



REGION 10

SOUTHEASTERN MINNESOTA
ARTS COUNCIL

SOUTHEAST MINNESOTA


COUNTIES: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
KEY CITIES: Rochester, Austin, Owatonna, Albert Lea, Winona, Red Wing, Northfield, Faribault, Lanesboro

This region benefits from nearly \$25.6 million dollars in economic impact from the nonprofit arts and culture.


IMPACT ON ECONOMY AND EMPLOYMENT



EMPLOYMENT

 FTE jobs supported: 716

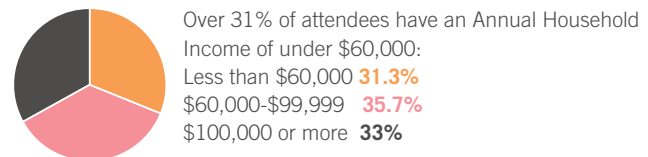
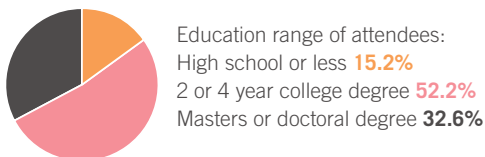
VOLUNTEERS of participating organizations

 Total number of volunteers: 5,829
Total volunteer hours: 251,117

Resident household income generated by arts and culture sector: **\$15,217,000**

Estimated aggregate value of volunteer time at \$22.55/hour: **\$5,662,688**

TOTAL AUDIENCE: 724,113 PEOPLE ANNUALLY



Non-local attendees to arts and cultural events in this region spend 127% more than local attendees.

LOCAL 79.9% of this region's audiences are local (attending event in same region where they live), a total of 578,529 people who are spending an average of \$9.77 above the cost of their ticket.

NON-LOCAL 20.1% of this region's attendees are non-local (attending event in a region where they do not live), a total of 145,584 people who are spending an average of \$22.21 per person. 84% of non-resident survey respondents reported that the primary reason for their trip was "specifically to attend this arts/cultural event," bringing dollars to the region that would not have otherwise been spent here.

Number of participating arts and culture organizations = 122

Participating organizations by BUDGET SIZE

\$1M-5M: 1 • **0.82%** \$100K-\$250K: 19 • **15.57%**
\$250K-\$1M: 19 • **15.57%** Under \$100K: 83 • **68.03%**

Participating organizations by DISCIPLINE

Performing Arts: 51 Arts Multi-purpose: 14
Literary Arts: 2 Humanities: 1
Media and Communications: 1 History and Historical Preservation: 21
Visual Arts/Architecture: 10
Other: 22



The Impact and Health of the Nonprofit Arts and Culture Sector

Released: October, 2015

Creative Minnesota

As the most comprehensive report ever done of the creative sector, *Creative Minnesota* is a new 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 kicks off a new centralized, concentrated and long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

Our first *Creative Minnesota* report, released in 2015, is a snapshot of the health and impacts of nonprofit arts and culture organizations in 2013 and looks at their spending and their audiences as well as other indicators of the sector's health and impact on the economy. It leverages new in-depth research made possible by Minnesota's participation in the Cultural Data Project (culturaldata.org).

The 29 state, regional and local studies done to date show **substantial economic impact from the arts and culture in every corner of the state**, from the Arrowhead to the plains of Southwest Minnesota and from the Red River Valley to the river lands of the Southeast.

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 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 more at:

creativemn.org



Sheila Smith
Executive Director
Minnesota Citizens for the Arts