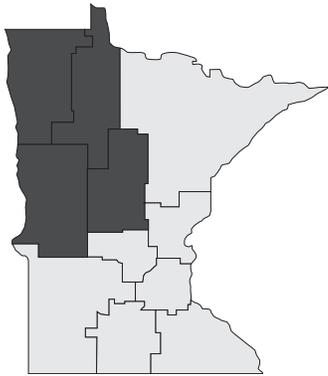


# FINDINGS—STUDY AREA A: NORTHWEST MINNESOTA

*Artists Count: An Economic Impact Study  
of Artists in Minnesota, 2007*



**Area Includes:** Arts Council Regions 1, 2, 4 and 5.

**Counties:** Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Douglas, Grant, Hubbard, Kittson, Lake of the Woods, Mahnommen, Marshall, Morrison, Norman, Otter Tail, Pope, Pennington, Polk, Red Lake, Roseau, Stevens, Todd, Traverse, Wadena, Wilkin.

**Key Cities:** Alexandria, Bemidji, Brainerd, Crookston, Detroit Lakes, East Grand Forks, Fergus Falls, Little Falls, Long Prairie, Morris, Moorhead, Park Rapids, Roseau, Thief River Falls, Walker.

543,229	Area's 2005 population
10.6%	Area's percentage of state's population
9.2%	Area's percentage of the state's artists
1,820	Number of artists surveyed in this area
53	Number of artists in this area who responded
2.9%	Percentage of this area's artists that responded

Northwest Minnesota tied for second in the most jobs supported by artists (490) of all the areas studied, behind only the seven county Metro Area. It also had the second highest amount of state government revenue (\$1.3 million). This area was in the middle in terms of the percentage of artists working full-time (25 percent) and had the second lowest percentage (56 percent) of artist population working part-time as artists, with the second lowest average artistic income (\$5,569). Interestingly, Northwest Minnesota's artists had the highest levels of both health insurance and retirement plans provided by

employers. It also had the highest percentage of artists who had individual retirement plans.

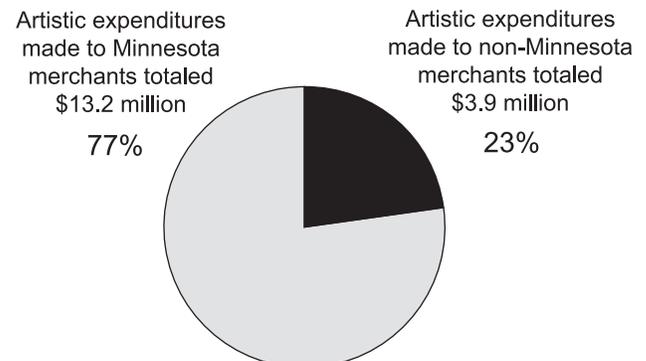
Northwest Minnesota is home to 1,820 individual artists. Artistic spending by these artists totaled \$17.1 million during 2005. \$13.2 million of those expenditures (77 percent) were made to merchants and businesses located within the state of Minnesota, and therefore have an impact on Minnesota's economy. The table below details the total economic impacts of the \$13.2 million in artistic expenditures that were made to Minnesota's merchants and businesses. Average artistic expenditures of this area's individual artists (full-time, part-time and hobbyist) during 2005 were \$9,373 per artist, compared to the state average of \$13,572. Median artist income for full-time artists in this area was \$8,000 compared to the state median of \$21,841.

## Total Economic Impact of Artistic Spending by Individual Artists Who Reside in Northwest Minnesota During 2005

(Expenditures Made to Merchants and Businesses  
Located Within Minnesota Only)

<b>Total Artistic Expenditures Made In Minnesota</b>	<b>\$13,159,666</b>
Full-Time Equivalent Jobs Supported	490
Resident Household Income Generated	\$9,423,000
Local Government Revenue Generated	\$363,000
State Government Revenue Generated	\$1,313,000

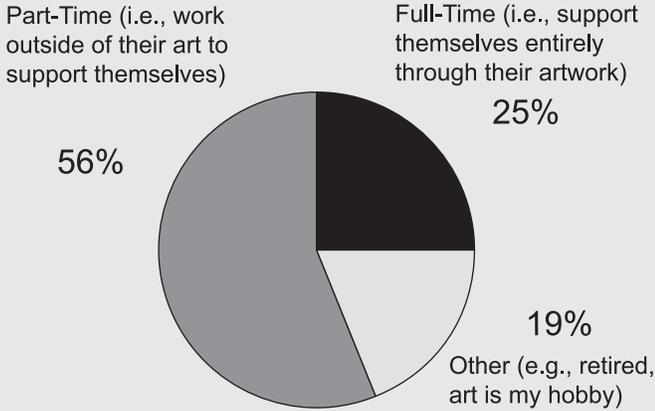
## Artistic expenses by Northwest Minnesota's individual artists totaled \$17.1 million during 2005



