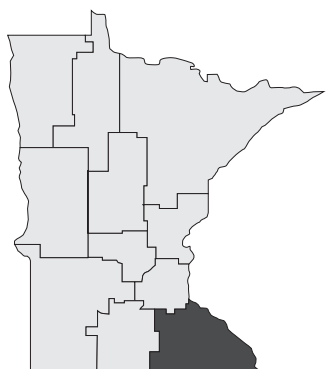


## FINDINGS—STUDY AREA E:

# SOUTHEAST MINNESOTA

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



**Area Includes:** Arts Council Region 10.

**Counties:** Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona.

**Key Cities:** Albert Lea, Austin, Faribault, Lanesboro, Northfield, Owatonna, Red Wing, Rochester, Winona.

480,603	Area's 2005 population
9.4%	Area's percentage of state's population
3.5%	Area's percentage of the state's artists
691	Number of artists surveyed in this area
44	Number of artists in this area who responded
6.4%	Percentage of this area's artists that responded

Southeast Minnesota stood out in many ways. It had the second lowest percentage of artists indicating they work full-time in the arts (14 percent) and the second highest percentage of its artists indicating that they worked part-time in the arts (63 percent). Perhaps as a result of this part-time status, artistic income fell in the middle range (\$7,375) as did income from non-artistic sources (\$23,990). A whopping 45 percent of artists in this area indicated that their health insurance is provided by family members, the highest in the state. Artists in this area are also most likely to have their own individual or family-provided retirement account, as opposed having a retirement account provided by an employer. This area's artists are very civically engaged, as 89 percent reported that they "always" vote, the second highest in the state.

*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](http://www.mncitizensforthearts.org).

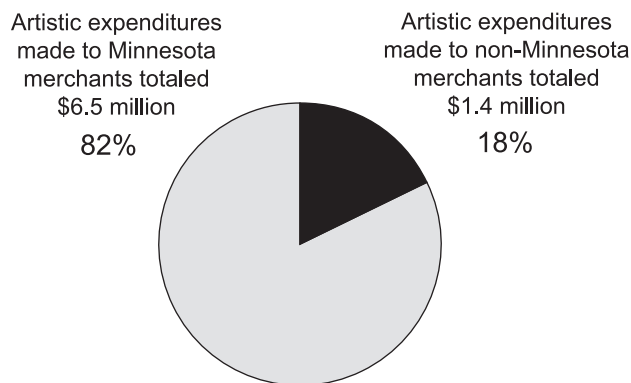
Southeast Minnesota is home to 691 individual artists. Artistic spending by these artists totaled \$7.9 million during 2005. \$6.5 million of those expenditures (82 percent) were made to merchants and businesses located within the state of Minnesota, and therefore have an impact on Minnesota's economy. The table below details the total economic impacts of the \$6.5 million in artistic expenditures that were made to Minnesota's merchants and businesses. Average artistic expenditures of Southeast Minnesota's individual artists (full-time, part-time and hobbyist) during 2005 was \$11,419 per artist, compared to the state average of \$13,572. Median artist income for full-time artists in this area was \$21,690 compared to the state median of \$21,841.

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

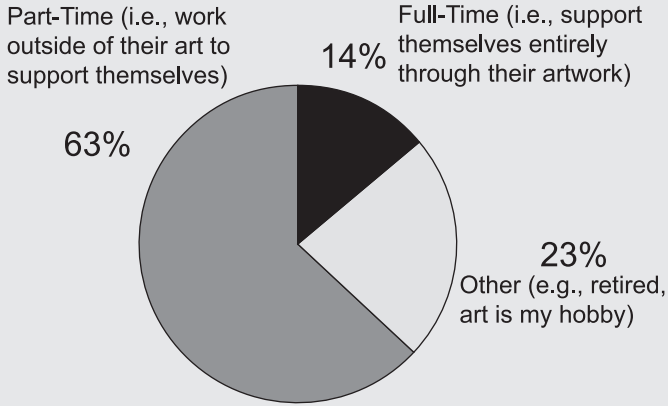
(Expenditures Made to Merchants and Businesses Located Within Minnesota Only)

<b>Total Artistic Expenditures Made In Minnesota</b>	<b>\$6,461,708</b>
Full-Time Equivalent Jobs Supported	215
Resident Household Income Generated	\$4,833,000
Local Government Revenue Generated	\$200,000
State Government Revenue Generated	\$578,000

