





REGION 9: PRAIRIE LAKES REGIONAL ARTS COUNCIL

Counties: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan

THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS OVER \$33 MILLION:

ARTISTS & CREATIVE WORKERS		NONPROFIT ARTS & CULTURE ORGANIZATIONS	
SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$4,800,582	TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS	\$8,038,006
SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION	\$5,868,213	TOTAL SPENT BY ARTS AND CULTURE ATTENDEES	\$14,536,460
TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS	\$10,669,000	TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES	\$22,574,000
TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS		\$33,243,000	

\$151.08: 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	\$18.85
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89% OF THIS REGION'S ARTISTS VOLUNTEER COMPARED TO:	25% OF ALL AMERICANS	35% OF ALL MINNESOTANS
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TOP 3 CREATIVE JOBS: PHOTOGRAPHER GRAPHIC DESIGNER SINGER	NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN THIS AREA 26.2 <small>(Total regional population is 220,031 of whom 117,216 are employed)</small>
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ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS	1,003	ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS	2,067	TOTAL ARTISTS AND CREATIVE WORKERS	3,069
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PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

- 43 Performing arts
- 14 History and historical preservation
- 12 Visual arts and architecture
- 2 Media and communications
- 1 Literary arts
- 1 Humanities
- 21 Arts multipurpose
- 11 Other

BY BUDGET SIZE

58 Under \$25K	13 \$100K – \$250K
29 \$25K – \$100K	4 \$250K-\$1M
	1 \$1M-\$5M

105 TOTAL ORGANIZATIONS

ATTENDANCE 

2015 STUDY TOTAL ARTS & CULTURE ATTENDEES	358,731
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ATTENDEES IN THIS REGION SPEND \$19.71 PER PERSON ABOVE THE COST OF THEIR TICKET	CHANGE IN ATTENDEES +378,786*
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2017 STUDY TOTAL ARTS & CULTURE ATTENDEES **737,517**

*There was an overall increase of 16 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

\$2,017,000

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$1,234,000

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS AND ARTISTS

\$3,251,000

COMPARISONS TO OTHER MINNESOTA REGIONS

This region is performing above expectation. Among the regions it is 7th in population size, but 4th in economic impact per capita, 6th in number of artists and creative workers, 4th in creative job density and 4th in total audience served.

Three of this region's counties are in the top 25 among 87 for creative worker average wage per hour. Brown County has the 16th highest at \$19.36/hour. Nicollet is 21st at \$19.18/hour and Blue Earth at 23rd at \$19.16/hour. It also ties for the lowest percentage of artists with no health insurance at just 2 percent.

ORGANIZATIONS PARTICIPATING IN BOTH 2015 AND 2017 STUDY

Arlington Town and Country Days, Arts and Heritage Center of Montgomery, Arts Center of St. Peter, Blue Earth Town and Country Players, Boy In Blue Civil War Memorial, Brown County Historical Society, Children's Museum of Southern Minnesota, Christkindmarkt, City Center Partnership - CityArt Program, City of Waseca/History Project, CityArt Sculpture Walk, Community and Seniors Together, Dance Conservatory of Southern Minnesota, Fairmont Opera House, Good Thunder Reading Series, Healthy Community/Healthy Youth, Henderson Sauerkraut Days, Lake Crystal Area Community Band, Le Sueur County Historical Society, Madelia Area Chamber of Commerce, Mankato Area 77 Lancers Marching Band Parent Assoc. Inc., Mankato Area Arts Council, Mankato Area Community Band, Mankato Area Youth Symphony Orchestra, Mankato Ballet Company, Mankato Symphony Orchestra, Martin County Preservation Association, Merely Players Community Theatre, Inc., Minnesota Over 60 Band, Minnesota Shorts Play Festival, Minnesota Valley Chorale, Minnesota Valley Music Teachers Association, Minnesota Valley Sweet Adelines, Musicorum, New Ulm Civil War Commemoration Committee, New Ulm Suzuki School of Music, Nicollet County Historical Society, Paradise Center for the Arts/Faribault Art Center, Inc., Prairie Lakes Regional Arts Council, Inc., Project GEM, Rock Bend Folk Festival, Sakatah Arts Experience, Sleepy Eye Area Historical Society, Sleepy Eye Community Education, St. Peter Ambassadors, St. Peter Choral Society, The Concord Singers, The Grand Center for Arts & Culture, Inc., Twin Rivers Council for the Arts, Wanda Gag House Association, Waseca Arts Council, Inc., Waseca Classic, Inc., Waseca County Historical Society, Winnebago Area Musical Players

ORGANIZATIONS NEW IN 2017

Arts n More Festival, Bethany Lutheran College, Blue Earth County 4-H, City of St. James, Cleveland Cherry Creek Days, Curtain Call Theatre, Friends of German Park, Gaylord Area Chamber of Commerce, GnomeMade Artisans, Green Isle Community School, GSR Fine Art Festival, Henderson Area Arts, Hermann Monument Society, Irish Cultural Society of New Ulm, Kearney International Center, Minnesota State University Mankato, KMSU-FM/KMSK-FM MN State University Mankato, Le Sueur-Henderson Youth Opportunities, Lincoln Election Dramatic Play, Lind House Association, Mankato Children's Chorus, Mankato Mosaic Theatre Company, Mankato State University, Maple River Community Education, Martin County Historical Society, Minnesota State University Mankato Performance Series, Minnesota State University, Mankato (Department of Anthropology)/History Project, MRCl WorkSource, New Ulm Battery, Inc, New Ulm Chamber of Commerce, New Ulm Oktoberfest Arts Activities, New Ulm Turnverein, Picnic in the Park Variety Show, Pioneer Public Television KWCM, Quiltistry, Red Rock Center for the Arts, Riverblenders Chorus of Mankato, Rural Route Dance Ensemble, Sibley County Fair, Sleepy Eye Area Concertina Club, South Central College-North Mankato, South Central Interpretive Center, South Central Service Cooperative, Springfield Community Theatre, State Street Theater Co., String Theory Music Group, The 410 Project, The Echo's Big Band Sound, The Playwrights Project, Truman Historical Association, Waseca Community Education, Watonwan County Historical Society

ORGANIZATIONS IN 2015 STUDY ONLY

American Guild of Organists, Blue Earth County Historical Society, City of Janesville, City of New Ulm, Farming of Yesteryear, Gustavus Adolphus College and Lutheran Church Archives, Henderson Chamber of Commerce, History Fest, Humanities are Vital to Education (H.A.V.E.), Le Sueur-Henderson Community Education, Mahkato Mdewakanton Association, Mankato Area Community Education, MHIS, Inc, Saint James Theater and Arts Association, Sibley County Historical Museum, Springfield Area Historical Society, St. Thomas Oratory, Jessenland, Waseca Chamber of Commerce, Young Writers & Artists Conference

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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