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## STATEWIDE REPORT HIGHLIGHTS

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5,145,106	State's 2004 population
1,584	Number of arts and culture organizations surveyed in the state
27%	Percent of the state's organizations that responded
162	Number of arts and culture events whose audiences were surveyed
6889	Number of individual audience member surveys collected

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### Statewide Highlights:

Minnesota's eleven regions vary quite a bit in overall population, population density, geographic spread and major industries. But what they share is a diverse and growing non-profit arts industry that has a major impact on the economic health in every area.

The Seven County Metro Area is home to 54% of the state's population and its arts and culture economy is robust. 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 region has arts organizations of all sizes, from professional to avocational, from formal to informal. Given the countless organizations and arts activities it is not a surprise that the Twin Cities cultural industry is such a strong economic contributor to the region, and is a major driver in the state's economy.

However, new in this report is data on the strength of the nonprofit arts and culture industry in regional population centers such as the Arrowhead, Southeast Minnesota, the Lakes Region and Central Minnesota, which have the second through fifth largest arts economies in the state. The nonprofit arts and culture industry is bringing new people to these regions, giving energy to thriving tourism

industries, and are important economic drivers in the regional economies.

Also new in this report is data on the smaller regional centers, and the most rural and least populated areas of the state, where many regions are finding new energy and success in using the arts and culture to revitalize their downtowns and to increase tourism. In East Central, North Central, Northwest Minnesota, and other regions, for example, tourists are exceeding the state average in non-resident per capita spending at arts events. These areas show a high potential for using their arts and culture resources to increase tourism revenue by making the region more attractive to a broader range of visitors.

From Minnesota's population centers to small towns to rural areas, the nonprofit arts and culture are clearly a driver in every region's economy. In total, nonprofit arts and culture are an \$838.5 million industry in the State of Minnesota – one that supports 22,095 full-time jobs and generates \$94.1 million in local and state government revenue. *The Arts: A Driving Force in Minnesota's Economy* demonstrates that the arts and culture should be an essential piece of every communities' economic development toolbox.

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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](http://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 Forum of Regional Arts Councils of Minnesota

The Forum of Regional Arts Councils serves as the voice of and advocate for small arts organizations and community-based arts activities throughout Minnesota by working in partnership with the Minnesota State Arts Board, Minnesota Citizens for the Arts and others. The Forum's Chair is Mary Minnick-Daniels in Mora, 320-679-4065 extension 30 / [ecac@ecrdoc.org](mailto:ecac@ecrdoc.org)

### Minnesota Citizens for the Arts

Minnesota Citizens for the Arts is a statewide arts advocacy organization whose mission is to ensure opportunity for all people to have access to and involvement in the arts. MCA organizes the arts community and lobbies the Minnesota State Legislature and Congress on issues pertaining to the nonprofit arts and conducts original research. MCA works with over 32,000 arts advocates in Minnesota. For more information on MCA, this project or statistics about the arts in Minnesota, please contact MCA Executive Director Sheila Smith at 651-251-0868, by email at [she-mca@mtn.org](mailto:she-mca@mtn.org), or view MCA's website: [www.mtn.org/mca](http://www.mtn.org/mca).

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For a list of participating organizations, please refer to the full Statewide report. 3/9/06