



COOK COUNTY

ARROWHEAD REGIONAL ARTS COUNCIL

This region benefits from over \$4.6 million dollars in economic impact from the nonprofit arts and culture.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$2,575,814

+

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$2,027,212

=

TOTAL
ECONOMIC IMPACT

\$4,603,026

STATE GOVERNMENT
REVENUES: \$368,000

+

LOCAL GOVERNMENT
REVENUES: \$94,000

=

**TOTAL GOVERNMENT
REVENUES: \$462,000**

EMPLOYMENT



FTE jobs supported: 127

Resident household income generated
by arts and culture sector: **\$2,941,000**

VOLUNTEERS of participating organizations



Total number of volunteers: 818

Total volunteer hours: 28,569

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$644,231**

TOTAL AUDIENCE: 77,964 PEOPLE ANNUALLY



Education range of attendees:

High school or less **13.5%**

2 or 4 year college degree **49.3%**

Masters or doctoral degree **37.2%**



Nearly 45% of attendees have an Annual Household

Income of under \$60,000:

Less than \$60,000 **44.9%**

\$60,000-\$99,999 **34.8%**

\$100,000 or more **20.3%**

Non-local attendees to arts and cultural events in this region spend 126% more than local attendees.

LOCAL 75.5% of this region's audiences are local
(attending event in same region where they live) who are
spending an average of \$19.85 above the cost of their ticket.

NON-LOCAL 24.5% of this region's attendees are non-local
(attending event in a region where they do not live) who are spending
an average of \$44.96 per person. 22.2% of non-resident survey
respondents reported that the primary reason for their trip was
"specifically to attend this arts/cultural event," bringing dollars to the
region that would not have otherwise been spent here.

Number of participating arts and culture organizations = 17

Participating organizations by BUDGET SIZE

\$250K-1M: **2 • 11.76%**

\$100K-250K: **5 • 29.41%**

Under \$100K: **10 • 58.82%**

Participating organizations by DISCIPLINE

Performing Arts: **5**

Media and Communications: **2**

Arts Multi-purpose: **2**

History and Historical Preservation: **3**

Visual Arts/Architecture: **4**

Other: **1**

For more information, please visit **creativeMN.org**.



The Impact and Health of the Nonprofit Arts and Culture Sector of COOK COUNTY, MN

Released: October, 2015

Local Economic Impact: \$4.6M

City's 2010 Population: 5,176

Arts and Culture Economic Impact Per Capita: \$889

Participating Arts and Culture Organizations:

Johnson Heritage Post Art Gallery, Art 'Round Town, Borealis Chorale and Orchestra, Cook County Community Radio Corporation, Cook County Historical Society Museum, Empty Bowls, Good Harbor Hill Players, Grand Marais Art Colony, Grand Marais Playhouse, Gunflint Trail Historical Society, North House Folk School, North Shore Music Association,

Sky Blue Jazz Ensemble, WTIP North Shore Community Radio, Hovland Arts Festival, Schroeder Area Historical Society, and Sugarloaf Cove Nature Center

Local Sponsors:

Arrowhead Regional Arts Council, Cook County Chamber of Commerce, Grand Marais Art Colony, North House Folk School, and Sivertson Gallery

Creative Minnesota

As the most comprehensive report ever done of the creative sector, *Creative Minnesota* is a new 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 kicks off a new centralized, concentrated and 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, is a snapshot of the health and impacts of nonprofit arts and culture organizations in 2013 and looks at their spending and their audiences as well as other indicators of the sector's health and impact on the economy. It leverages new in-depth research made possible by Minnesota's participation in the Cultural Data Project (culturaldata.org).

The 29 state, regional and local studies done to date show **substantial economic impact from the arts and culture in every corner of the state**, from the Arrowhead to the plains of Southwest Minnesota and from the Red River

Valley to the river lands of the Southeast.

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 the Minnesota Historical Society and others.

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 more at:

creativemn.org



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