



WHITE BEAR CENTER FOR THE ARTS

METROPOLITAN REGIONAL ARTS COUNCIL

This organization contributes nearly \$1.7 million dollars in economic impact to the City of White Bear Lake.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
THE ORGANIZATION

\$774,575

+

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$915,451

=

TOTAL
ECONOMIC IMPACT

\$1,690,026

STATE GOVERNMENT
REVENUES: \$142,000

+

LOCAL GOVERNMENT
REVENUES: \$41,000

=

**TOTAL GOVERNMENT
REVENUES: \$183,000**

EMPLOYMENT



FTE jobs supported: 44

VOLUNTEERS

of White Bear Center
for the Arts



Total number of volunteers: 75

Total volunteer hours: 3,627

Resident household income generated
by arts and culture sector: **\$1,127,000**

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$83,675**

TOTAL AUDIENCE: 33,000 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.



The Economic Impact of **WHITE BEAR CENTER FOR THE ARTS, MN**

Released: October, 2015

Local Economic Impact: \$1.7M

City's 2010 Population: 23,797

Arts and Culture Economic Impact Per Capita: \$71

White Bear Center for the Arts was the *only* single organization studied. Cities and counties were the focus of the 16 other studies.

Local Sponsor:

White Bear Center for the Arts

The other areas studied were cities or counties, thus rankings do not directly apply. However, if “population” is assumed to be the city of White Bear Lake, White Bear Center for the Arts ranked:

10th in population among 17 study areas

13th in rank in economic impact

12th in rank of economic impact per capita

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.

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
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Creative Minnesota was developed by a