



CITY OF BLOOMINGTON



Metropolitan Regional Arts Council, Hennepin County

CITY OF BLOOMINGTON NONPROFIT ARTS & CULTURE ORGANIZATIONS AND THEIR AUDIENCES



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS

\$4.3 MILLION

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES

\$7.8 MILLION

TOTAL ECONOMIC IMPACT FROM CITY OF BLOOMINGTON ORGANIZATIONS AND THEIR NONPROFIT AUDIENCE

\$12.1 MILLION

HENNEPIN COUNTY ARTISTS & CREATIVE WORKERS



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS

\$196 MILLION

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS

\$88 MILLION

TOTAL ECONOMIC IMPACT FROM HENNEPIN COUNTY ARTISTS AND CREATIVE WORKERS

\$284 MILLION

25 arts organizations, 10 with spending budgets under \$25,000, impressively drive \$12.1 million in economic impact for the city. This is an incredible contribution to local service providers, retailers, restaurants, and the overall economy.

Based on 2016 economic data | Economic impact per capita in Bloomington: \$141 | City population: 85,866

PARTICIPATING ORGANIZATIONS

BY DISCIPLINE

- 10 Performing arts
- 6 History and historical preservation
- 1 Visual arts and architecture
- 3 Arts multipurpose
- 5 Other

25 TOTAL

NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS

16,039

NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS

25,513

TOTAL NUMBER OF ARTISTS AND CREATIVE WORKERS IN HENNEPIN COUNTY

41,552

Includes creative workers employed full or part time by others, as well as self employed. Does not include student, retired or hobbyist artists.

TOP 3 CREATIVE JOBS IN HENNEPIN COUNTY

PHOTOGRAPHERS | GRAPHIC DESIGNERS | WRITERS AND AUTHORS

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS IN HENNEPIN COUNTY

\$24.51

This is \$7.67 below the average for all workers in this area

BY BUDGET SIZE

- | | |
|-------------------|-----------------|
| 10 Under \$25K | 1 \$250K – \$1M |
| 9 \$25K – \$100K | 2 \$1M – \$5M |
| 3 \$100K – \$250K | |

ATTENDEES

TOTAL ATTENDEES

282,560

NUMBER OF STUDENTS SERVED

81,945

AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET

\$27.58

Number of Museums

3

STUDY HIGHLIGHTS

Within the competitive sphere of two major urban centers, Bloomington's \$12.1 million impact from the arts and culture is extraordinary and fosters 296 full-time equivalent jobs in addition to nearly \$900,000 in government revenues.

Drawing 282,560 people to arts events demonstrates a high level of accessibility and opportunity for every resident and visitor to the area, including 81,945 youth.

Bloomington is a major creative hub to the 41,552 artists in Hennepin County with venues such as Artistry, Bloomington Fine Arts Council and Creative Placemaking – and is central to the sustainability and growth of the regional creative economy.



CITY OF BLOOMINGTON

STATE AND LOCAL GOVERNMENT REVENUES

CITY OF BLOOMINGTON
GOVERNMENT REVENUE (TAXES & FEES)
GENERATED BY ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES

\$899,702

HENNEPIN COUNTY
GOVERNMENT REVENUE
GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$36,964,200

Bloomington's creative nonprofits are a force of production and workforce growth, an economy and economic driver all their own.

The 16,039 full-time and 25,513 part-time artists in Hennepin County are responsible for an impressive \$230.10 per capita economic impact.

PARTICIPATING ORGANIZATIONS

Angelica Cantanti Youth Choirs, Apollo Male Chorus, Artistry, Arts in the Parks, Bloomington Chorale, Bloomington Fine Arts Council, Bloomington Historical Society, Bloomington Parks & Recreation Summer Youth Programming, Bloomington Sister City Organization, Bloomington Symphony Orchestra, Bush Lake Beach and Bloomington Family Aquatic Center Musical Performance, Continental Ballet Company, Creative Placemaking, Creekside Community Center, Heritage Days, Jefferson Theater Company, Medalist Concert Band, Minnesota Masonic Home - Arts Project, NOTE-able Singers, NWA History Centre, River Rendezvous/Pond Dakota Heritage Society, Roho Collective, Summer Fete, The Works, Twin Cities Civil War Roundtable

Creative Minnesota is a collaborative effort to fill the gaps in available information about Minnesota's cultural field and to improve our understanding of its importance to our quality of life and economy.

It is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

Creative Minnesota's statewide and eleven regional studies have included:

- *The economic impact of Minnesota's nonprofit arts and culture organizations and their audiences*
- *An analysis of the impact of artists and creative workers on our economy*
- *Public opinion polling about the arts*
- *Analysis of the availability of arts education in Minnesota's schools*
- *32 Local studies to date of the economic impact of the arts in Minnesota communities.*

Our team includes the McKnight Foundation, the Minnesota State Arts Board, Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mardag Foundation, and Jerome Foundation with in-kind support from Ideas that Kick, the Center for Urban and Regional Affairs (CURA) at the University of Minnesota, & others.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.

Find much more at creativeMN.org



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