



NORTHFIELD

SOUTHEASTERN MINNESOTA ARTS COUNCIL

This region benefits from nearly \$2.2 million dollars in economic impact from the nonprofit arts and culture.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$1,297,441

+

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$874,552

=

TOTAL
ECONOMIC IMPACT

\$2,171,993

STATE GOVERNMENT
REVENUES: \$184,000

+

LOCAL GOVERNMENT
REVENUES: \$35,000

=

**TOTAL GOVERNMENT
REVENUES: \$219,000**

EMPLOYMENT



FTE jobs supported: 59

VOLUNTEERS of participating organizations



Total number of volunteers: 511

Total volunteer hours: 23,320

Resident household income generated
by arts and culture sector: **\$1,267,000**

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$525,866**

TOTAL AUDIENCE: 71,273 PEOPLE ANNUALLY



Education range of attendees:

High school or less **15.2%**

2 or 4 year college degree **52.2%**

Masters or doctoral degree **32.6%**



Over 31% of attendees have an Annual Household

Income of under \$60,000:

Less than \$60,000 **31.3%**

\$60,000-\$99,999 **35.7%**

\$100,000 or more **33%**

Non-local attendees to arts and cultural events in this region spend 127% more than local attendees.

LOCAL 79.9% of this region's audiences are local (attending event in same region where they live) who are spending an average of \$9.77 above the cost of their ticket.

NON-LOCAL 20.1% of this region's attendees are non-local (attending event in a region where they do not live) who are spending an average of \$22.21 per person. 84% 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 = **14**

Participating organizations by **BUDGET SIZE**

\$250K-1M: **1 • 7.14%**

\$100K-250K: **4 • 28.57%**

Under \$100K: **9 • 64.29%**

Participating organizations by **DISCIPLINE**

Performing Arts: **7**

Literary Arts: **0**

Media and Communications: **0**

Arts Multi-purpose: **1**

Humanities: **0**

History and Historical Preservation: **2**

Visual Arts/Architecture: **1**

Other: **3**

For more information, please visit creativeMN.org.



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

Released: October, 2015

Local Economic Impact: \$2.2M

City's 2010 Population: 20,007

Arts and Culture Economic Impact Per Capita: \$109

Participating Arts and Culture Organizations:

Ameriikan Poijat Finish Brass Band, ArtOrg, Prairie Creek Community School, Bridge Chamber Music Festival, Cannon Valley Youth Orchestra, Cello an American Experience, City of Northfield, I Cantanti Chamber Choirs, Lockwood Theater Company, Northfield Arts Guild, Northfield Historical Society, Northfield Senior Center,

Northfield Youth Choirs, and Norwegian-American Historical Association

Local Sponsors:

Northfield Arts Guild, Northfield Area Chamber of Commerce & Tourism, City of Northfield Economic Development Authority, Northfield Downtown Development Corporation, Northfield Historical Society, and South Eastern Regional Arts Council

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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