

ARTS & ECONOMIC PROSPERITY 6

The Economic & Social Impact Study
of Nonprofit Arts & Culture Organizations
& Their Audiences in

St. Croix Valley, MN/WI

Supporting **jobs**.
Generating **revenue**.
Building **community vibrancy**.



Funded by the Hugh J. Andersen Foundation and the Wisconsin Arts Board.

“The AEP6 report underscores what businesses across the nation have witnessed—that investments in arts and culture not only enhance the quality of life, but also stimulate economic development. By supporting the arts, companies attract and retain talent and create an environment where creativity, businesses, and communities thrive.”

— PAUL WASHINGTON
Executive Director
Environmental, Social, and Governance Center
The Conference Board

TOP AEP6 TAKEAWAYS

in the St. Croix Valley

1. Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nonprofit arts and culture industry. In the St. Croix Valley, the sector generated \$169.2 million in economic activity during 2022—\$72.4 million in spending by arts and culture organizations and an additional \$96.8 million in event-related expenditures by their audiences. That economic activity supported 2,067 jobs, provided \$73.4 million in personal income to residents, and generated \$24.3 million in tax revenue to local, state, and federal governments.
2. Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. In the St. Croix Valley, nonprofit arts and culture organizations spent an estimated \$72.4 million which supported 1,004 jobs and generated \$11.5 million in local, state, and federal government revenue.
3. Arts and culture drives commerce to local businesses. When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Overall, in the St. Croix Valley, attendees spend \$31.15 per person per event, beyond the cost of admission. These dollars represent vital income for local merchants and a value-add with which few industries can compete.
4. Arts and culture strengthens the visitor economy. In the St. Croix Valley, 34.2% of attendees are nonlocal visitors who traveled from outside Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin; they spend an average of \$39.02. Additionally, 86.0% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.
5. A vibrant arts and culture community keeps local residents—and their discretionary dollars—in the community. When attendees were asked what they would have done if the event where they were surveyed had not been available, 53.5% of attendees who live in Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin said they would have “traveled to a different community to attend a similar arts or cultural activity.”
6. Arts and culture organizations contribute to community pride in the St. Croix Valley.
 - 83.5% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
 - 77.5% agree that “I would feel a great sense of loss if this activity or venue were no longer available.”
 - 71.6% agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

THE ECONOMIC & SOCIAL IMPACT OF THE NONPROFIT ARTS AND CULTURE INDUSTRY in the St. Croix Valley

From coast to coast—and in **the St. Croix Valley**—America’s nonprofit arts and culture organizations are providing inspiration and joy to residents, beautifying public spaces, and strengthening community pride and identity. Arts and culture organizations are also businesses. They employ people locally, purchase goods and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents. Event-related spending by their audiences generates valuable revenue for local merchants—dining in a nearby restaurant, paying to park or for a rideshare, shopping at local retail stores, and enjoying dessert after a show—a value-add few industries can compete with. These actions, in turn, support jobs, generate household income, and generate tax revenues to the government that more than offset the public’s arts and culture sector investment. The economic activity by arts and culture organizations and their audiences is both measurable and a story that must be told.

Arts and Economic Prosperity 6 (AEP6) provides compelling evidence that the nonprofit arts and culture sector is a significant industry in the St. Croix Valley—one that generated \$169.2 million in total economic activity during 2022. This spending—\$72.4 million by nonprofit arts and culture organizations and an additional \$96.8 million in event-related spending by their audiences—supports 2,067 jobs, generates \$73.4 million in household income for local residents, and delivers \$24.3 million in tax revenues to local, state, and federal governments. This study sends a strong signal that, even in the aftermath of the COVID-19 pandemic and the resulting recession, the nonprofit arts and culture is a formidable industry. AEP6 demonstrates that when we support the arts, we are investing in the St. Croix Valley’s economic and community well-being.

AEP6 is the largest and most inclusive study of its kind. It documents the economic and social contributions of arts and culture in 373 diverse communities and regions representing all 50 states and Puerto Rico. The study areas range in population from 4,000 to 4 million and represent rural, suburban, and urban communities (130 cities and 126 counties, 78 multi-city or multi-county regions, 18 individual arts districts, and 21 entire states/territories). To measure industry spending, local and statewide research partners representing the 373 study regions collected expenditure and attendance data from 16,399 arts and culture organizations and the event-related spending information from 224,667 of their attendees. Using the IMPLAN economic modeling platform, input-output analysis models were customized for each study region to provide specific and reliable economic impact data for each.

This unique report has been prepared for the St. Croix Valley in collaboration with our community research partners, the St. Croix Valley Foundation and ArtReach St. Croix.

ECONOMIC IMPACT OF ARTS AND CULTURE

During fiscal year 2022, spending by both the St. Croix Valley’s nonprofit arts and culture organizations and their audiences totaled \$169.2 million. The table below demonstrates the total economic impact of this economic activity.

**Table 1:
Total Economic Impacts of the Entire Nonprofit Arts and Culture Industry
in the St. Croix Valley During Fiscal Year 2022**

| | Organizations | Audiences | Industry Totals |
|--------------------------|---------------|--------------|----------------------|
| Direct Expenditures | \$72,402,930 | \$96,804,028 | \$169,206,958 |
| Jobs Supported | 1,004 | 1,063 | 2,067 |
| Household Income Paid | \$39,249,981 | \$34,163,680 | \$73,413,661 |
| Local Government Revenue | \$1,242,458 | \$2,902,052 | \$4,144,510 |
| State Government Revenue | \$2,336,783 | \$4,577,591 | \$6,914,374 |
| Federal Tax Revenue | \$7,888,835 | \$5,343,148 | \$13,231,983 |
| Total Tax Revenue | \$11,468,076 | \$12,822,791 | \$24,290,867 |

DEFINING ECONOMIC IMPACT

To complete this national study, researchers—together with local and statewide research partners—collected expenditure and attendance data from a total of 16,399 arts and culture organizations and 224,677 of their attendees to measure total industry spending. Using the IMPLAN economic modeling platform, input-output analysis models were customized for each study region, including the St. Croix Valley. These quantitative models measure the economic relationships between hundreds of different industries in each geographic area. This, in turn, enables localizable economic impact results to be derived. Why this level of rigor? Quite simply, \$50 spent in two different cities, even if in the same state, may have two very different sets of economic impact outcomes. It takes more than one million calculations to derive the economic impact data for each community. IMPLAN’s method of economic analysis ensures reliable and actionable localized results.

