

# MINNESOTA'S ARTS ECONOMY OUTSHINES ALL SURROUNDING STATES

Americans for the Arts' *Arts and Economic Prosperity*<sup>(5)(6)</sup> studied the economic impact of nonprofit arts and culture organizations and their audiences in Minnesota and surrounding states in 2015 and also in 2010.

While not all states were studied, **Minnesota was shown to have double the arts economy of Wisconsin** (despite very similar population sizes), **11 times the arts economy of North Dakota** and over **12 times the arts economy of South Dakota**. The arts and culture clearly set Minnesota apart.



## TOTAL ECONOMIC IMPACT



## POPULATION



## ECONOMIC IMPACT PER CAPITA



State population: United States Census Bureau for 2015, the year the studies were done.

Not all states were studied. This comparison includes impact from nonprofit arts organizations and audiences only and does not include artists and creative workers or for-profit businesses.

# LOCAL CREATIVE MINNESOTA STUDIES 2017<sup>(7)</sup>



Creative Minnesota conducted 15 local economic impact studies in 2017 for communities across the state, ranging from the hills of the Iron Range to the prairies of Rock County, from the riverside community of Hastings to the booming arts community of Detroit Lakes. Everywhere we looked there was a significant impact from the arts and culture sector, regardless of the size of the community.

The 15 cities, counties and regions “opted in” to the project, so not all Minnesota areas have been studied. More information, as well as 17 previous local reports, are available at [CreativeMN.org](http://CreativeMN.org). Creative Minnesota may do another round of local studies in 2019 if funding is available. Minnesota cities or counties interested in being notified when another round is scheduled should contact [staff@artsmn.org](mailto:staff@artsmn.org).

## LOCAL ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES (not including the economic impact of artists and creative workers)

|                    | TOTAL ECONOMIC IMPACT | RANK IN ECONOMIC IMPACT AMONG STUDY AREAS | POPULATION | TOTAL ATTENDEES | ECONOMIC IMPACT PER CAPITA FROM ORGANIZATIONS | RANK IN PER CAPITA IMPACT AMONG STUDY AREAS |
|--------------------|-----------------------|---|------------|-----------------|---|---|
| <b>REGIONS</b>     |                       |   |            |                 |   |   |
| Iron Range*        | \$12.3M               | 1   | 170,076    | 136,781         | \$77.22                                       | 10  |
| <b>CITY</b>        |                       |   |            |                 |   |   |
| City of Eagan      | \$4.9M                | 4   | 67,509     | 104,845         | \$72.15                                       | 11  |
| City of Faribault  | \$2.1M                | 10  | 23,700     | 80,140          | \$88.67                                       | 7   |
| City of Hastings   | \$2.4M                | 8   | 22,687     | 48,696          | \$103.94                                      | 5   |
| City of Hopkins    | \$11.2M               | 2   | 19,227     | 255,042         | \$581.29                                      | 1   |
| City of Hutchinson | \$2.2M                | 9   | 14,170     | 61,896          | \$155.80                                      | 3   |
| <b>COUNTY</b>      |                       |   |            |                 |   |   |
| Becker County      | \$2.7M                | 7   | 33,567     | 72,197          | \$80.44                                       | 9   |
| Big Stone County   | \$1.6M                | 15  | 5,054      | 4,564           | \$31.66                                       | 15  |
| Clay County        | \$6.6M                | 3   | 62,181     | 159,357         | \$106.14                                      | 4   |
| Hubbard County     | \$77M                 | 13  | 20,679     | 23,865          | \$37.24                                       | 13  |
| Kanabec County     | \$1.14M               | 12  | 15,908     | 31,797          | \$71.66                                       | 12  |
| Morrison County    | \$3.2M                | 6   | 32,786     | 128,346         | \$97.60                                       | 6   |
| Otter Tail County  | \$4.7M                | 5   | 57,679     | 100,249         | \$81.49                                       | 8   |
| Renville County    | \$49M                 | 14  | 14,965     | 17,269          | \$32.74                                       | 14  |
| Rock County        | \$1.7M                | 11  | 9,601      | 55,576          | \$177.06                                      | 2   |

Population source: US Census

\*Itasca, Lake and St. Louis Counties, excluding Duluth