

# The Economic Impact of the Nonprofit Arts and Culture Industry in the City of Minneapolis, MN (FY 2005)



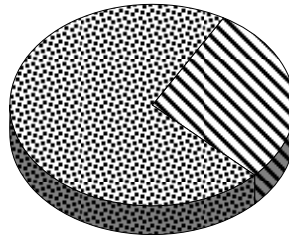
<b>Economic Activity</b>	<b>Organizations</b>	+	<b>Audiences</b>	=	<b>Total Expenditures</b>
Total Nonprofit Arts and Culture Expenditures	\$233,345,767		\$94,668,144		<b>\$328,013,911</b>

## Spending by the Arts and Culture Industry Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Impact of Organizations</b>	+	<b>Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Jobs Supported (Full-Time Equivalent)	6,184		2,499		<b>8,683</b>
Household Income Paid to Residents*	\$203,944,000		\$61,440,000		<b>\$265,384,000</b>
Revenue Generated to <u>Local</u> Government	\$5,601,000		\$2,272,000		<b>\$7,873,000</b>
Revenue Generated to <u>State</u> Government	\$16,568,000		\$10,887,000		<b>\$27,455,000</b>

## Nonprofit Arts and Culture Organizations and Their Audiences Spent \$328 Million During 2005

Nonprofit Arts and Culture  
Organizations  
\$233.3 million



Nonprofit Arts and Culture  
Audiences  
\$94.7 million

## Event-Related Spending by Arts and Culture Audiences Totaled \$94.7 million (excluding the cost of admission)

<b>Arts Attendance Findings</b>	<b>Minneapolis Residents*</b>	+	<b>Minneapolis Non-Residents*</b>	=	<b>All Arts Attendees</b>
Attendance to Nonprofit Arts Events	2,079,378		2,562,091		<b>4,641,469</b>
Percentage of Resident/Non-Resident Attendees	44.8%		55.2%		<b>100%</b>
Average Dollars Spent Per Attendee	\$17.73		\$22.56		<b>\$20.40</b>
Total Event-Related Spending	\$36,867,374		\$57,800,770		<b>\$94,668,144</b>

## Nonprofit Arts and Culture Attendees Spend \$20.40 Per Person, Per Event (excluding the cost of admission)

<b>Category of Expense</b>	<b>Region Residents*</b>	<b>Region Non-Residents*</b>	<b>All Arts Attendees</b>
Meals and Refreshments	\$12.27	\$15.16	\$13.86
Souvenirs and Gifts	\$0.47	\$0.86	\$0.69
Transportation	\$3.15	\$4.10	\$3.67
Overnight Lodging (one night only)	\$0.12	\$0.69	\$0.44
Other (e.g., clothing, child care)	\$1.72	\$1.75	\$1.74
<b>Total Per Person Spending</b>	<b>\$17.73</b>	<b>\$22.56</b>	<b>\$20.40</b>

\* Residents are attendees who reside in the City of Minneapolis; non-residents live outside the City.

*The Arts: A Driving Force in the Minneapolis Economy* was developed using the survey data collected for a statewide economic impact study that was conducted by Minnesota Citizens for the Arts and the Forum of Regional Arts Councils of Minnesota in partnership with the Metropolitan Regional Arts Council and Americans for the Arts. The Minneapolis study was funded by the City of Minneapolis, Community Planning and Economic Development (CPED) Planning Division, Cultural Affairs. All reports are available for downloading on Minnesota Citizens for the Art's website at [www.mtn.org/mca](http://www.mtn.org/mca).