



CITY OF ST. PAUL

METROPOLITAN REGIONAL ARTS COUNCIL

This city benefits from \$477M dollars in economic impact from the nonprofit arts and culture, an increase of \$167M since 2006.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$282M

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$195M

TOTAL
ECONOMIC IMPACT

\$477M

STATE GOVERNMENT
REVENUES: \$40.3M

LOCAL GOVERNMENT
REVENUES: \$10.8M

**TOTAL GOVERNMENT
REVENUES: \$51M**

EMPLOYMENT



FTE jobs supported: 13,406

VOLUNTEERS of participating organizations



Total number of volunteers: 1,964

Total volunteer hours: 59,760

Resident household income generated
by arts and culture sector: **\$336M**

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$1.3M**

TOTAL AUDIENCE: 7M PEOPLE ANNUALLY



Education range of attendees:
High school or less **8.3%**
2 or 4 year college degree **51.7%**
Masters or doctoral degree **40%**



Over 36% of attendees have an Annual Household
Income of under \$60,000:
Less than \$60,000 **36.1%**
\$60,000-\$99,999 **30.7%**
\$100,000 or more **33.2%**

Non-local attendees to arts and cultural events in this region spend 52% more than local attendees.

LOCAL 85.6% of this region's audiences are local
(attending event in same region where they live) who are
spending an average of \$25.82 above the cost of their ticket.

NON-LOCAL 14.4% of this region's attendees are non-local
(attending event in a region where they do not live) who are spending
an average of \$39.16 per person. 50% 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 = 167

Participating organizations by BUDGET SIZE

OVER \$10M: **5 • 2.99%** \$250K-\$1M: **31 • 18.56%**
\$5M-\$101M: **3 • 1.8%** \$100K-250K: **26 • 15.57%**
\$1M-\$5M: **19 • 11.38%** Under \$100K: **83 • 49.7%**

Participating organizations by DISCIPLINE

Performing Arts: **82** Arts Multi-purpose: **15**
Literary Arts: **3** History and Historical Preservation: **12**
Media & Communications: **4** Visual Arts/Architecture: **10**
Humanities: **1** Other: **40**

For more information, please visit creativeMN.org.



The Impact and Health of the Nonprofit Arts and Culture Sector of ST. PAUL, MN

Released: December, 2015

Local Economic Impact: \$477M

City's 2010 Population: 285,068

Arts & Culture Economic Impact Per Capita: \$1,672.84

Participating Arts and Culture Organizations: 1006 Summit Avenue Society, Actors Theater of Minnesota, Adieu Summer Concert, American Association of Woodturners, American Composers Forum, Amherst H. Wilder Foundation, Arcata Press dba Saint Paul Almanac, Art Department Bethel University, Artist Arsenal MN, Artist to Artist, ArtStart, Bach Society of Minnesota, Balkanicus Ensemble, Ballet Minnesota, Batucada Do Norte, Bush Foundation, Calliope Women's Chorus, Caponi Art Park, Carondelet Village, Inc., Cathedral Heritage Foundation, Ce Tempocalli, Center for Hmong Arts and Talent, Center for Hmong Studies, Chamber Music Society of Minnesota, Inc., Chinese American Association of Minnesota Chinese Dance Theater, Circus of the Star, City of St. Paul, Clean Up The River Environment, Community Stabilization Project, Commusication, Como Park Zoo and Conservatory, COMPAS, Inc., Contempo Physical Dance, Cultural Society of Filipino-Americans, Dakota County Historical Society, Dakota Foundation for Jazz Education, Dangerous Productions, Deborah Elias Danza Espanola, District 7 Planning Council, East Side Arts Council, Ensemble 61, Fine Arts Series of Saint Paul College, Flying Forms, Forecase Public Art, Forum of Regional Arts Councils of Minnesota, Friends of Swede Hollow, Germanic-American Institute, Goldstein Museum of Design, Regents of the University of Minnesota, Grassroots Culture, Greater Twin Cities Youth Symphonies, Green T Productions, HAND in HAND Productions, Historic Saint Paul, History Theatre, Hmong Cultural Center, Hope Theatre Company, Hot Summer Jazz Festival, IFP Minnesota, In Progress, Independent School District 197 Community Education, Indonesian Performing Arts Association of Minnesota dba Sumunar, International Institute of Minnesota, J.J. Hill Reference Library, Jerome Foundation, Kantorei, Inc., Keane Sense of Rhythm, Inc, Kinship of Rivers, Ladyslipper Ensemble, Lidia Productions, Lowertown Local, Lyra Baroque Orchestra, Macalester College, Maritime Heritage Minnesota, McNally Smith College of Music Foundation, Metropolitan Regional Arts Council, Minnesota Air National Guard Historical Foundation, Minnesota Association for Children's Mental Health, Minnesota Association of Songwriters, Minnesota Boychoir, Minnesota Brass, Inc., Minnesota Children's Museum, Minnesota Chinese Dance Theater, Minnesota Citizens for the Arts, Minnesota Coalition for Battered Women, Minnesota Genealogical Society, Minnesota Historical Society, Minnesota Humanities Center, Minnesota Jewish Theatre Company, Minnesota Landmarks,