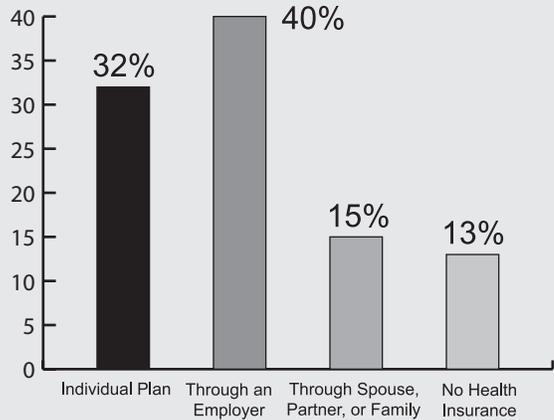
*Artists Count: The Economic Impact of Minnesota's Individual Artists* is a statewide study conducted in 2007 by **Minnesota Citizens for the Arts (MCA)**, **Springboard for the Arts**, and the **Minnesota Crafts Council (MCC)** in partnership with **Americans for the Arts** and was primarily funded by **The McKnight Foundation**. The statewide and six regional area reports as well as additional data are available for downloading on MCA's website at [www.mncitizensforthearts.org](http://www.mncitizensforthearts.org).



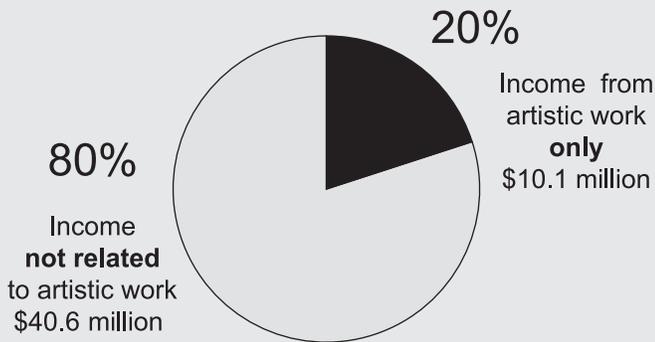
### Artistic employment status in Northwest Minnesota



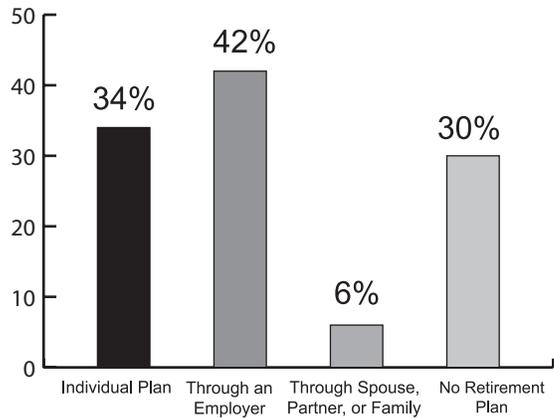
### Source of health insurance for Northwest Minnesota's individual artists



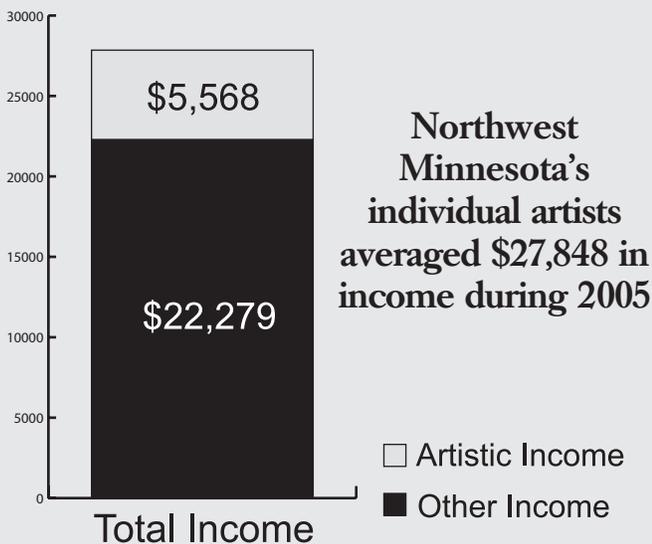
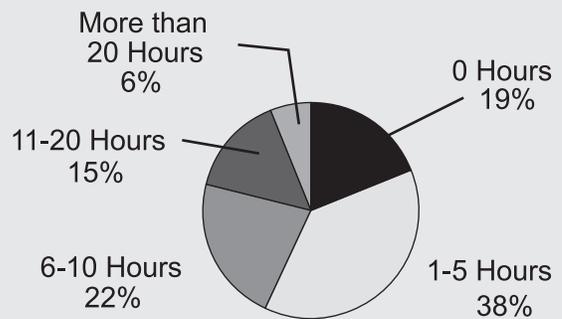
### Income and revenue to Northwest Minnesota's individual artists totaled \$50.7 million during 2005



### Source of retirement plan for Northwest Minnesota's individual artists



### Monthly volunteerism of Northwest Minnesota's individual artists



### Northwest Minnesota's individual artists likelihood to vote

