



DULUTH

ARROWHEAD REGIONAL ARTS COUNCIL

This region benefits from over \$36 million dollars in economic impact from the nonprofit arts and culture.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY ORGANIZATIONS

\$14,291,391

TOTAL ARTS AND CULTURE RELATED SPENDING BY AUDIENCES

\$21,734,978

TOTAL ECONOMIC IMPACT

\$36,026,369

STATE GOVERNMENT REVENUES: \$2,968,000

LOCAL GOVERNMENT REVENUES: \$779,000

TOTAL GOVERNMENT REVENUES: \$3.7 MILLION

EMPLOYMENT



FTE jobs supported: 922

VOLUNTEERS of participating organizations



Total number of volunteers: 1,949

Total volunteer hours: 73,542

Resident household income generated by arts and culture sector: **\$21,905,000**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$1,658,372**

TOTAL AUDIENCE: 835,898 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 = **37**

Participating organizations by BUDGET SIZE

\$1M-5M: **5 • 13.51%**

\$100K-250K: **3 • 8.11%**

\$250K-1M: **8 • 21.62%**

Under \$100K: **21 • 56.76%**

Participating organizations by DISCIPLINE

Performing Arts: **16**

Literary Arts: **1**

Media and Communications: **2**

Arts Multi-purpose: **3**

Humanities: **0**

History and Historical Preservation: **3**

Visual Arts/Architecture: **5**

Other: **7**

For more information, please visit creativeMN.org.



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

Released: October, 2015

Local Economic Impact: \$36M

City's 2010 Population: 86,265

Arts and Culture Economic Impact Per Capita: \$418

Participating Arts and Culture Organizations:

American Indian Community Housing Organization, Arrowhead Chorale, Arrowhead Regional Arts Council, City of Duluth, Common Language, Duluth Art Institute, Duluth Children's Museum, Duluth Festival Opera, Duluth Fiber Handcrafters Guild, Duluth Superior Symphony Association, Duluth-Superior Area Educational Television Corporation, Gimaajii Mino Bimaadizimin, Lake Superior Chamber Orchestra, Lake Superior Marine Museum Association, Lake Superior Suzuki Talent Program, Lake Superior Youth Chorus, Lyric Opera of the North, Magic Smelt Puppet Troupe, Matinee Musicale, Minnesota Ballet, Nordic Center,

Northern Bedrock Conservation Corps, Poetry Harbor, Prove Gallery, Ressler Dance!, Saint Louis County Historical Society, Sons of Norway, Sound Unseen International Duluth, Tamarack Dance Association, The College of Saint Scholastica, The Duluth Playhouse, Inc., Three Bridges International Chamber Music Festival, Tweed Museum of Art, Great Lakes Aquarium, Zeitgeist Arts, Glensheen Mansion, and Wise Fool Shakespeare

Local Sponsors:

Arrowhead Regional Arts Council and Duluth Public Arts Commission

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

*Sheila Smith
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