1. **Jobs** is a figure of total people employed (full-time, part-time, and seasonal employment).
2. **Resident Household Income** includes salaries, wages, and entrepreneurial income paid to residents. It is the money individuals earn personally and then use to pay for food, mortgages, and other living expenses.
3. **Revenue to Local, State, and Federal Governments** includes revenue from taxes (e.g., income, sales, property) as well as funds from licenses, fees, and other similar sources.

HOW CAN A DOLLAR BE RESPENT?

AEP6 measures the economic impact of the arts using a methodology that enables economists to track how many times a dollar is respent within the local economy, and then to measure the economic impact generated by each round of spending (i.e., the direct, indirect, and induced economic impacts). Think of this as tracking a supply chain. Consider this example:

A theater company purchases a five-gallon bucket of paint from its local hardware store for \$100—a very simple transaction at the outset but one that initiates a complex sequence of income and spending by both individuals and other businesses.

Following the initial purchase, the hardware store may use a portion of the \$100 to pay the salesclerk who sold the bucket of paint. The salesclerk then respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some of the money for rent; and so on.

The hardware store also uses some of the \$100 to purchase goods and services from other businesses, such as the local utility company, and then to buy a new bucket of paint from the paint factory to restock its shelf. Those businesses, in turn, respent the money they earned from the hardware store to pay employees and buy goods and services, and so on.

Some of these expenditures are local and some are outside the region. The local ones continue the local economic impact cycle. Eventually, the last of the \$100 is spent outside of the community at which point it no longer has a local economic impact. It is considered to have “leaked” out of the community.

The total economic impact describes this full economic effect, starting with the theater’s initial paint purchase and ending when the last of the \$100 leaks out of the community. It is composed of the direct economic impact (the effect of the initial paint purchase by the theater), as well as the indirect and induced economic impacts, which are the effects of the subsequent rounds of spending by businesses and individuals, respectively.

Interestingly, a dollar ripples very differently through each community, which is why an input-output model was constructed specifically for Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin. The IMPLAN platform accounts for the unique economic and industrial characteristics of local economies.

THE PANDEMIC'S DEVASTATING IMPACT ON ARTS AND CULTURE ... A RECOVERY THAT CONTINUES

AEP6 was conducted in 2022-23 as the nation continued its emergence from the COVID-19 pandemic. By every measure, the arts and culture industry was among the most devastated economic sectors.

- The U.S. Bureau of Economic Analysis provided one particularly sobering [report](#) of the pandemic's impact on the arts in 2022: "In year one of the COVID-19 pandemic, few areas of the U.S. economy were harder hit than the performing arts: Performing arts presenters and companies joined oil drilling/exploration and air transportation as the steepest-declining areas of the U.S. economy in 2020. After adjusting for inflation, the value added by performing arts presenters (including festivals) fell by nearly 73% between 2019 and 2020."
- Many communities implemented restrictions on public gatherings and travel, which limited attendance and even the ability of performers to work together on the stage. 99% of producing and presenting organizations canceled events during the pandemic with many shuttering for entire seasons—a loss of an estimated 557 million ticketed admissions ([Americans for the Arts, 2022](#)).
- Johns Hopkins University reported in 2021 that the percentage of job losses at nonprofit arts organizations was nearly 5 times worse than the average of all nonprofits (-34.7% vs. -7.4%).
- In 2020, 63% of artists experienced unemployment and 95% lost creative income. 37% were unable to access or afford food at some point during the pandemic and 58% did not visit a medical professional due to an inability to pay. ([Americans for the Arts, 2022](#))
- The pandemic's impact was not felt equally. Organizations serving and representing BIPOC communities were more likely to report that they lacked the financial resources needed to return to in-person programming than non-BIPOC organizations (55% vs. 38%). BIPOC artists had higher rates of unemployment than white artists in 2020 (69% vs. 60%) and lost a larger percentage of their creative income (61% vs 56%). ([Americans for the Arts, 2022](#))
- Arts and culture organizations showed resilience by moving to virtual and online experiences, outdoor performances, drive-in events, and other innovative ways to maintain audience and subscriber engagement.
- Audiences are returning slowly in many communities with informal estimates of a $\frac{2}{3}$ to $\frac{3}{4}$ return rate as of 2023.
- 40% of responding AEP6 organizations reported that, during the height of the pandemic, they expanded services beyond arts and culture in order to address urgent community needs such as collecting and donating supplies, donating facility space as a testing/vaccination site, or helping other organizations and individuals apply for pandemic relief and unemployment benefits.

The pandemic occurred in the time between the AEP5 and AEP6 fiscal years of analysis (2015 and 2022, respectively). While analyses of the pandemic's impact on the arts will continue for years to come, the challenges it brought had an undeniable effect on the industry. Thus, study-to-study comparisons of AEP findings are not recommended.

SOCIAL IMPACT OF THE ARTS AND CULTURE

Past AEP studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond that to also include measures of social impact.

