





REGION 10: SOUTHEAST MN ARTS COUNCIL

Counties: Dodge, Fillmore, Freeborn, Goodhue, Houston, Olmsted, Mower, Rice, Steele, Wabasha, Winona

THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS NEARLY \$77 MILLION:

ARTISTS & CREATIVE WORKERS 		NONPROFIT ARTS & CULTURE ORGANIZATIONS 	
SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$29,035,914	TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS	\$23,229,355
SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$11,119,673	TOTAL SPENT BY ARTS AND CULTURE ATTENDEES	\$13,305,718
TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS	\$40,156,000	TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES	\$36,535,000
TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS		\$76,691,000	

\$153.96: economic impact per capita in this region

ARTISTS AND CREATIVE WORKERS:

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

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$19.94**

91% OF THIS REGION'S ARTISTS VOLUNTEER COMPARED TO:

25% OF ALL AMERICANS

35% OF ALL MINNESOTANS

TOP 3 CREATIVE JOBS:
PHOTOGRAPHER | SINGER | AUTHOR

NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN THIS AREA **26.1**
(Total regional population is 498,131 of whom 258,999 are employed)

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **2,922**

ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **3,799**

TOTAL ARTISTS AND CREATIVE WORKERS **6,721**

PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

63 Performing arts
29 History and historical preservation
14 Visual arts and architecture
4 Media and communications
1 Literary arts
2 Humanities
30 Arts multipurpose
12 Other

155 TOTAL ORGANIZATIONS

BY BUDGET SIZE

79 Under \$25K
34 \$25K – \$100K
16 \$100K – \$250K
19 \$250K-\$1M
7 \$1M-\$5M

ATTENDANCE

2015 STUDY TOTAL ARTS & CULTURE ATTENDEES **724,113**

ATTENDEES IN THIS REGION SPEND \$12.05 PER PERSON ABOVE THE COST OF THEIR TICKET | CHANGE IN ATTENDEES **+380,096***

2017 STUDY TOTAL ARTS & CULTURE ATTENDEES **1,104,209**

*There was an overall increase of 33 participating organizations since the last study in 2015, which accounts for some of the new audience.



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STATE AND LOCAL GOVERNMENT REVENUES:



GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES

\$3,684,000

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$5,193,000

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS AND ARTISTS

\$8,877,000

COMPARISONS TO OTHER MINNESOTA REGIONS

This region is right on target. Among the regions it is second in population, second in average creative worker hourly wages at \$19.94/hour, and second in government revenues generated.

The good news is that the region has among the lowest percentage of artists with no health insurance at just 2 percent, and this region has six of the twenty-five counties with the highest creative worker wages: Olmsted County is 5th, Wabasha County is 8th, Rice is 10th, Freeborn 11th, Mower 19th and Goodhue 20th.

ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY

Albert Lea Art Center, Ameriikan Poijat Finish Brass Band, Anderson Center for Interdisciplinary Studies, ArtOrg, ArtReach St. Croix, Austin Area Commission for the Arts, Austin Community Band, Austin Symphony Orchestra, Bach Society of Minnesota, Big Island Rendevous and Festival, Inc., Blue Earth Valley Concert Association, Bluff Country Studio Art Tour, Brave Community Theatre, Bridge Chamber Music Festival, Cannon Valley Youth Orchestra, Carleton College/History Project, Carpenter St. Croix Valley Nature Center/T and E Carpenter Foundation, Cello an American Experience, Chatfield Brass Band, Inc., Chatfield Center for the Arts, Inc., Children's Dance Theatre, Choral Arts Ensemble of Rochester, City of Hokah/History Project, City of Red Wing - Arts Programs, City of Rochester Music Dept./Riverside Concerts, City of Winona Community Services - Arts Programs, Commonweal Theatre Company, Dodge County Historical Society, Dover Eyota Music Association, Dreamery Rural Arts Initiative, Eagle Bluff Environmental Learning Center, Friends of Houston Nature Center, Frozen River Film Festival, Goodhue County Historical Society, Great River Shakespeare Festival, Hambone Music Festival, Historic Paramount Theatre, Home and Community Options, Inc., Honors Choirs of Southeast Minnesota, I Cantanti Chamber Choirs, Lanesboro Arts Center, Lanesboro Community Theatre, Lockwood Theatre Company, Mantorville Art Guild Gallery and Studio, Matchbox Children's Theatre, Minnesota Marine Art Museum, Minnesota State Public School Orphanage Museum, Mower County Historical Society, National Eagle Center, Northfield Arts and Culture Commission, Northfield Arts Guild, Northfield Historical Society, Northfield Senior Center, Northfield Youth Choirs, Norwegian-American Historical Association, Olmsted County Historical Society, Owatonna Arts Center, Picaresque II, Prairie Creek Community School, Project FINE, RCTC Life Program, Red Dragonfly Press, Red Wing Arts Association, Rice County Historical Society, Rochester Aria Group, Rochester Art Center, Rochester Arts Council, Rochester Chamber Music Society, Rochester Civic Theatre, Rochester Dance Company, Rochester International Film Group, Rochester Irish Fest, Rochester Male Chorus, Inc., Rochester Music Guild, Rochester Repertory Theatre, Rochester Symphony Orchestra & Chorale, SEED Performance Art, SoundStrings, Southeast Minnesota Bluegrass Association, Southeastern Minnesota Arts Council, Inc., Southeastern Minnesota Suzuki Association, Southeastern Minnesota Youth Orchestras, Steele County Historical Society, T. B. Sheldon Memorial Auditorium, The Merlin Players, Theatre du Mississippi, Wabasha County Historical Society, Winona Area Barbershoppers, Winona Brass Band, Winona County Historical Society, Winona Symphony Orchestra Association, Winona-Dakota Unity Alliance, Words Players Theatre/ Northland Words, Zumbrota Area Arts Council

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. It leverages in-depth research made possible by Minnesota's participation in the Cultural Data Project (culturaldata.org) of DataArts.

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.

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

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