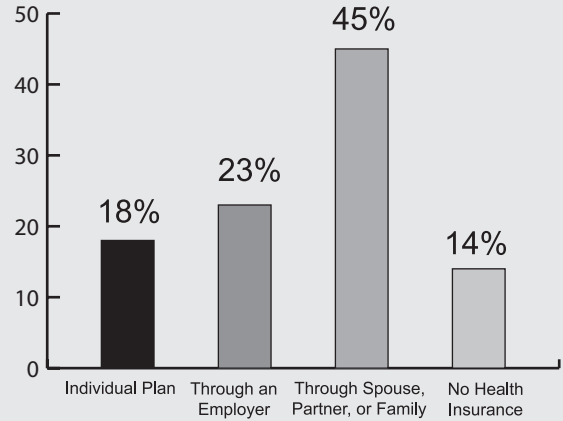
### Artistic expenses by Southeast Minnesota's individual artists totaled \$7.9 million during 2005



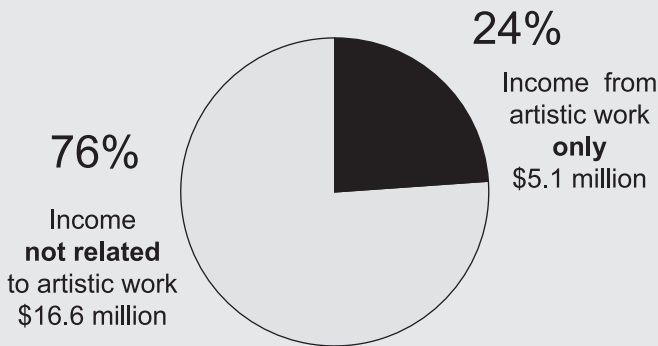
### Artistic employment status in Southeast Minnesota



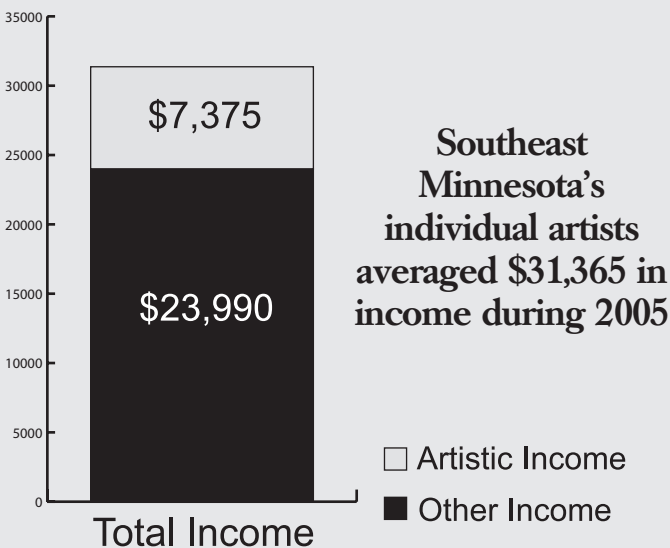
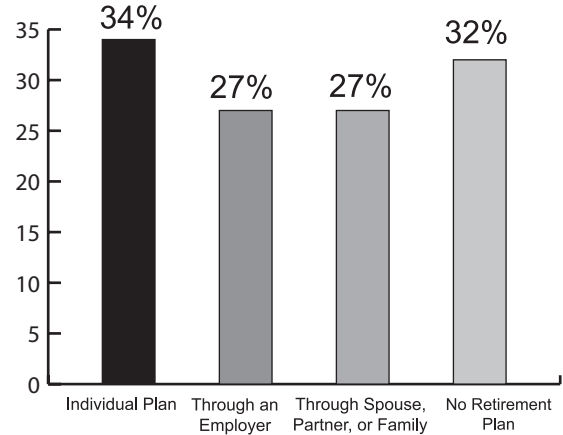
### Source of health insurance for Southeast Minnesota's individual artists



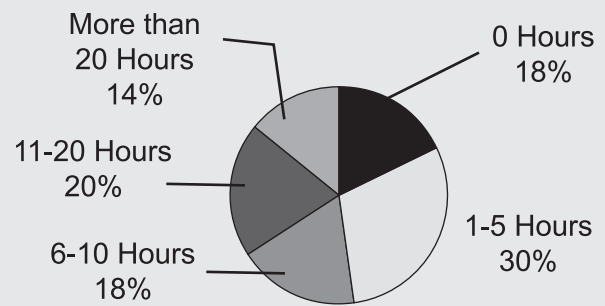
### Income and revenue to Southeast Minnesota's individual artists totaled \$21.7 million during 2005



### Source of retirement plan for Southeast Minnesota's individual artists



### Monthly volunteerism of Southeast Minnesota's individual artists



### Southeast Minnesota's individual artists likelihood to vote