Surveys completed by both arts organizations and individual attendees demonstrate a deep appreciation for how the arts and culture impacts the development and well-being of communities and their residents. Nationally, high levels of appreciation are demonstrated across all socioeconomic groupings. In the St. Croix Valley:

- 83.5% of attendees said that the activity or venue they were attending was a source of neighborhood pride for the community. 85.7% of the participating organizations agreed based on feedback received from community members.
- 77.5% of attendees said they would feel a sense of loss if that activity or venue was no longer available. 79.2% of the participating organizations agreed.
- 78.7% of attendees said it important that future generations also be able to have that cultural experience. 66.2% of the participating organizations agreed.

| Table 2 Percentage of Nonprofit Arts and Culture <u>ATTENDEES</u> that Agree with Statements about the Social Impact of the Arts in the St. Croix Valley | |
|---|-------|
| | Agree |
| “This venue or facility is an important pillar for me within my community.” | 71.6% |
| “I would feel a great sense of loss if this activity or venue were no longer available.” | 77.5% |
| “This activity or venue is inspiring a sense of pride in this neighborhood or community.” | 83.5% |
| “My attendance is my way of ensuring that this activity or venue is preserved for future generations.” | 78.7% |

“When collecting audience surveys, it was a little intimidating to approach someone and ask for their time. Still, by the end of the questionnaire they would be grateful. By taking a moment to reflect, they would think about the concert, performance, exhibition or event and how they are a part of making the Valley’s art scene thrive. The audiences don’t always think about their active contribution!”

— HEATHER RUTLEDGE
Executive Director, ArtReach St. Croix

Table 3**Percentage of Nonprofit Arts and Culture ORGANIZATIONS that Agree with Statements about the Social Impact of the Arts in the St. Croix Valley***(answered by organizational leadership, based on feedback received from community members)*

| | Agree |
|--|--------------|
| “Members of the community consider my organization to be an important pillar within the community.” | 80.5% |
| “Members of the community would feel a great sense of loss if my organization were no longer available.” | 79.2% |
| “Members of the community feel that my organization inspires a sense of pride in this neighborhood or community.” | 85.7% |
| “Members of the community rely on my organization to ensure that the arts and culture we celebrate is preserved for future generations.” | 66.2% |

The social impact findings from the AEP6 study are specific to the nonprofit arts and culture attendees and organizations that participated in the study. It could be argued that these respondents may already have a positive disposition about their cultural experience by virtue of their attendance at an event.

“Americans Speak Out About the Arts in 2023”—a national public opinion study of 3,062 American adults conducted by Ipsos Public Affairs for Americans for the Arts—expands the survey universe to the general public to include both those that do, and do not, participate personally. This separate study also finds a rich appreciation for both the social and economic benefits that arts and culture provide for their community.

Table 4**Findings from “Americans Speak Out About the Arts in 2023”****A National Public Opinion Poll of 3,062 American Adults About the Arts and Culture**

| | |
|---|-----|
| Arts and culture “improves the image and identity of their community” | 70% |
| Arts and culture “inspires a sense of pride in their community” | 63% |
| Arts and culture “is important to their community’s quality of life and livability” | 86% |
| Arts and culture is “important to their community’s businesses, economy, and local jobs” | 79% |
| Arts and culture “provides shared experiences with people of different races, ethnicities, and beliefs” | 72% |
| Arts and culture “helps them better understand other cultures in their community” | 63% |

NONPROFIT ARTS AND CULTURE ORGANIZATIONS

Most people appreciate nonprofit arts and culture organizations as wonderful amenities that improve community livability. They are also businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact on the community.

To measure the impact of spending by nonprofit arts and culture organizations in the St. Croix Valley, the St. Croix Valley Foundation and ArtReach St. Croix first identified the universe of eligible organizations that is located in the community. Those organizations were then asked to complete a survey about their fiscal year 2022 expenses and attendance. A total of 94 organizations participated in the survey. The findings in this report are based on the data provided only by those 94 organizations; no estimates or extrapolations have been made to account for non-participating organizations.

During 2022, the 94 participating nonprofit arts and culture organizations in the St. Croix Valley reported aggregate expenditures of \$72.4 million. These direct expenditures generated total economic impacts (i.e., direct, indirect, and induced) of 1,004 jobs, \$39.2 million in resident household income, and \$11.5 million in total tax revenue. This is the impact of just organizations—festivals, performing and visual arts organizations, history and heritage centers, public art programs, museums, community programs, living collections, and more. It does not take into consideration the spending by their audiences. The following table demonstrates the total economic impact findings of the direct spending by these organizations.

**Table 6:
Total Economic Impacts of Spending by Nonprofit Arts and Culture Organizations
in the St. Croix Valley During Fiscal Year 2022**

| | St. Croix Valley | Median of Population Cohort (Population = Regional) |
|--------------------------|------------------|---|
| Direct Expenditures | \$72,402,930 | \$50,018,085 |
| Jobs Supported | 1,004 | 910 |
| Household Income Paid | \$39,249,981 | \$37,964,216 |
| Local Government Revenue | \$1,242,458 | \$1,034,365 |
| State Government Revenue | \$2,336,783 | \$2,374,441 |
| Federal Tax Revenue | \$7,888,835 | \$7,360,960 |

NONPROFIT ORGANIZATIONS GENERATE TAX REVENUE

The nonprofit arts and culture industry generates significant revenues to local, state, and federal governments. Nonprofit organizations themselves are exempt from many federal and state taxes, so how can they generate tax revenue? Like all employers, they pay payroll taxes (e.g., Social Security, Medicare) and their employees pay income taxes on their personal earnings. In addition, other local businesses are likely to pay taxes on goods they sell and services they provide to nonprofits. **In the St. Croix Valley, spending by nonprofit arts and culture organizations generated a total of \$11.5 million in tax revenues.** In addition, event-related spending by arts audiences (e.g., food and drink, retail, lodging) is taxed in most communities, providing another stream of government revenue. **In the St. Croix Valley, spending by nonprofit arts and culture audiences generated a total of \$12.8 million in tax revenues.**

JOBS SUPPORTED ACROSS THE COMMUNITY

Nonprofit arts and culture organizations provide rewarding employment for more than just arts administrators, artists, and curators. They also employ box office staff, ushers, tour guides, custodians, graphic designers, accountants, printers, maintenance staff, builders, plumbers, and an array of occupations spanning many industries. Arts and culture jobs are highly local and are not typically the type to be offshored. Dollars spent on human resources typically stay within a community longer, thereby having a greater local economic impact. **In the St. Croix Valley, 710 of the 1,004 total jobs supported by the spending of nonprofit arts and culture organizations are a direct result of the organizations' initial expenditures.**

ECONOMIC IMPACT BEYOND DOLLARS: VOLUNTEERISM

While arts volunteers do not have an economic impact as defined in this study (because there are no direct expenditures), they do have an enormous impact on their community because their time and expertise help arts and culture organizations function as a viable industry. **During 2022, a total of 7,921 volunteers donated a total of 264,044 hours to the St. Croix Valley's 94 participating organizations.** This represents a donation of time with an estimated aggregate dollar value of \$7.9 million ([Independent Sector](#) places the value of the average volunteer hour in WI at \$29.97). Volunteers can include individuals such as unpaid professional staff (program staff, board/commission members), artistic volunteers (artists, choreographers, designers), clerical volunteers, and service volunteers (docents, ushers, gift shop volunteers).

