

CITY OF MINNEAPOLIS

Counties: Portions of Hennepin

Key Cities: Minneapolis

372,811	City's 2005 population
275	Number of arts and culture organizations surveyed in this region
32%	Percent of this region's organizations that responded
10	Number of arts and culture events whose audiences were surveyed
793	Number of individual audience member surveys collected

Regional Highlights:

The City of Minneapolis is home to 39% of the state's arts and culture economy. Many of Minnesota's internationally recognized, world-class arts and culture organizations headquarter here but their performances, activities and services take place throughout Minnesota, the nation and the world. The city has arts organizations of all sizes, from professional to avocational, from formal to informal. Given the city's countless organizations and arts activities it is not a surprise that its cultural industry is such a strong economic contributor to the region, and is a major driver in the state's arts economy. With \$328 million in overall economic impact supporting 8683 jobs, the Minneapolis arts economy represents 39% of both the economic impact and jobs supported in the state. The city also serves 4.6 million arts attendees annually.

The city's arts economy generates \$35.4 million annually in state and local government revenue. It also generates \$94.7 million annually in audience spending, with people spending \$20.40 per person per event, (excluding the cost of the ticket). An astonishing 55% of all of Minneapolis' audiences come from outside of the city, as opposed to the 22% of the metro area's audiences that come from outside the region. These out-of-towners spend much more than locals - \$22.56 as opposed to \$17.73 per person per event, (excluding the cost of the ticket) - making Minneapolis very fortunate indeed.

Audience economic impact: \$94,668,144

Organization economic impact: \$233,345,767

Total economic impact: \$328,013,911

Study Partners

This project is a collaboration of the **Forum of Regional Arts Councils of Minnesota** (RAC Forum) and **Minnesota Citizens for the Arts** (MCA) www.mtn.org/mca, principle partners, with major funding provided by **The McKnight Foundation**. Additional partners include the **Twin Cities Performing Arts Research Coalition** (PARC) project funded by the Pew Charitable Trusts, and **Minnesota Arts Communicators**. Twelve studies were conducted statewide. The year-long study was managed by MCA, while each of the state's eleven regional arts councils coordinated audience surveys and will host the data release events in their own regions. **Americans for the Arts**, the study's national partner, created the economic models for the twelve studies, one for each region and one for the statewide study, and also provided secure web-based surveying tools.

Project Manager:

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Regional Coordinator:

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Regional data collection conducted by:

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Metropolitan Regional Arts Council

The Metropolitan Regional Arts Council (MRAC) promotes incorporation of the arts into the daily life of communities by providing leadership, advocacy, grants and services. MRAC's service area includes Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington counties. MRAC supports arts organizations and community groups involved in projects that provide opportunities to engage in the process of creating art as well as opportunities to experience the art of others. MRAC is one of eleven regional arts councils in Minnesota that provide grants and services based on the needs of individual regions. MRAC's funding is provided by the Minnesota State Legislature, The McKnight Foundation, and other sources. Contact MRAC at 651-645-0402 or at mrac@mrac.org or www.mrac.org

For a list of participating organizations, please refer to the full **Seven County Metro Area report**.

