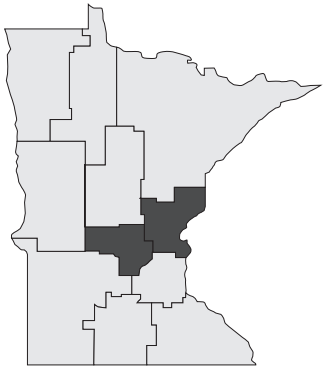


FINDINGS—STUDY AREA C: CENTRAL MINNESOTA

*Artists Count: An Economic Impact Study
of Artists in Minnesota, 2007*



Area includes: Arts Council Regions 7E and 7W.

Counties: Benton, Chisago, Isanti, Kanabec, Mille Lacs, Pine, Sherburne, Stearns, Wright.

Key Cities: Buffalo, Cambridge, Elk River, Monticello, Mora, North Branch, Princeton, St. Cloud, Sauk Centre, Taylors Falls.

| | |
|---------|--|
| 531,085 | Area's 2005 population |
| 10.3% | Area's percentage of state's population |
| 9.3% | Area's percentage of the state's artists |
| 1,846 | Number of artists surveyed in this area |
| 54 | Number of artists in this area who responded |
| 2.9% | Percentage of this area's artists that responded |

Central Minnesota fell in the middle of almost all of the indicators in this study. It fell fourth of the six regions in most of the economic indicators such as artistic expenditures, jobs created, household income generated, and state government revenue. In local government revenue, it came in second. (see table at right). It also falls in the center of percentage of artists who work full-time at their art (19 percent), in the percentage of their income that comes from artistic work (21 percent), and average artistic income for full-time artists (\$6,046).

Unfortunately, it lead the state in the percentage of artists who are paying for their own health care (39 percent of respondents), and who have no retirement plans (39 percent of respondents). Interestingly, this area's artists also had the highest percentage of artists volunteering in their communities over 20 hours per week,

Artists Count: The Economic Impact of Minnesota's Individual Artists is a statewide study conducted in 2007 by **Minnesota Citizens for the Arts (MCA)**, **Springboard for the Arts**, and the **Minnesota Crafts Council (MCC)** in partnership with **Americans for the Arts** and was primarily funded by **The McKnight Foundation**. The statewide and six regional area reports as well as additional data are available for downloading on MCA's website at www.mncitizensforthearts.org.

and an unbelievable 91 percent of respondents who report that they "always" vote.

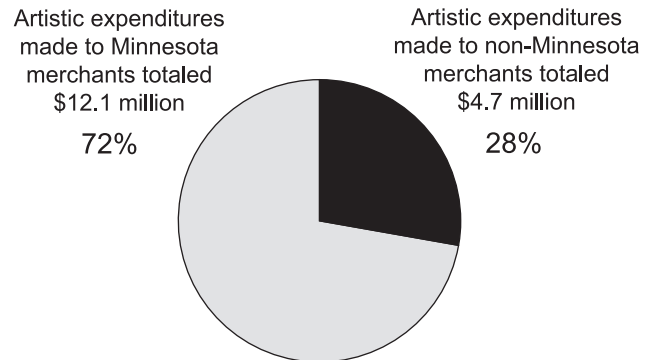
Central Minnesota is home to 1,846 individual artists. Artistic spending by these artists totaled \$16.8 million during 2005. \$12.1 million of those expenditures (72 percent) were made to merchants and businesses located within the state of Minnesota, and therefore have an impact on Minnesota's economy. The table below details the total economic impacts of the \$12.1 million in artistic expenditures that were made to Minnesota's merchants and businesses. The average artistic expenditures of Central Minnesota's individual artists (full-time, part-time and hobbyist) during 2005 were \$9,083 per artist compared to the state average of \$13,572. Median artist income for full-time artists in this area was \$11,588, compared to the state median of \$21,841.

Total Economic Impact of Artistic Spending by Individual Artists Who Reside in Central Minnesota During 2005

(Expenditures Made to Merchants and Businesses
Located Within Minnesota Only)

| | |
|--|---------------------|
| Total Artistic Expenditures Made In Minnesota | \$12,100,873 |
| Full-Time Equivalent Jobs Supported | 448 |
| Resident Household Income Generated | \$8,859,000 |
| Local Government Revenue Generated | \$429,000 |
| State Government Revenue Generated | \$1,083,000 |

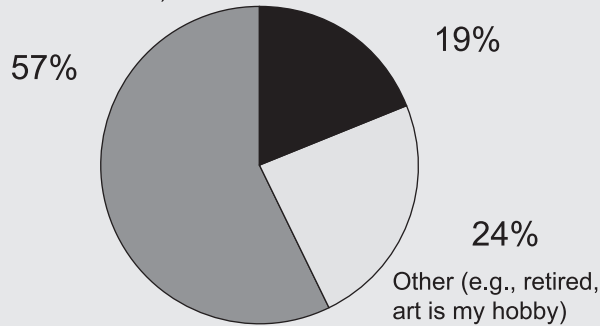
Artistic expenses by Central Minnesota's individual artists totaled \$16.8 million during 2005