The 94 participating organizations in the St. Croix Valley reported an average of 84.3 volunteers who contributed an average of 33.3 hours each, a total of 2,809 hours per organization in 2022.

ARTS AND CULTURE AUDIENCES

EVENT-RELATED SPENDING

Every day, millions of people attend and participate in arts and culture activities. Unlike most industries, arts and culture leverages significant amounts of “event-related spending” by their audiences. For example, part of the cultural experience often includes dining out at a restaurant, paying for parking, shopping in nearby stores, and returning home to pay for child or pet care. Sometimes it includes travel and paying for overnight lodging. Local businesses that cater to arts and culture audiences reap the rewards of this economic activity.

To measure the impact of spending by arts and culture audiences in the St. Croix Valley, data were collected from 690 attendees between May 2022 and April 2023. Researchers used an audience-intercept methodology, a standard technique in which attendees to in-person performances, events, and activities are asked to complete a short survey about their spending related to that event, opinions about the social impact of the arts, ZIP code of their primary address, and basic socioeconomic information. Surveys took place only while attendees were attending the event.

In the St. Croix Valley, the 94 participating nonprofit arts and culture organizations reported that the aggregate attendance to their in-person events totaled 3.1 million during 2022. **Event-related spending by these arts audiences totaled \$96.8 million in the St. Croix Valley during fiscal year 2022**, excluding both the cost of admission as well as the cost of food and drink that was purchased on-site during the event. Why exclude the cost of admission and on-site food and drink purchases? Those costs are paid directly to the arts and culture organizations themselves and are captured as expenses on the separate survey completed by those organizations. This methodology avoids “double counting” those dollars in the analysis.

The table below demonstrates the total economic impacts of these audience expenditures.

Table 7:
Total Economic Impacts of Spending by Nonprofit Arts and Culture Audiences in the St. Croix Valley During Fiscal Year 2022

| | St. Croix Valley | Median of Population Cohort (Population = Regional) |
|--------------------------|-------------------------|--|
| Direct Expenditures | \$96,804,028 | \$49,955,630 |
| Jobs Supported | 1,063 | 595 |
| Household Income Paid | \$34,163,680 | \$23,860,916 |
| Local Government Revenue | \$2,902,052 | \$1,250,957 |
| State Government Revenue | \$4,577,591 | \$2,145,169 |
| Federal Tax Revenue | \$5,343,148 | \$4,647,816 |

AVERAGE SPENDING BY ARTS AND CULTURE ATTENDEES

The typical attendee to a nonprofit arts or culture event in the St. Croix Valley spent **\$31.15 per person per event as a direct result of their attendance** (not including the cost of admission, or food and beverage purchased on-site during the event).

The 690 audience survey respondents in the St. Croix Valley were asked to provide the ZIP code of their primary residence, enabling research to determine which attendees were local residents (i.e., live within Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin), and which were nonlocals (i.e., live outside that area). In the St. Croix Valley, 65.8% of the 3.1 million nonprofit arts and culture attendees were residents, and 34.2% were nonresidents.

Nonlocal attendees spent an average of 44% more than local attendees (\$39.02 vs. \$27.08, respectively) as a result of their attendance to nonprofit arts and culture events in the St. Croix Valley. As would be expected from a traveler, nonlocal attendees typically spend more in categories like lodging, meals, and transportation. When a community attracts cultural tourists, local merchants reap the rewards.

**Table 8:
Event-Related Spending by Nonprofit Arts and Culture Audiences Totaled \$96.8 million
in the St. Croix Valley During Fiscal Year 2022**

| | Local Attendees | Nonlocal Attendees | All Attendees |
|------------------------------|-----------------|--------------------|---------------------|
| Total Attendance | 2,043,964 | 1,062,365 | 3,106,329 |
| Percent of Attendees | 65.8% | 34.2% | 100% |
| Average Dollars Per Attendee | \$27.08 | \$39.02 | \$31.15 |
| Total Event-Related Spending | \$55,350,545 | \$41,453,483 | \$96,804,028 |

“Whenever we share data with policymakers about how the live arts generate economic activity, eyes are opened. As we wrestle with historic underfunding of the arts in the United States, this study shows how tremendously powerful the live arts are in generating economic activity by activating other community businesses. This study is a must-read for policymakers and economic development staff from coast to coast.”

— AL VINCENT, JR.,
Executive Director, Actors’ Equity Association

**Table 9:
Nonprofit Arts and Culture Attendees Spent an Average of \$31.15 Per Person, Per Event
as a Result of Attending an Event in the St. Croix Valley During Fiscal Year 2022**

| | Local Attendees | Nonlocal Attendees | All Attendees |
|-----------------------------------|-----------------|--------------------|----------------|
| Food and Drink (off-site only) | \$11.13 | \$11.00 | \$11.09 |
| Retail Shopping | \$8.33 | \$12.84 | \$9.87 |
| Overnight Lodging | \$0.22 | \$3.85 | \$1.46 |
| Local Transportation | \$1.57 | \$5.23 | \$2.82 |
| Clothing and Accessories | \$1.89 | \$1.67 | \$1.81 |
| Supplies and Groceries | \$2.43 | \$2.07 | \$2.31 |
| Childcare | \$0.47 | \$0.31 | \$0.41 |
| Other/Miscellaneous | \$1.04 | \$2.05 | \$1.38 |
| Overall Per Person Average | \$27.08 | \$39.02 | \$31.15 |

THE ARTS DRIVE TOURISM

Each of the nonlocal survey respondents (i.e., those that live outside Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin) were asked about the primary reason for their trip: **86.0% of nonlocal attendees reported that the primary purpose of their visit to the St. Croix Valley was “specifically to attend the performance, event, exhibit, venue, or facility”** where they were surveyed.

