



# City of: HUTCHINSON

County of: McLeod



## ECONOMIC IMPACT OF ART AND CULTURE ORGANIZATIONS & AUDIENCES IN HUTCHINSON:

# \$2.2M

### NONPROFIT ARTS & CULTURE ORGANIZATIONS IN HUTCHINSON



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN CITY

## \$1 MILLION

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES IN CITY

## \$1.2 MILLION

TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS THEIR AUDIENCES IN HUTCHINSON

## \$2.2 MILLION

+

### ARTISTS & CREATIVE WORKERS IN MCLEOD COUNTY



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN COUNTY

## \$0.5 MILLION

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN COUNTY

## \$1.1 MILLION

TOTAL ECONOMIC IMPACT FROM ARTISTS & CREATIVE WORKERS IN MCLEOD CO.:

## \$1.7 MILLION

**\$155.80:** ECONOMIC IMPACT PER CAPITA FROM SPENDING OF NONPROFIT ARTS & CULTURE ORGANIZATIONS IN HUTCHINSON

CITY POPULATION  
14,170

### ARTISTS AND CREATIVE WORKERS IN MCLEOD 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 | WRITING

STATE AND LOCAL GOVERNMENT REVENUE FROM ARTIST SPENDING IN MCLEOD COUNTY: \$201,757

#### AVERAGE HOURLY WAGE FOR CREATIVE WORKERS

Creative worker wages are below the average for all worker wages of \$19.65 in McLeod County

## \$17.66

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

## 39

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS IN MCLEOD COUNTY

## 97

ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS IN MCLEOD COUNTY

## 308

TOTAL ARTISTS AND CREATIVE WORKERS IN MCLEOD COUNTY

## 405

### STUDY HIGHLIGHTS:

#### NONPROFIT ARTS AND CULTURE ORGANIZATIONS

Hutchinson's nonprofit arts and cultural organizations draw almost 62,000 attendees annually - impressive for a city of Hutchinson's size. This attendance includes Over 12,000 K-12 students through the arts annually.

The economic impact of **attendee** spending is \$1.2 million, while Hutchinson's arts and cultural **organizations** contribute another \$1 million in economic impact for a combined **\$2.2 million in impact each year.**

#### ARTISTS AND CREATIVE WORKERS

**McLeod County** has a higher density of artists and creative workers in its workforce than would be expected. Of the 15 counties in this study. The county is ranked 8<sup>th</sup> in population size, but ranks 2<sup>nd</sup> in creative worker density at 39 creative jobs per 1,000 overall jobs.

Further, spending by artists and creative workers in McLeod County surpasses **\$1.6 million in annual economic impact.**

*\*Note that the study areas in this report for nonprofit arts organizations and audiences (Hutchinson) and for artists and creative workers (McLeod County) are different.*



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## PARTICIPATING HUTCHINSON NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

### BY DISCIPLINE

- 6 Performing Arts
- 3 Visual arts and architecture
- 1 Media and communications
- 4 Arts multipurpose
- 1 History and historical preservation

**15 TOTAL ORGANIZATIONS**

### BY BUDGET SIZE

4 \$100K - \$250K	4 \$25K - \$100K
	7 Under \$25K

### ATTENDANCE

TOTAL ARTS & CULTURE ATTENDEES **61,896**

ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$19.77**

NUMBER OF STUDENTS SERVED **12,660**

## PARTICIPATING HUTCHINSON NONPROFIT ARTS & CULTURE ORGANIZATIONS:

- Crow River Drumline Association
- Crow River Singers
- Historic Hutchinson
- Hutchinson Center for the Arts
- Hutchinson Community Video Network
- Hutchinson Concert Association
- Hutchinson Photography Club
- Hutchinson Public Arts Commission
- Hutchinson Theatre Company
- McLeod County Historical Society
- McLeod County Agricultural Assn (arts at the county fair)
- Minnesota Pottery Festival
- NoLines Improv Troupe
- RiverSong Music Festival
- Wheel and Cog

## STATE AND LOCAL GOVERNMENT REVENUES:

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

**\$215,450**

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS IN MCLEOD COUNTY

**\$201,757**

TOTAL FTE JOBS SUPPORTED BY ORGANIZATIONS & AUDIENCES

**58**

TOTAL RESIDENT HOUSEHOLD INCOME GENERATED BY ORGANIZATIONS & AUDIENCES

**\$1.3M**

*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](http://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](http://creativemn.org)



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