





## REGION 6-8: SOUTHWEST MN ARTS COUNCIL

Counties: Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lincoln, Lac qui Parle, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine

### THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS NEARLY \$20 MILLION:

ARTISTS & CREATIVE WORKERS 		NONPROFIT ARTS & CULTURE ORGANIZATIONS 	
SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$4,260,303	TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS	\$3,817,490
SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$8,949,818	TOTAL SPENT BY ARTS AND CULTURE ATTENDEES	\$2,758,923
TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS	\$13,210,000	TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES	\$6,576,000
TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS		\$19,786,000	

\$74.91: 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 \$17.96

88% 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 **24.2**  
(Total regional population is 264,134 of whom 133,023 are employed)

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS

783

ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS

2,434

TOTAL ARTISTS AND CREATIVE WORKERS

3,217

### PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

#### BY DISCIPLINE

29 Performing arts  
24 History and historical preservation  
12 Visual arts and architecture  
17 Arts multipurpose  
5 Other

#### BY BUDGET SIZE

47 Under \$25K  
28 \$25K - \$100K

10 \$100K - \$250K  
2 \$250K-\$1M

#### ATTENDANCE

2015 STUDY TOTAL ARTS & CULTURE ATTENDEES

117,937

ATTENDEES IN THIS REGION SPEND \$19.77 PER PERSON ABOVE THE COST OF THEIR TICKET

CHANGE IN ATTENDEES +21,614

87 TOTAL ORGANIZATIONS

2017 STUDY TOTAL ARTS & CULTURE ATTENDEES

139,551

There was an overall increase of 17 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

**\$617,000**

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

**\$1,604,000**

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

**\$2,221,000**

### COMPARISONS TO OTHER MINNESOTA REGIONS

Although this region is 5<sup>th</sup> in population size and 5<sup>th</sup> in number of creative workers, it is 7<sup>th</sup> in total economic impact. The region is performing slightly under expected in economic impact considering the region's population, but performing as expected in terms of total number of artists and creative workers.

The good news is that Pipestone county has the 17<sup>th</sup> highest creative worker average wages of all 87 Minnesota counties at \$19.34/hour, with Kandiyohi county 24<sup>th</sup> at \$19.15/hour.

#### ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY

Appleton 52 Wing Restoration Committee, Big Stone Arts Council, Blue Mound Area Theatre, Buffalo Ridge Chorale, Chippewa County Historical Society, City of Glencoe/History Project, City of Granite Falls/History Project, City of Walnut Grove/Laura Ingalls Wilder Pageant, Crow River Area Youth Orchestra, Crow River Singers, Dakota Wicohan, Dassel Area Historical Society, Friends of the Auditorium, Inc., Friends of the Orchestra, Granite Area Arts Council, Green Earth Players, Historic Hutchinson, Hutchinson Center for the Arts, Hutchinson Theatre Company, Kaleidoscope an Artists' Gallery, Kandiyohi County Historical Society, Lac qui Parle County Historical Society, Litchfield Community Theatre, Litchfield Opera House, Marshall Area Fine Arts Council, Marshall Area Stage Company, Meander Art Crawl, Meeker County Historical Society, Milan Village Arts School, Milwaukee Road Heritage Center, Murray County Historical Society, New London Music Festival, Norway Lake Lutheran Historical Association, Pipestone County Historical Society, Prairie Arts Chorale, Prairie Arts Continuum, Prairie Dance Alliance, Prairie Wind Folk Music and Bluegrass Association, Redwood County Historical Society, Rhythm of the River, RiverSong Music Festival, Rock County Fine Arts Association, Southwest Minnesota Arts Council, Swift County Concert Band, The Barn Theater/Willmar Community Theatre, Inc, The Calumet Players, Inc., Willmar Area Arts Council, Willmar Area Symphonic Orchestra, Winsted Arts Council, Worthington Area Symphony Orchestra, Yellow Medicine County Historical Society

#### ORGANIZATIONS NEW IN 2017

Andrew J. Volstead House Museum, City of Cottonwood - Arts Programs, City of Litchfield/History Project, City of Montevideo - arts and history projects, City of Rushmore - Arts Programs, Crow River Drumline Association, Crow River Players, Dawson-Boyd Arts Association, Fiber and Fabric Guild, Granite Falls Area Community Theater, Granite Falls Riverfront Revitalization, Hutchinson Concert Association, Hutchinson Photography Club, Hutchinson Public Arts Commission, Lake Benton Opera House, Lyon County Historical Society, McLeod County Historical Society, Minnesota Pottery Festival, New London Arts Alliance, New London Clay Center, New London Little Theatre, Nobles County Historical Society, Pipestone Civil War Days Committee, Pipestone Indian Shrine Association, Pipestone Performing Arts Center, Prairie Arts Council, Prairie Winds Concert Band, Redwood County, Redwood Falls Public Library/Plum Creek Library Sys/History Projects, Sacred Heart Area Historical Society, Southwest Minnesota Regional Research Center, Spicer Beautification Committee, Walnut Grove Community Club, Worthington International Festival, Worthington Okabena Windsurfers, Inc.

*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](http://creativemn.org)**



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