The audience-intercept survey also asked nonlocal attendees if they would have traveled somewhere else (i.e., somewhere other than the St. Croix Valley) if the event where they were surveyed had not been available: **76.6% of nonlocal attendees responded “I would have traveled to a different community to attend a similar arts or cultural activity.”**

Additionally, 56.3% of the nonlocal attendees in the St. Croix Valley indicated that it was the first time they had ever attended the specific activity or visited the specific venue where they were surveyed.

Of the 34.2% of the St. Croix Valley’s arts and culture attendees who are nonlocal, 5.1% reported an overnight lodging expense as a result of attending the event where they were surveyed. Not surprisingly, these attendees with a lodging expense spent considerably more money during their visit—an average of \$131.10 per person (as compared to \$39.02 per person for the average nonlocal attendee in the St. Croix Valley). For this analysis, only one night of lodging expense is counted in the audience expenditure analysis, regardless of how many nights these cultural tourists actually spent in the community. This approach ensures that the results from the AEP6 study are not inflated by non-arts-related lodging expenses.

Can you still get a hotel room for only \$3.85? This figure is an average of all survey responses collected from nonlocal attendees to nonprofit arts and culture events in the St. Croix Valley—5.1% of those nonlocals reported an overnight lodging expense (the rest of the nonlocal responses reported \$0 for lodging).

Overall, nonlocal attendees to nonprofit arts and culture organizations reported that they spent an average of 0.4 nights in the St. Croix Valley specifically as a result of their attendance at the activity or venue where they were surveyed. (It is important to note that this figure is not limited to paid lodging—in can include nonlocal attendees who stayed at the home of family members or friends, and may include attendees who have a secondary residence that is located in the St. Croix Valley.

A VIBRANT ARTS SCENE KEEPS RESIDENTS' DOLLARS LOCAL

Finally, the audience-intercept survey asked **local** attendees if they would have traveled somewhere else (i.e., if they would have left the St. Croix Valley) if the event where they were surveyed had not been available: **53.5% of local attendees responded “I would have traveled to a different community to attend a similar arts or cultural activity.”**

Additionally, 34.8% of the local attendees in the St. Croix Valley indicated that it was the first time they had ever attended the specific activity or visited the specific venue where they were surveyed.

When taken all together, these cultural tourism findings demonstrate the economic impact of the nonprofit arts and culture industry in its truest sense. If a community fails to provide a variety of opportunities to experience the arts and culture, it risks not attracting cultural tourists and their valuable dollars as well as losing the discretionary spending of its own residents who will travel elsewhere in search of the diverse artistic expressions and authentic cultural experiences they seek.

“The economic and social impacts of the arts and culture are felt daily in Wisconsin communities. In addition to contributing to Wisconsin's creative economy, the arts and culture are important parts of creating the future we want for our communities and our state.”

— BRIAN KELSEY,
Board Chairperson, Wisconsin Arts Board

TRAVEL PARTY AND DEMOGRAPHIC CHARACTERISTICS

Table 12:
Travel Party and Demographic Characteristics of Arts Audiences in the St. Croix Valley

| | Local Attendees | Nonlocal Attendees |
|---|-----------------|--------------------|
| Travel Party Size | | |
| Average number of adults (18 years of age or older) | 2.1 | 2.2 |
| Average number of children (younger than 18) | 0.3 | 0.3 |
| Average travel party size | 2.4 | 2.5 |

| Age Range | | |
|---|-------|-------|
| 18 to 25 years of age (i.e., Generation Z) | 3.3% | 8.8% |
| 26 to 41 years of age (i.e., Millennials, Generation Y) | 17.4% | 18.9% |
| 42 to 57 years of age (i.e., Generation X) | 30.5% | 20.2% |
| 58 to 76 years of age (i.e., Baby Boomers) | 41.1% | 50.9% |
| 77 years of age or older (i.e., Greatest Generation, Silent Generation) | 7.7% | 1.3% |

AN IMPORTANT RESEARCH NOTE:

Arts & Economic Prosperity 6 includes comparisons between the sample of audience surveys that was collected from attendees to BIPOC and ALAANA organizations and the overall sample of audience surveys. Nationally, the sample sizes were robust (37,805 and 224,677, respectively).

Arts & Economic Prosperity 6 intentionally excludes comparisons of BIPOC versus not-BIPOC datasets. The goal is to measure the impact of arts and culture inclusive of all communities, cultures, and identities, and to create better tools to advocate for communities that have historically been overlooked, underfunded, and marginalized.

We encourage all who engage with the AEP6 study to refrain from comparisons that have in the past been used to bring harm to communities and undermine the good and hard work being done to advocate for all.

“As the world’s largest and most reliable resource for destination organizations, arts and culture organizations make up the beautiful tapestry of what makes destinations come alive. Advocacy, especially at the local level, and data from the AEP6 research partners empower destinations to not just showcase their beauty but to measure the impact of creativity, fostering a vibrant, sustainable future for all to explore and cherish.”

