



City of: HOPKINS

County of: HENNEPIN



ECONOMIC IMPACT OF ART AND CULTURE ORGANIZATIONS & AUDIENCES IN HOPKINS:

\$11M

NONPROFIT ARTS & CULTURE ORGANIZATIONS IN HOPKINS



TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN CITY

\$4 MILLION

TOTAL SPENT BY ARTS AND CULTURE ATTENDEES IN CITY

\$7 MILLION

TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS THEIR AUDIENCES IN HOPKINS

\$11.2 MILLION

ARTISTS & CREATIVE WORKERS IN HENNEPIN COUNTY



SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN COUNTY

\$185 MILLION

SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN COUNTY

\$83 MILLION

TOTAL ECONOMIC IMPACT FROM ARTISTS & CREATIVE WORKERS IN HENNEPIN CO.:

\$269 MILLION

\$581.29: ECONOMIC IMPACT PER CAPITA FROM SPENDING OF NONPROFIT ARTS & CULTURE ORGANIZATIONS IN HOPKINS

CITY POPULATION 19,227

ARTISTS AND CREATIVE WORKERS IN HENNEPIN 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 | GRAPHIC DESIGN

STATE AND LOCAL GOVERNMENT REVENUE FROM ARTIST SPENDING IN HENNEPIN COUNTY: \$35M

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS

Creative worker wages are below the average for all worker wages in Hennepin County

\$25.48

NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN HENNEPIN COUNTY

62

ECONOMIC IMPACT OF ARTIST SPENDING PER CAPITA IN HENNEPIN COUNTY: \$220 PER RESIDENT

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS IN HENNEPIN COUNTY

15,192

ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS

24,191

TOTAL ARTISTS AND CREATIVE WORKERS IN HENNEPIN COUNTY

39,399

STUDY HIGHLIGHTS:

ORGANIZATIONS AND AUDIENCES: Hopkins ranks #1 in attendance and attendee spending of our 15 study areas. The economic impact from attendee and organizational spending alone is over \$11 million. Hopkins is #1 in 5 of 9 rankings.

Hopkins nonprofit arts and culture organizations engaged over 123,000 young people in the arts, by far the largest number among study areas.

Notably, the economic impact of audiences is over \$7 million, bringing dollars to the area that would not otherwise be there. This spending also supported over \$7 million in area household income.

ARTISTS AND CREATIVE WORKERS: Hennepin County has the largest community of artists and creative workers in the state, with over over \$269 million in economic impact from the spending of its 39,399 artists and creative workers. Our recent survey of Minnesota artists showed that space was the #1 need of the artist and creative worker community.

It's clear that arts development decisions made in Hopkins over the last 20 years have made a significant difference, setting Hopkins apart.

**Note that the study areas in this report for nonprofit arts organizations and audiences (Hopkins) and for artists and creative workers (Hennepin County) are different.*



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PARTICIPATING HOPKINS NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

BY DISCIPLINE

- 5 Performing Arts
- 1 History and historical preservation
- 2 Visual arts and architecture
- 3 Arts multipurpose

11 TOTAL ORGANIZATIONS

BY BUDGET SIZE

- 3 Under \$25K
- 5 \$25K - \$100K
- 1 \$100K - \$250K
- 0 \$250K - \$1M
- 2 \$1M - 5M

ATTENDANCE

TOTAL ARTS & CULTURE ATTENDEES **255,042**

ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET **\$27.58**

NUMBER OF STUDENTS SERVED **123,555**

PARTICIPATING HOPKINS NONPROFIT ARTS & CULTURE ORGANIZATIONS:

- Art ASAP, Inc.
- Augusta Care
- Friends of the Hopkins Center for the Arts
- Hopkins Center for the Arts
- Hopkins Historical Society
- Hopkins Westwind Concert Band
- JazzMN, Inc.
- Mentoring Peace Through Art Inc.
- Reach for Resources
- Stages Theatre Company
- Vail Place

STATE AND LOCAL GOVERNMENT REVENUES:

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

\$1.2M

+

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

\$35M

TOTAL FTE JOBS SUPPORTED BY ORGANIZATIONS & AUDIENCES

276

TOTAL RESIDENT HOUSEHOLD INCOME GENERATED BY ORGANIZATIONS & AUDIENCES

\$7.2M

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

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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