



WINONA

SOUTHEASTERN MINNESOTA ARTS COUNCIL

This region benefits from over \$4.7 million dollars in economic impact from the nonprofit arts and culture.

IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY
ORGANIZATIONS

\$3,269,857

+

TOTAL ARTS AND CULTURE
RELATED SPENDING BY
AUDIENCES

\$1,459,202

=

TOTAL
ECONOMIC IMPACT

\$4,729,059

STATE GOVERNMENT
REVENUES: \$402,000

+

LOCAL GOVERNMENT
REVENUES: \$76,000

=

**TOTAL GOVERNMENT
REVENUES: \$478,000**

EMPLOYMENT



FTE jobs supported: 135

VOLUNTEERS

Of the 4 organizations
participating in CDP



Total number of volunteers: 898

Total volunteer hours: 43,785

Resident household income generated
by arts and culture sector: **\$2,853,000**

Estimated aggregate value of volunteer
time at \$22.55/hour: **\$987,352**

TOTAL AUDIENCE: 118,920 PEOPLE ANNUALLY



Education range of attendees:

High school or less **15.2%**

2 or 4 year college degree **52.2%**

Masters or doctoral degree **32.6%**



Over 31% of attendees have an Annual Household

Income of under \$60,000:

Less than \$60,000 **31.3%**

\$60,000-\$99,999 **35.7%**

\$100,000 or more **33%**

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) 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) 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 = 16

Participating organizations by BUDGET SIZE

\$250K-1M: **5 • 31.25%**

Under \$100K: **11 • 68.75%**

Participating organizations by DISCIPLINE

Performing Arts: **5**

Media and Communications: **1**

Arts Multi-purpose: **2**

Humanities: **1**

History and Historical Preservation: **2**

Visual Arts/Architecture: **2**

Other: **3**

For more information, please visit creativeMN.org.



The Impact and Health of the Nonprofit Arts and Culture Sector in **WINONA, MN**

Released: October, 2015

Local Economic Impact: \$4.73M

City's 2010 Population: 27,592

Arts and Culture Economic Impact Per Capita: \$171

Participating Arts and Culture Organizations:

Bluff Country Studio Art Tour, City of Winona arts & culture programs, Frozen River Film Festival, Great River Shakespeare Festival, Home and Community Options, Inc., Minnesota Conservatory for the Arts, Minnesota Marine Art Museum, Performance Center at St Mary's Univ. of MN, Project FINE, SEED Performance Art,

Theatre du Mississippi, Winona Area Barbershoppers, Winona Brass Band, Winona County Historical Society, Winona Symphony Orchestra Association, Winona-Dakota Unity Alliance

Local Sponsors:

City of Winona and Minnesota Citizens for the Arts

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



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