— SOPHIA HYDER HOCK,
Chief Diversity Officer, Destinations International

| Educational Attainment | | |
|--------------------------------|-------|-------|
| Less than high school | 0.5% | 0.0% |
| High school degree | 10.7% | 10.5% |
| Technical or associates degree | 14.3% | 9.2% |
| Bachelor's degree | 43.2% | 40.4% |
| Master's degree | 26.5% | 33.3% |
| Doctoral degree | 4.8% | 6.6% |

| Annual Household Income | | |
|--------------------------------|-------|-------|
| Less than \$30,000 | 6.0% | 9.1% |
| \$30,000 to \$59,999 | 12.5% | 16.8% |
| \$60,000 to \$99,999 | 28.3% | 27.3% |
| \$100,000 to \$149,999 | 28.5% | 25.9% |
| \$150,000 to \$199,999 | 9.8% | 10.5% |
| \$200,000 or more | 15.0% | 10.5% |

| Identify with a Disability | | |
|-----------------------------------|------|------|
| Yes | 6.5% | 9.8% |

**Table 12 (continued):
Travel Party and Demographic Characteristics of Arts Audiences in the St. Croix Valley**

| | All Attendees |
|---|----------------------|
| Race/Ethnicity* | |
| American Indian or Alaska Native or Indigenous or First Nations | 2.3% |
| Arab or Middle Eastern or Northern African | 0.3% |
| Asian or Asian American | 2.0% |
| Black or African American | 0.6% |
| Hispanic or Latino/Latina/Latinx or Spanish origin | 2.3% |
| Native Hawaiian or Pacific Islander | 0.5% |
| White or Caucasian or European American | 95.2% |
| I prefer to self-identify | 1.2% |
| | |
| Any BIPOC or ALAANA | 6.9% |
| White Only | 93.1% |

* The audience-intercept survey instrument allowed respondents to choose multiple racial/ethnic categories. Therefore, the sum of the results for the individual categories may exceed 100%.

CONCLUSION

Arts and culture is more than food for the soul. It also puts food on the table for millions of people across the United States—including in the St. Croix Valley.

In 2022, nonprofit arts and culture organizations and their audiences generated \$169.2 million in economic activity in the St. Croix Valley—\$72.4 million in spending by the organizations, which leveraged an additional \$96.8 million in event-related spending by their audiences. This economic activity supported 2,067 jobs and generated \$24.3 million in tax revenue.

AEP6 changes the conversation about nonprofit arts and culture organizations from that of a charity—worthy of funding in prosperous economic times but hard to justify in challenging times—to that of an industry with an economic and social impact. Arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents. Their very act of creating, presenting, exhibiting, and engaging has a positive economic impact on the community.

When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Attendees at the St. Croix Valley’s nonprofit arts and culture events spend \$31.15 per person per event, beyond the cost of admission—vital income for local merchants and a value-add that few industries can compete with. Arts and culture organizations also strengthen the visitor economy: 34.2% of the St. Croix Valley’s arts attendees travel from outside Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin; these cultural tourists spend an average of \$39.02 per person. When asked, 86.0% of those nonlocal attendees reported that the primary purpose of their visit was “specifically to attend the performance, event, exhibit, venue, or facility” where they were surveyed.

Arts and culture is a fundamental component of livable communities—beautifying cities and towns, bringing joy to residents, and celebrating diverse cultural expressions and traditions. It powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and nighttime economies flourish. Shared cultural experiences strengthen sense of belonging and community pride.

Arts & Economic Prosperity 6 delivers a clear and welcome message: when communities invest in arts and culture, they are not investing in community development at the expense of economic development. Rather, they are investing in an industry that stimulates the economy, supports local jobs, and contributes to building healthy, vibrant, and more livable communities. **When we support the arts, we are investing in both the St. Croix Valley’s economic and community well-being.**

AEP6 CALCULATOR

To make it easier to compare the economic impacts of different organizations located in the St. Croix Valley (or to calculate updated impact estimates in the five years ahead), the project researchers calculated the economic impact per \$100,000 of direct spending by nonprofit arts and culture organizations and their audiences.

ECONOMIC IMPACT PER \$100,000 OF DIRECT SPENDING BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS

For every \$100,000 in direct spending by a nonprofit arts and culture organization in the St. Croix Valley, there was the following estimated economic impact during fiscal year 2022.

Table 13

Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations in the St. Croix Valley During Fiscal Year 2022

| | St. Croix Valley |
|---------------------------|-------------------------|
| Employment (Jobs) | 1.39 |
| Resident Household Income | \$54,210 |
| Local Government Revenue | \$1,716 |
| State Government Revenue | \$3,227 |
| Federal Tax Revenue | \$10,896 |

An Example of How to Use the Organizational Spending Calculator Table (above):

An administrator from a nonprofit arts and cultural organization that has total expenditures of \$250,000 wants to determine the organization's total economic impact on employment in the St. Croix Valley. The administrator would:

1. Determine the amount spent by the nonprofit arts and cultural organization (in this example, \$250,000)
2. Divide the total expenditure by 100,000 (in this example, \$250,000 divided by 100,000 equals 2.5)
3. Multiply that figure by the employment ratio per \$100,000 for the St. Croix Valley

ECONOMIC IMPACT PER \$100,000 OF DIRECT SPENDING BY NONPROFIT ARTS AND CULTURE AUDIENCES

The economic impact of event-related spending by arts audiences can also be derived for an individual organization or groups of organizations in the St. Croix Valley.

The first step is to determine the total estimated event-related spending by local attendees. To derive this figure, first multiply the total attendance by the percentage of attendees that are residents. Then, multiply the result by the average per person event-related expenditure by local attendees. The result is the total estimated event-related spending by local attendees.

The second step is to do the same for nonlocal attendees. To derive this figure, first multiply the total attendance by the percentage of attendees that are nonresidents. Then, multiply the result by the average per person event-related expenditure by nonlocal attendees. The result is the total estimated event-related spending by nonlocals.

