

MINNESOTA'S LAKE REGION

Counties: Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin

Key Cities: Detroit Lakes, Morris, Alexandria, Fergus Falls, Moorhead

216,035	Region's 2004 population
4.2%	Region's percentage of state's population in 2004
87	Number of arts and culture organizations surveyed in this region
20%	Percent of this region's organizations that responded
11	Number of arts and culture events whose audiences were surveyed
627	Number of individual audience member surveys collected

Regional Highlights:

Region 4 stands out from the rest of the state in many ways. It tops the state (including the Twin Cities) in the percent of audience survey respondents who reside outside the region – 50.2%. It also has the second highest per-capita spending of non-resident audience members (\$45.51), a very lucky combination that means that Region 4 is doing a great job of attracting audiences and dollars from outside the region. In fact, spending by both non-residents (\$45.51) and residents (\$17.84) exceeded per-capita statewide averages of \$36.89 and \$16.16, respectively. It is also second in the state in the *total number of volunteers* that donated time to arts and culture organizations (2747). The region has the fourth largest arts economy in the state, behind only the Twin Cities, Duluth and Rochester areas. Finally, arts employment in the region is robust, with 271 jobs in the region making it third in the state in arts employment.

Participating Arts and Culture Organizations:

Alexandria Area Arts Association * Alexandria Festival of the Lakes * Art of the Lakes Association, Inc., Battle Lake * Douglas County Historical Society, Alexandria * Evansville Arts Coalition * Fargo-Moorhead Area Youth Symphony, Fargo * Fargo-Moorhead Opera Company, Fargo * Fergus Falls Public Library * Finn Creek Museum, New York Mills * Frazee Area Arts Council, Perham * Friends of Pelican Rapids Library, Pelican Rapids * Gooseberry Park Players, Inc., Moorhead * Grant County Historical Society, Elbow Lake * Historic Holmes Theatre, Detroit Lakes * Lake Agassiz Arts Council, Fargo * Lake Region Arts Council, Terrace * Moose Lake Area Historical Society * New York Mills Cultural Center * New York Mills Public Schools * Northern Prairie Performing Arts, Fargo * Phellps Mill Festival, Battle Lake * Theatre L'Homme Dieu, Alexandria * Trollwood Performing Arts School, Fargo *

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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.

The mission of the **Lake Region Arts Council** (LRAC) is to encourage and support the vitality of the arts in West Central Minnesota. LRAC serves Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin counties. LRAC is one of eleven regional arts councils who provide grants and services to nonprofit arts organizations and individual artists on a regional basis. Funding for these services is provided through an appropriation from the Minnesota State Legislature and a grant from The McKnight Foundation. Contact LRAC at 218-739-5780, lrac4@charterinternet.com or www.charterinternet.com/lrac4.