



GRAND RAPIDS

ARROWHEAD REGIONAL ARTS COUNCIL

With \$5.1 million in economic impact from the nonprofit arts and culture, per capita economic impact is extremely high for population size at \$467.38 per resident.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$2,833,920

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$2,246,065

TOTAL
ECONOMIC IMPACT

\$5,079,985

STATE GOVERNMENT
REVENUES: \$407,000

LOCAL GOVERNMENT
REVENUES: \$103,000

**TOTAL GOVERNMENT
REVENUES: \$510,000**

EMPLOYMENT



FTE jobs supported: 139

VOLUNTEERS

* Only of the 3 participating organizations with CDP profiles



Total number of volunteers: 54

Total volunteer hours: 2,611

Resident household income generated
by arts and culture sector: **\$3,244,000**

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$58,878**

TOTAL AUDIENCE: 86,381 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%**



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), spending \$19.85 per person above the cost of their ticket in town.

NON-LOCAL 24.5% of this region's attendees are non-local (attending event in a region where they do not live), spending an average of \$44.96 per person above the cost of their ticket in town. 22% of non-resident survey respondents said that the primary reason for their trip was "specifically to attend this arts/cultural event," bringing dollars to the city that would not have otherwise been spent here.

Number of participating arts and culture organizations = 12

Participating organizations by BUDGET SIZE⁽²⁾

\$250K-1M: **3 • 25%**

\$100K-250K: **3 • 25%**

Under \$100K: **6 • 50%**

Participating organizations by DISCIPLINE⁽²⁾

Performing Arts: **4**

Media and Communications: **1**

Arts Multi-purpose: **1**

History and Historical Preservation: **2**

Visual Arts/Architecture: **2**

Other: **2**

For more information, please visit creativeMN.org.



The Impact and Health of the Nonprofit Arts and Culture Sector in **GRAND RAPIDS, MN**

Released: October, 2015

Local Economic Impact: \$5M
City's 2010 Population: 10,869
Arts and Culture Economic Impact Per Capita: \$467
Rank in Per Capita Impact Among 17 studies: 4

Participating Arts and Culture Organizations:

Northern Community Radio KAXE, Forest History Center, Itasca County Historical Society, Itasca Choral Society, Showboat, Grand Rapids Players, Grand Rapids Area Male Chorus, City of Grand Rapids arts and cultural programs, Itasca Orchestra and

Strings Program, MacRostie Art Center, Reif Arts Council, and The Creativity Tank.

Local Sponsors:

Grand Rapids Arts and Culture Commission, the Arrowhead Regional Arts Council and Minnesota Citizens for the Arts.

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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