Then, sum the results from the first two steps together to calculate the total estimated event-related audience spending in the St. Croix Valley. Finally, the ratios of economic impact per \$100,000 in direct spending can then be used to determine the total economic impact of the total estimated audience spending.

| Table 14: Audience Spending Ratios for the AEP6 Calculator in the St. Croix Valley | | |
|---|-----------------|--------------------|
| | Local Attendees | Nonlocal Attendees |
| Percentage of Total Attendees | 65.8% | 34.2% |
| Average Per Person Event-Related Expenditure | \$27.08 | \$39.02 |

| Table 15: Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Audiences in the St. Croix Valley During Fiscal Year 2022 | |
|---|------------------|
| | St. Croix Valley |
| Employment (Jobs) | 1.10 |
| Resident Household Income | \$35,292 |
| Local Government Revenue | \$2,998 |
| State Government Revenue | \$4,729 |
| Federal Tax Revenue | \$5,520 |

An Example of How to Use the Audience Spending Calculator Tables (on the preceding page):

An administrator wants to determine the total economic impact of the 25,000 total attendees to his/her organization's nonprofit arts and cultural events on employment in the St. Croix Valley. The administrator would:

1. Multiply the total attendance by the percentage of attendees that are residents
2. Multiply the result of step 1 by the average per person event-related expenditure for residents
3. Multiply the total attendance by the percentage of attendees that are nonresidents
4. Multiply the result of step 3 by the average per person event-related expenditure for nonresidents
5. Sum the results of steps 2 and 4 to calculate the total estimated event-related audience spending
6. Divide the resulting total estimated audience spending by 100,000
7. Multiply that figure by the employment ratio per \$100,000 for the St. Croix Valley

MAKING COMPARISONS WITH SIMILAR STUDY REGIONS

For the purpose of this analysis and unique report, **the geographic region being studied is defined as Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin.** According to the most recent data available from the U.S. Census Bureau, the population of the St. Croix Valley was estimated to be 511,187. For comparison purposes, an appendix of detailed data tables containing the study results for all 373 participating study regions can be found on at www.AEP6.AmericansForTheArts.org. The data tables are stratified by population, making it easy to compare the findings for the St. Croix Valley to the findings for similarly populated study regions (as well as any other participating study regions that are considered valid comparison cohorts).

Additional AEP6 tools and resources can be found at www.AEP6.AmericansForTheArts.org.

ABOUT THIS STUDY

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. A local or statewide research partner implemented the data collection for each community—a total of 297 research partners represented the 373 participating communities (41 research partners represented multiple communities such as both a city and a county). The participating communities range in population from 4,000 to 4 million and represent rural, suburban, and urban areas (130 cities, 126 counties, 78 multi-city or multi-county regions, 18 arts districts, and 21 states/territories).

Researchers, in collaboration with their local and statewide partners, collected surveys from 16,399 organizations and 224,677 attendees to provide a measure of total industry spending. Using the IMPLAN economic modeling platform, input-output analysis models were customized for all 373 study regions. These quantitative models measure the economic relationships between hundreds of different industries in each geographic area. Reports were prepared for each of the 373 study regions, and national estimates were made for the nation as a whole.

For this study, economic impact is defined as the following measures:

- Jobs is a total figure of people employed (full-time, part-time, and seasonal employment jobs).
- Resident household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money individuals earn personally and then use to pay for food, mortgages, and other living expenses.
- Tax revenue to local, state, and federal governments includes revenue from taxes as well as funds from licenses, filing fees, and similar sources.

TO PARTICIPATE IN AEP6, THE LOCAL AND STATEWIDE PARTNERS AGREED TO FOUR PARTICIPATION CRITERIA.

1. Identify and code the comprehensive universe of eligible arts and culture organizations located in their study region.
2. Assist with the collection of detailed financial and attendance information from those organizations and review the information for accuracy.
3. Collect audience-intercept surveys from attendees at a broad, representative sample of cultural events that take place in their study region.
4. Pay a modest cost-sharing fee.

To secure the St. Croix Valley's status as one of the 373 participating communities, the St. Croix Valley Foundation and ArtReach St. Croix responded to the Call for Participants and agreed to complete the required criteria.

HOW RESEARCH PARTNERS IDENTIFIED ELIGIBLE ARTS AND CULTURE ORGANIZATIONS FOR STUDY INCLUSION.

Each of the 297 research partners identified the universe of nonprofit arts and culture organizations located in their region using the National Taxonomy of Exempt Entity (NTEE) coding system as a guideline. The NTEE system—developed by the National Center for Charitable Statistics at the Urban Institute—is a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 major categories, including “Arts, Culture, and Humanities.” The IRS Business Master File lists approximately 116,000 arts and culture organizations registered with the IRS in 2022.

These NTEE “Arts, Culture, and Humanities” subcategories were included in this study:

- A01 – Alliances and Advocacy
- A02 – Management and Technical Assistance
- A03 – Professional Societies and Associations
- A05 – Research Institutes and Public Policy Analysis
- A11 – Single Organization Support
- A12 – Fund Raising and Fund Distribution
- A19 – Support (not elsewhere classified)
- A20 – Arts and Culture (general)
- A23 – Cultural and Ethnic Awareness
- A24 – Folk Arts
- A25 – Arts Education
- A26 – Arts and Humanities Councils & Agencies
- A27 – Community Celebrations
- A30 – Media and Communications (general)
- A31 – Film and Video
- A32 – Television
- A33 – Printing and Publishing
- A34 – Radio
- A40 – Visual Arts (general)
- A50 – Museums (general)
- A51 – Art Museums
- A52 – Children’s Museums
- A53 – Folk Arts Museums
- A54 – History Museums
- A56 – Natural History and Natural Science Museums
- A57 – Science and Technology Museums
- A60 – Performing Arts (general)
- A61 – Performing Arts Centers
- A62 – Dance
- A63 – Ballet
- A65 – Theatre
- A68 – Music
- A69 – Symphony Orchestras
- A6A – Opera
- A6B – Singing and Choral Groups
- A6C – Bands and Ensembles
- A6E – Performing Arts Schools
- A70 – Humanities (general)
- A80 – Historical Organizations (general)
- A82 – Historical Societies and Historic Preservation
- A84 – Commemorative Events
- A90 – Arts Services (general)
- A99 – Arts, Culture, and Humanities (miscellaneous)

- B70 – Libraries
- C41 – Botanical Gardens and Arboreta
- C42 – Garden Clubs
- D50 – Zoos and Aquariums
- N52 – Fairs and Festivals
- Q21 – International Cultural Exchange

AEP6 takes an inclusive approach that accounts for different localities and cultures. For example, in some communities, the museum may be a nonprofit organization while in others it is a government-owned and operated entity. Both are included in AEP6. Also included are entities such as public and private local arts agencies, living collections (zoos, aquariums, and botanical gardens), university presenters, and arts programs under the umbrella of a non-arts organization or facility (such as a library, social service organization, or church). In addition to the organization types listed above, the study research partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of arts and culture. In short, if it displays the characteristics of a nonprofit arts and culture organization and has an identifiable budget, attendance, and leadership, it was included.

