



MINNESOTA FRINGE ORGANIZATION



Minneapolis, MN, Hennepin County, Region 11

MINNESOTA FRINGE ORGANIZATION AND THEIR AUDIENCE



TOTAL SPENT BY
MINNESOTA FRINGE
ORGANIZATION

\$660,633

TOTAL SPENT BY MINNESOTA
FRINGE ATTENDEES

\$1,271,300

TOTAL ECONOMIC IMPACT
FROM MINNESOTA FRINGE
ORGANIZATION AND AUDIENCE

\$1,931,933

ARTISTS & CREATIVE WORKERS in HENNEPIN COUNTY



SPENDING BY FULL-TIME
ARTISTS AND CREATIVE
WORKERS

\$196 Million

SPENDING BY PART-TIME
ARTISTS AND CREATIVE
WORKERS

\$88 Million

TOTAL ECONOMIC IMPACT
FROM ARTISTS AND
CREATIVE WORKERS

\$284 Million

The economic impact from the Fringe Festival is over \$1.9 Million!

FRINGE ATTENDEES

TOTAL ATTENDEES

46,095

NUMBER OF STUDENTS
SERVED

402

AMOUNT ATTENDEES IN THIS
REGION SPEND PER PERSON
ABOVE THE COST OF THEIR TICKET

\$27.58

TOTAL PERFORMANCES DURING
MINNESOTA FRINGE FESTIVAL 2017

870

ALL OF HENNEPIN COUNTY

NUMBER OF FULL-TIME
ARTISTS AND CREATIVE WORKERS

16,039

NUMBER OF PART-TIME
ARTISTS AND CREATIVE WORKERS

25,513

TOTAL NUMBER OF ARTISTS AND
CREATIVE WORKERS

41,552

Includes creative workers employed full or part time by others, as well as self employed. Does not include student, retired or hobbyist artists.

STUDY HIGHLIGHTS

The annual Minnesota Fringe Festival is a boon to the local economy in multiple ways:

- Attendees spend nearly \$1.3 million at nearby restaurants, retailers, parking lots, ramps and other businesses creating economic impact throughout the community.
- Participating artists earned close to \$212,000 for their performances during the festival in 2017, offering great paid opportunities to some of Hennepin County's 41,552 artists and creative workers.
- Fringe Festival and audience spending supported 47 full-time equivalent jobs in area businesses.
- 17 venues received rents for festival performances, as well as benefitting from return patrons for future performances
- The festival generated \$213,608 in state and local government revenues in 2017

TOP 3 CREATIVE JOBS

PHOTOGRAPHERS | GRAPHIC DESIGNERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE
WORKERS IN HENNEPIN COUNTY

\$24.51

This is \$7.67 below the average for all workers in this area



MINNESOTA FRINGE ORGANIZATION

STATE AND LOCAL GOVERNMENT REVENUES

GOVERNMENT REVENUE (TAXES &
FEES) GENERATED BY THE
MINNESOTA FRINGE FESTIVAL

\$213,608

GOVERNMENT REVENUE GENERATED
BY SPENDING OF ALL **ARTISTS AND
CREATIVE WORKERS** IN HENNEPIN
COUNTY

\$36,964,200

THE FRINGE IS SUPPORTED BY THE FOLLOWING ORGANIZATIONS

Minnesota State Arts Board, McKnight Foundation, VSA Minnesota, Clean Water Land & Legacy Amendment, St. Paul Star Program, Julia Kaemmer Fund of the HKR Foundation, Pugsley Fund of the HRK Foundation, Hugh J. Anderson Foundation

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.

Creative Minnesota's statewide and eleven regional studies have included:

- *The economic impact of Minnesota's nonprofit arts and culture organizations and their audiences*
- *An analysis of the impact of artists and creative workers on our economy*
- *Public opinion polling about the arts*
- *Analysis of the availability of arts education in Minnesota's schools*
- *32 Local studies to date of the economic impact of the arts in Minnesota communities.*

Our team includes the McKnight Foundation, the Minnesota State Arts Board, Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mardag Foundation, Jerome Foundation, and Perpich Center for Arts Education with in-kind support from Ideas that Kick, the Center for Urban and Regional Affairs (CURA) at the U of M & 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 much more at creativeMN.org



Minnesota Citizens for the Arts

661 LaSalle Street #220
St. Paul, MN 55114
651-251-0868
artsMN.org
staff@artsMN.org
@MNCitizen