



County of: MORRISON



ECONOMIC IMPACT OF ART AND CULTURE ORGANIZATIONS, AUDIENCES AND ARTISTS IN MORRISON COUNTY:

\$4.7M

NONPROFIT ARTS & CULTURE ORGANIZATIONS IN MORRISON CO.



TOTAL SPENT BY
NONPROFIT ARTS AND
CULTURE ORGANIZATIONS

\$2 Million

TOTAL SPENT BY ARTS
AND CULTURE ATTENDEES

\$1.2 Million

TOTAL ECONOMIC IMPACT FROM
PARTICIPATING ORGANIZATIONS
THEIR AUDIENCES IN MORRISON CO.

\$3.2 M

+

ARTISTS & CREATIVE WORKERS IN MORRISON COUNTY



SPENDING BY FULL-TIME
ARTISTS AND CREATIVE
WORKERS IN AREA

\$1.2 Million

SPENDING BY PART-TIME
ARTISTS AND CREATIVE
WORKERS IN AREA

\$.25 Million

TOTAL ECONOMIC IMPACT
FROM ARTISTS & CREATIVE
WORKERS IN MORRISON CO.

\$1.5 M

\$143.17:

ECONOMIC IMPACT PER CAPITA FROM ORGANIZATION,
AUDIENCE AND ARTIST SPENDING IN MORRISON CO.

COUNTY POPULATION
32,786

ARTISTS AND CREATIVE WORKERS IN MORRISON 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 | GRAPHIC ARTS

STATE AND LOCAL GOVERNMENT REVENUE FROM
ARTIST SPENDING IN MORRISON COUNTY: \$180,030

AVERAGE HOURLY WAGE FOR
CREATIVE WORKERS

Creative worker wages are above the average for all
worker wages of \$15.63 in MORRISON County

\$18.54

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

24

ESTIMATED NUMBER OF
FULL-TIME ARTISTS AND
CREATIVE WORKERS

245

ESTIMATED NUMBER OF
PART-TIME ARTISTS AND
CREATIVE WORKERS

149

TOTAL ARTISTS AND
CREATIVE WORKERS

395

STUDY HIGHLIGHTS:

The total economic impact from the arts and culture in Morrison County is nearly \$5 million.

While the County ranks 10th among 15 study areas in population size, it shines in attracting 128,346 attendees to arts and cultural offerings, ranking 4th in total attendance.

Additionally, **Morrison County** surprisingly ranks 5th in organizational spending and 6th in economic impact based on total spending by artists and organizations and audiences, both also higher than would be expected according to its population.

With annual audience spending of \$1.2 million, the arts and culture organizations of **Morrison County** are bringing dollars into the area that would not otherwise be there.

The 395 artists of **Morrison County** themselves have a \$1.5 million annual economic impact. Interestingly, **Morrison County** artist and creative worker wages are \$2.91 higher than the average wages for the county.

Finally, the County is unique in being home to more history organizations (5) than most other study counties, which typically have only one or two.



County of: Morrison

PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

6 Performing Arts
5 History and preservation
4 Arts multipurpose
1 Other

16 TOTAL ORGANIZATIONS

BY BUDGET SIZE

\$250K-\$1M	4	\$25K-\$100K	2
\$100K-\$250K	5	UNDER \$25K	5

ATTENDANCE

TOTAL ARTS & CULTURE ATTENDEES **128,346**

ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$9.62**

NUMBER OF STUDENTS SERVED **2,537**

PARTICIPATING MORRISON COUNTY NONPROFIT ARTS & CULTURE ORGANIZATIONS:

FIVE WINGS ARTS COUNCIL
BOYS & GIRLS CLUB OF MORRISON COUNTY
FRIENDS OF LINDEN HILL
FRIENDS OF THE LIBRARY GRRL
MORRISON COUNTY
GREAT RIVER ARTS
HEARTLAND SYMPHONY ORCHESTRA
MINNESOTA FISHING MUSEUM

USA COMMUNITY CHORUS
FRIENDS OF PINE GROVE ZOO
MINNESOTA MILITARY MUSEUM
MORRISON COUNTY
AGRICULTURAL SOCIETY & HOMEWARD BOUND THEATER
CHARLES A. LINDBERGH HISTORIC SITE
MORRISON COUNTY
GENEOLOGICAL SOCIETY

MORRISON COUNTY HISTORICAL SOCIETY
OASIS CENTRAL MINNESOTA
ST. FRANCIS MUSIC CENTER

STATE AND LOCAL GOVERNMENT REVENUES:

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

\$317,114

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS in MORRISON CO.

\$180,030

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS, AUDIENCES AND ARTISTS

\$497,144

TOTAL FTE JOBS SUPPORTED BY THE SPENDING OF ORGANIZATIONS & AUDIENCES

82

TOTAL RESIDENT HOUSEHOLD INCOME GENERATED BY ORGANIZATIONS & AUDIENCES

\$2M

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.

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



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