SURVEYS OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

Detailed information was collected from 16,399 eligible organizations about their fiscal year 2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the St. Croix Valley, 94 of the 251 total eligible nonprofit arts and culture organizations identified by the St. Croix Valley Foundation and ArtReach St. Croix provided the financial and attendance information required for the study analysis— an overall participation rate of 37.5%.

SURVEYS OF NONPROFIT ARTS AND CULTURE AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 373 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Attendees and participants were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey for an average of 602 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. The survey respondents provided information about the entire party with whom they were attending

the event. With an overall average travel party size of 2.41 people, this data represents the spending patterns of 541,472 attendees.

In the St. Croix Valley, a total of 690 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.

STUDYING ECONOMIC IMPACT USING INPUT-OUTPUT ANALYSIS

The nation's economy is shaped by complex interactions among businesses, workers, and communities. To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by organizations and their audiences. This is a highly regarded type of analysis that has been the basis for multiple Nobel Prizes in economics. The models are mathematical equations that combine statistical methods and economic theory in an area of study called econometrics.

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. IMPLAN's models are based on detailed tables that represent the flow of goods and services between industries. IMPLAN relies on region-specific and industry-specific data to customize input-output models for different areas and sectors, allowing for more accurate analysis.

In short, this analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state.

To complete this analysis for the St. Croix Valley, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin.

CALCULATION OF THE NATIONAL ECONOMIC IMPACT

The national estimates were derived using the following steps:

1. The 130 cities and towns that participated in the study were stratified into six population cohorts, and average economic impact results were calculated for each cohort. Ten communities were excluded from the calculation of the averages due to their comparably high levels of economic activity relative to the other participating cohort communities. This avoided inflating the national estimates.
2. The nation's largest 13,189 incorporated places were assigned to one of the six groups based on their population, as supplied by the U.S. Census Bureau, and assigned the economic impact average for its population group.
3. The average economic impact values of the cities and towns were added together to determine estimated national economic impact findings.

A comprehensive description of the methodology used to complete this national study is available at www.AEP6.AmericansForTheArts.org.

Participating Nonprofit Arts and Culture Organizations

This study could not have been completed without the cooperation and participation of the 94 nonprofit arts and culture organizations in the St. Croix Valley, listed below, that provided the financial and attendance information necessary for the analysis.

A House Unbuilt; Acreage at Osceola; Afton Art in the Park; American Sewing Guild (Local Chapter); Amery Area Public Library; ArtReach St Croix; Bayport Public Library; Belwin Conservancy; Board of Regents of The University of Wisconsin System; Burnett Area Arts Group; Carpenter St. Croix Valley Nature Center; Combat Aircrews Preservation Society; Deer Park Public Library; East Metro Water Resource Education Program; Ellsworth Public Library; Franconia Sculpture Park; Frederic Arts Board; Friday Memorial Library; Friends of Balsam Lake Public Library; Friends of Lake Elmo & Sunfish Lake Park; Grow To Share; Hammond Community Library; Hudson Area Chamber of Commerce & Tourism Bureau; Hudson Area Public Library; Hudson Heritage Quilters; Hudson Hot Air Affair; Hudson Marching Band Parent Group; Hugh J. Andersen Foundation; Lakeview Health Foundation; Larsen Family Public Library; Light in the Well; Luck Area Historical Society; Mahtomedi Area Educational Foundation; Marine Candlelight Series; Marine Community Library Association; Marine Library Association; Marine Mills Folk School; Mentoring Peace Through Art; Minnesota Water Garden Society; Music St. Croix; New Richmond Preservation Society; North Hudson Pepper Festival; Northern Lakes School for the Arts; Ole Olson Onstage; Open Door Community Theatre; Orange Dragon Art Gallery; Osceola Community Health Foundation; Philadelphia Community Farm; Phipps Center for the Arts; Polk County Historical Society; Pollinator Friendly Alliance; Potato Lake Association; Potters Without Kilns; River City Chorale; River Falls Community Arts Base; River Falls Public Library; Riverwood Nature Center; Rush City Education Foundation; St. Croix County Historical Society (Octagon House Museum); St. Croix Valley Chamber Chorale; St. Croix Valley Foundation; St. Croix Valley Orchestra Association; St. Croix Camera Club; St. Croix Falls Public Library; St. Croix Jazz Orchestra; St. Croix Symphony; St. Croix Valley Music Teachers Association; St. Croix Valley Opera; Sterling Eureka and Laketown Historical Society; Stillwater Public Library; Stillwater Public Library Foundation; Storyark; Summer Tuesday; Taylors Falls Lighting Festival; The Food Group (Fare For All/Big River Farms); The Partnership Plan; Trinity Lutheran Church; Tropical Wings; Unexpected Company Chorale; Union Art Alley; University of Wisconsin (River Falls Foundation); Utility Box Murals; UWRF Chalmer Davee Library; Valley Concert Winds; Vicious Motion; W.H.O. Books; Washington County Parks; Westfields Hospital & Clinic Foundation; Wilberg Memorial Public Library Of Osceola; Wild Ones (St. Croix Oak Savanna); Willow River State Park; Woodbury Days Council; Wyoming Area Creative Arts Community (Hallberg Center For The Arts); Youth Advantage.