



## ECONOMIC IMPACT OF ART AND CULTURE ORGANIZATIONS, AUDIENCES AND ARTISTS AUDIENCES IN ROCK CO.: **\$2 MILLION**

### NONPROFIT ARTS & CULTURE ORGANIZATIONS IN ROCK CO.

TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS **\$599,618**

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES **\$1,098,738**

TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS THEIR AUDIENCES IN ROCK CO. **\$1.7M**

### ARTISTS & CREATIVE WORKERS IN ROCK CO.

SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN AREA **\$112,378**

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN AREA **\$236,077**

TOTAL ECONOMIC IMPACT FROM ARTISTS & CREATIVE WORKERS IN ROCK CO.: **\$348,455**

**\$213.19:** ECONOMIC IMPACT PER CAPITA FROM ORGANIZATION, AUDIENCE AND ARTIST SPENDING IN ROCK CO. COUNTY POPULATION **9,601**

### ARTISTS AND CREATIVE WORKERS IN ROCK COUNTY:

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

#### TOP 3 CREATIVE JOBS PHOTOGRAPHY | MUSIC | WRITER

STATE AND LOCAL GOVERNMENT REVENUE FROM ARTIST SPENDING IN ROCK COUNTY: **\$42,310**

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$17.22**  
Creative worker wages are above the average for all worker wages in Rock County of \$16.60

NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN ROCK COUNTY **18**

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS **21** ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS **64** TOTAL ARTISTS AND CREATIVE WORKERS IN ROCK COUNTY **85**

### STUDY HIGHLIGHTS:

**ROCK COUNTY'S** 19 arts and cultural organizations are generating over \$2 million in economic impact from audience spending, nonprofit arts and culture organizational spending and artist spending. Nonprofit arts and culture audiences alone are bringing over \$1 million annually to local businesses that would not be there if it weren't for cultural events.

This annual arts and cultural related spending results over \$200,000 in state and local government revenue.

With a population of only 9,601, the nonprofit arts and culture organizations of Rock County are serving an annual audience of over 55,000 people including and over 6,000 youth served by arts and cultural activities.

In addition, the county generated well over \$300,000 in positive economic impact just from the spending of its 85 artists and creative workers – and those creatives earn an average hourly wage that is higher than the county average hourly wage.

*NOTE: An impressive Historical Society capital campaign in the study year raised an additional \$1 million (not included in the numbers above) for future arts and cultural spending, which hints of even better things to come.*



# County of: ROCK

## PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

### BY DISCIPLINE

- 6 Performing Arts
- 2 History and historical preservation
- 6 Visual arts and architecture
- 0 Media and communications
- 1 Literary arts
- 0 Humanities
- 4 Arts multipurpose
- 0 Other

**19 TOTAL ORGANIZATIONS**

### BY BUDGET SIZE

- 14 Under \$25K
- 2 \$25K - \$100K
- 3 \$100K-\$250K

### ATTENDANCE

TOTAL ARTS & CULTURE ATTENDEES **55,576**

ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$19.77**

NUMBER OF STUDENTS SERVED **6,402**

## PARTICIPATING ROCK COUNTY NONPROFIT ARTS & CULTURE ORGANIZATIONS:

- Blue Mound Area Theatre
- Brandenburg Prairie Foundation (Brandenburg Gallery and Herreid War Museum)
- Luverne Convention & Visitor's Bureau
- Green Earth Players
- Rock County Historical Society\*
- American Reformed Church
- Grace Lutheran Church
- Hardwick Community Club
- Hills Community Theatre
- Luverne Area Community Foundation
- Luverne Community Education
- Luverne Sr Citizen's Center
- Luverne Street Music
- Rock County
- Rock County 4-H
- Rock County Ag Society
- Rock County Community Library
- Rock County Fine Arts Association
- Rock County Opportunities

## STATE AND LOCAL GOVERNMENT REVENUES:

GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES IN ROCK CO

**\$166,797**

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS IN ROCK CO

**\$42,310**

**TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS, AUDIENCES AND ARTISTS IN ROCK COUNTY**

**\$209,107**

TOTAL FTE JOBS SUPPORTED BY ORGANIZATIONS & AUDIENCES

**43**

TOTAL RESIDENT HOUSEHOLD INCOME GENERATED BY ORGANIZATIONS & AUDIENCES

**\$971K**

*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.*

*Our first Creative Minnesota report, released in 2015, was a snapshot of the health and impacts of nonprofit arts and culture organizations.*

*Our 2017 study updates the previous study and also looks into the economic lives of artists in Minnesota.*

*Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The Creative Minnesota team includes Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the 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 Minnesota Historical Society and others. Data sources and methods can be found at [CREATIVEMN.org](http://CREATIVEMN.org)*

**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](http://creativemn.org)



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