

REGIONAL PROFILE: REGION I, NORTHWEST REGIONAL ARTS COUNCIL

NORTHWEST MINNESOTA

Counties: Kittson, Marshall, Norman, Pennington, Polk, Red Lake and Roseau

Key Cities: Crookston, East Grand Forks, Thief River Falls, Roseau, Hallock, Ada

87,232	Region's 2004 population
1.7%	Region's percentage of state's population in 2004
36	Number of arts and culture organizations surveyed in this region
36%	Percent of this region's organizations that responded
15	Number of arts and culture events whose audiences were surveyed
533	Number of individual audience member surveys collected

Regional Highlights:

Region I benefits from over \$1.3 million in economic impact from non-profit arts and culture organizations. It also stands out from the rest of the state in two ways. First, it has the second highest percentage of its audience members who reside within the region attending arts and culture events. This means it does an exceptional job of providing attractive arts events to its own residents, encouraging them to spend money locally rather than leave the region for arts and culture events. Secondly, at \$40.97 per person, it exceeds the state average (\$36.89) for non-resident per capita spending at arts events. The survey also shows that the region has a high potential for using its arts and culture resources to increase tourism revenue by making the region more attractive to a broader range of visitors.

Participating Arts and Culture Organizations:

Crookston Civic Music League, * Fosston Community Library Arts Assn. * Kittson Central Community Education, Hallock * Kittson Co Historical Society, Lake Bronson * l'Association des Francais du Nord, Red Lake Falls * Northwest Regional Arts Council, Warren * Pennington County Historical Society, Thief River Falls * Roseau Area Friends of the Library * Roseau County Historical Society and Museum * Sand Hill Settlement Historical Soc., Climax * Stephen Arts Council * Summer Arts STAGES, East Grand Forks * Thief River Falls Community Arts Council * Valley Crossing Arts Council, Crookston * WAO High School Music Program, Warren * Warren-Alvarado-Olso Community Education * Warroad Summer Theatre *

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.

Promoting, stimulating, and supporting arts activities is the goal of the multi-disciplinary **Northwest Regional Arts Council**. The Council serves mainly the counties of Kittson, Marshall, Norman, Pennington, Polk, Red Lake and Roseau. NWRAC is one of eleven regional arts councils in Minnesota who provide grants and services to nonprofit arts organizations and individual artists on a regional basis. Funding for these services is provided by the Minnesota State Legislature, The McKnight Foundation, and other private sources. Contact NWRDC at (218) 745-6733 or mara@nwrdc.org or www.nwrdc.org/arts.htm.

Project Manager: Sheila Smith.

Regional Coordinator: Mara Wittman for the Northwest Regional Arts Council.

Regional data collection conducted by: Mara Wittman, Deb Amazi, Julie Jones, Betty Pikop, Karen Bang.