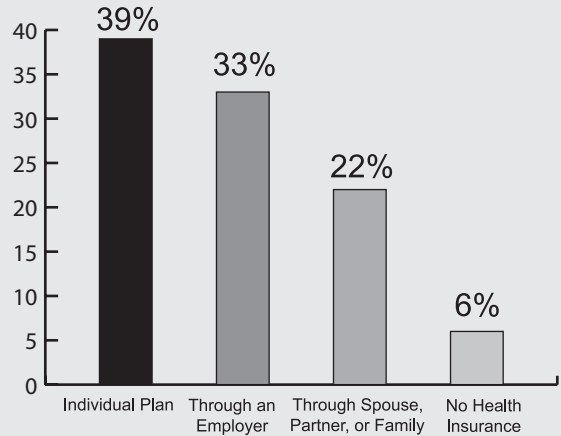
Artistic employment status in Central Minnesota

Part-Time (i.e., work outside of their art to support themselves)

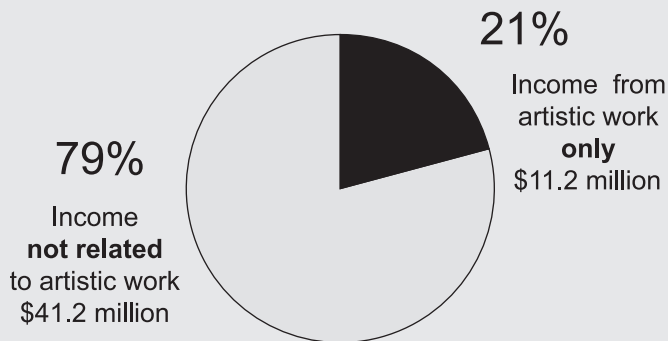
Full-Time (i.e., support themselves entirely through their artwork)



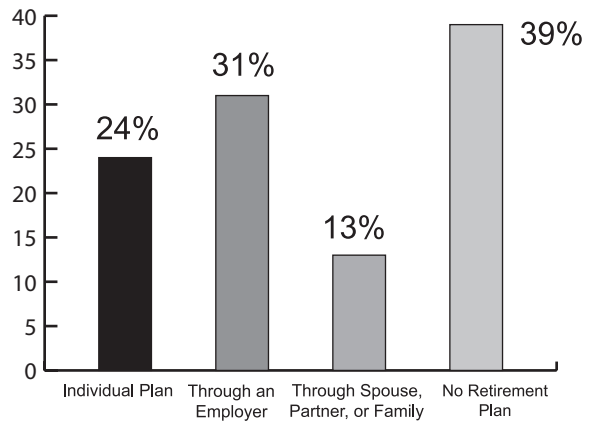
Source of health insurance for Central Minnesota's individual artists



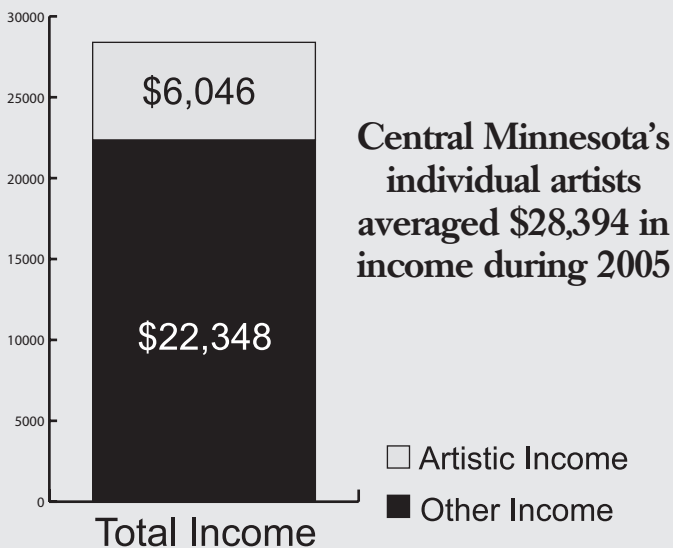
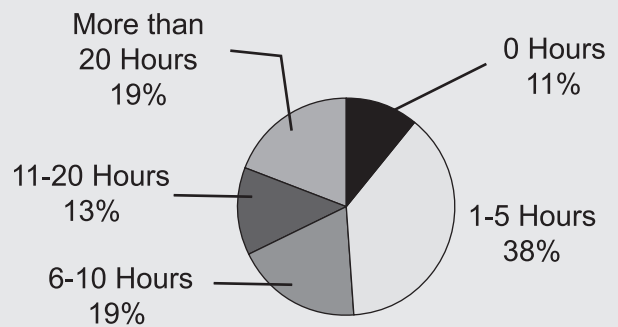
Income and revenue to Central Minnesota's individual artists totaled \$52.4 million during 2005



Source of retirement plan for the Central Minnesota's individual artists



Monthly volunteerism of Central Minnesota's individual artists



Central Minnesota's individual artists likelihood to vote

