



REGION 5: FIVE WINGS ARTS COUNCIL

Counties: Cass, Crow Wing, Morrison, Todd, Wadena

THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS OVER \$10.5 MILLION:

ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME
ARTISTS AND CREATIVE
WORKERS IN REGION

\$6,073,418

SPENDING BY PART-TIME
ARTISTS AND CREATIVE
WORKERS IN REGION

\$1,248,432

TOTAL ECONOMIC IMPACT
FROM ARTISTS AND
CREATIVE WORKERS

\$7,322,000

+

NONPROFIT ARTS & CULTURE ORGANIZATIONS



TOTAL SPENT BY
NONPROFIT ARTS AND
CULTURE ORGANIZATIONS

\$2,366,772

TOTAL SPENT BY ARTS AND
CULTURE ATTENDEES

\$855,622

TOTAL ECONOMIC IMPACT FROM
PARTICIPATING ORGANIZATIONS
AND THEIR AUDIENCES

\$3,192,000

**TOTAL ECONOMIC IMPACT BY
ORGANIZATIONS AND ARTISTS**

\$10,514,000

\$64.59: 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

\$18.46

90% OF THIS REGION'S ARTISTS
VOLUNTEER COMPARED TO:

25% OF ALL AMERICANS

35% OF ALL MINNESOTANS

TOP 3 CREATIVE JOBS:

PHOTOGRAPHER | SINGER | GRAPHIC DESIGNER

NUMBER OF CREATIVE JOBS
PER 1,000 JOBS IN THIS AREA

26.6

(Total regional population is 162,795 of whom 74,229 are employed)

ESTIMATED NUMBER OF
FULL-TIME ARTISTS AND
CREATIVE WORKERS

1,223

ESTIMATED NUMBER OF
PART-TIME ARTISTS AND
CREATIVE WORKERS

744

TOTAL ARTISTS AND
CREATIVE WORKERS

1,967

PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

- 19 Performing arts
- 8 History and historical preservation
- 3 Visual arts and architecture
- 1 Media and communications
- 12 Arts multipurpose
- 3 Other

46

TOTAL ORGANIZATIONS

BY BUDGET SIZE

30 Under \$25K

10 \$25K – \$100K

3 \$100K – \$250K

3 \$250K – \$1M

ATTENDANCE



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

2017 STUDY TOTAL ARTS
& CULTURE ATTENDEES

88,942

There was an increase of 9 participating organizations since the last study in 2015.



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STATE AND LOCAL GOVERNMENT REVENUES:

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

\$301,000

+

GOVERNMENT REVENUE
GENERATED BY SPENDING OF
ARTISTS AND CREATIVE WORKERS

\$894,000

**TOTAL GOVERNMENT REVENUE GENERATED
BY ORGANIZATIONS AND ARTISTS**

\$1,195,000

COMPARISONS TO OTHER MINNESOTA REGIONS

Although 9th in population, this region outperforms by ranking 3rd highest in creative worker density in the workforce and 5th in average creative worker hourly wage at \$18.46/hour.

Crow Wing county has the 12th highest average creative worker wage in the state at \$19.47/hour of 87 counties. However, this region is highest in artists with no health insurance at 10%, tied with RACs 2 and 4 and highest in artists with no retirement plan at 43%.

ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY

Central Lakes Community Performing Arts Center, Central Minnesota Boys' Choir, Crossing Arts Alliance, Crow Wing County/History Project, Dreams United/Suenos Unidos, Inc., Five Wings Arts Council, Great River Arts, Green Island, Heartland Symphony Orchestra, Heritage Group North, Inc., Lakes Area Music Festival, Lamplighter Community Theatre, Legacy Chorale of Greater Minnesota, Little Falls Arts & Crafts Fair, Long Prairie Chamber Orchestra, Madhatters, Inc., Minnesota Folklore Theater, Minnesota Military Museum, Morrison County Historical Society, Northwoods Arts Council, St. Francis Music Center, Staples Area Men's Chorus, Inc., Staples Area Women's Chorus, Staples Motley Area Arts Council, USA Community Choir

ORGANIZATIONS NEW IN 2017

Abandoned Scout Camp, City of Royalton/History Project, Colla Voce Choir, Inc., Farm on St. Mathias/Celtic Festival, FoxFire Festivals, Friends of Linden Hill, Greater Wadena Arts League, Hands of Hope Resource Center, Lakes Bluegrass Festival, Longville Area Community Choir, Old Wadena Society, Sounds of Spirit Lake, Staples All Veterans and Community Park Association, Stimulating Economic Progress, Todd County Historical Society, USA Youth Singers, Wadena Area Community Band, Wadena County Historical Society, Wadena-Deer Creek Community Education, Walker-Hackensack-Akeley Community Education, Whiskey Creek Film Festival

ORGANIZATIONS PARTICIPATING IN 2015 STUDY ONLY

4-H Performing Arts Project Development Committee, Arts In, Share the fun, Cass County Historical Society, Cuyuna Iron Range Heritage Network, LEAP, Inc., Long Prairie Area Chamber of Commerce, Longville Lakes Arts Alliance, Motley's Two Rivers Music Fest, Music in the Park, Screen Porch Productions, Inc., Staples Historical Society, Whitefish Area Tourism Association

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



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