Minnesota Museum of American Art, Minnesota Music Coalition, Minnesota Music Coalition, Minnesota Prison Writing Workshop, Minnesota Productions, Inc., Minnesota Public Radio, Minnesota Section of the American Society of Civil Engineers, Minnesota State Arts Board, Minnesota State Band, Minnesota State Fair Foundation, Minnesota Theater Alliance, Minnesota Veterinary Historical Museum, Minnesota Youth Symphonies, Mississippi Valley Orchestra, Mizna, MN Administrators of Special Education, Mounds View Community Theatre, Nautilus Music-Theater, Nightpath Theatre Company, North Star Chorus, North Star Museum of Boy-Girl Scouting, Northeast Youth and Family Services, Norway House, O'Shaughnessy at St. Catherine University, Office of the Minnesota Secretary of State (Civil War Commemoration Task Force), One Voice Mixed Chorus, Oratorio Society of Minnesota, Ordway Center for the Performing Arts, Origin(s) Project, Pan Asian Arts Alliance, Park Square Theatre Company, Penumbra Theatre Company, Peoples Cook, Performance Lab, Preservation Alliance of MN (PAM), Public Art Saint Paul, PuppetTellers, Ramsey County Historical Society, Red Bird Chapbooks, Revolver, Rhythmically Speaking, Rock Star Supply Co., Rose Ensemble, Saint Paul Artist Collective, Saint Paul Chamber Orchestra, Saint Paul City Ballet, Saint Paul Domestic Abuse Intervention Project, Saint Paul Festival and Heritage Foundation, Saint Paul Foundation, Saint Paul Neighborhood Network, Saint Paul Postal Band, Sample Night Live!, Schubert Club, Science Museum of Minnesota, Selby Ave JazzFest, Serrand Epp dba The Moving Company, Silverwood Park - A Center for Nature Inspired Art, Skylark Opera, Sounds of Hope, Ltd., Springboard for the Arts (Main Headquarters), St. Paul Conservatory of Music, St. Paul Vocal Forum, SteppingStone Theatre, Swedish Genealogical Society of Minnesota, Teatro del Pueblo, Theater Mu, Inc, Thomas-Dale District 7 Planning Council, TU Dance, Twin Cities Housing Development Corp., Twin Cities Labor Chorus, Twin City Model Railroad Museum, Two Rivers Chorale, Veterans in the Arts, Walker West Music Academy, West Side Theater Project, Young Artists Initiative, Youth In Jazz, Inc., Zeitgeist

Local Sponsors:

City of St. Paul and Visit St. Paul

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*