HIGHLIGHTS:

Clay County is a role model among our 15 Minnesota study areas. Although 6th in population size among study areas, Clay County ranks surprisingly 2nd in attendance and 4th in attendee spending.

Clay County also outperforms the other study areas by being 3rd in organizational spending, total economic impact and local and state government revenues generated by the arts.

Notably, the economic impact of audiences alone is \$2.6M, bringing dollars to the area that would not otherwise be there.

The county can also celebrate over \$3 million in economic impact from the spending of its artists and creative workers, who are earning close to a \$1 an hour more than the average county wage for all workers.

The Cultural Commission's work to collect data for this report shows that the arts and culture sector is having a large positive impact on the county's economy, and that Clay County is a leader among other Minnesota counties in the economic impact from the arts.



County of: CLAY

PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

- 10 Performing Arts
- 5 Arts multipurpose
- 3 Visual arts and architecture
- 1 Media and communications
- 1 Literary arts
- 0 Humanities
- 5 History and historical preservation
- 1 Other

26 TOTAL ORGANIZATIONS

BY BUDGET SIZE

- | | |
|-------------------|-----------------|
| 10 Under \$25K | 3 \$250K - \$1M |
| 10 \$25K - \$100K | 1 \$1M - \$5M |
| 2 \$100K - \$250K | |

ATTENDANCE

TOTAL ARTS & CULTURE ATTENDEES **159,357**

ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$16.39**

NUMBER OF STUDENTS SERVED **10,325**

PARTICIPATING CLAY COUNTY NONPROFIT ARTS & CULTURE ORGANIZATIONS:

Barnesville Potato Days, City of Barnesville/History Project, City of Moorhead, Concordia College, Concordia Percussion Ensemble, Dilworth Glyndon Felton School, Fargo-Moorhead Chamber Chorale, Fargo-Moorhead Choral Artists, FM LGBT Film Festival, Friends of the Moorhead Minnesota Library/Lake Agassiz Regional Library, Gooseberry Park Players, Hawley High School, Heritage Education Commission, Historic Comstock House, Historical and Cultural Society of Clay County & Hjemkomst Center, Master Chorale of Fargo-Moorhead, Minnesota State University Moorhead, Minnesota's Historic Northwest, Moorhead Community Access Television Corporation, New Rivers Press, Nordic Culture Clubs, Rourke Art Gallery Museum, The Arts Partnership, Theatre B, Trollwood Center for Performing Arts and Blustem Amphitheater, Ulen-Hitterdal Community Education AKA Top Hat Theatre

STATE AND LOCAL GOVERNMENT REVENUES:

GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

\$615,707

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$351,361

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS, AUDIENCES AND ARTISTS

\$967,068

TOTAL FTE JOBS SUPPORTED BY ORGANIZATIONS & AUDIENCES

180

TOTAL RESIDENT HOUSEHOLD INCOME GENERATED BY ORGANIZATIONS & AUDIENCES

\$4M

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.

Our first Creative Minnesota report, released in 2015, was a snapshot of the health and impacts of nonprofit arts and culture organizations.

Our 2017 study updates the previous study and also looks into the economic lives of artists in Minnesota.

Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The Creative Minnesota team includes Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota,

Target, the Bush Foundation, Mardag Foundation, and Jerome Foundation with in-kind support from Ideas that Kick, the Minnesota Historical Society and others. Data sources and methods can be found at CREATIVEMN.org

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.

Find much more at:
creativemn.org



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