

BRAINERD LAKES AREA

Counties: Cass, Crow Wing, Morrison, Todd, and Wadena

Key Cities: Brainerd, Little Falls, Wadena, Long Prairie, Walker

158,927	Region's 2004 population
3.09%	Region's percentage of state's population in 2004
38	Number of arts and culture organizations surveyed in this region
26%	Percent of this region's organizations that responded
11	Number of arts and culture events whose audiences were surveyed
510	Number of individual audience member surveys collected

Regional Highlights:

Region 5 benefits from over a million dollars in economic impact from non-profit arts and culture organizations. It leads the state (including the Twin Cities) in the 83.3 percent of audience members who reside within the region. This means that it is doing a very good job of offering attractive arts and culture experiences to residents, who are choosing to spend money locally rather than leave the region for arts and culture. The region also has a higher than state average per capita spending by residents, \$16.31, as opposed to the statewide average of \$16.16.

Participating Arts and Culture Organizations:

Alley Arts Institute, Wadena * Centennial Auditorium, Staples * Central Lakes College Theater, Brainerd * Five Wings Arts Council, Staples * Greater Lakes Performing Arts, Pequot Lakes * Heartland Symphony Orchestra, Little Falls * Lamplighter Community Theatre, Staples * Long Prairie/Grey Eagle Community Education, Long Prairie * Madhatters Theatre, Wadena * Morrison County Historical Society, Little Falls * Nisswa Stamman, Brainerd * Northwoods Arts Council, Hackensack * St. Francis Music Center, Little Falls * USA Community Chorus, Swanville * Wadena Historical and Environmental Learning, Staples * Whiskey Creek Film Festival, Staples *

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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 Five Wings Art Council 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. The mission of the Five Wings Arts Council is that it encourages and promotes arts creation, appreciation, and education through grant programs and technical assistance to enhance the quality of life for Minnesota residents in Cass, Crow Wing, Morrison, Todd, and Wadena Counties. Contact Five Wings at 218-894-5485, mtuner@ncscmn.org or www.fvac.org.