

2017 Meander Economic Impacts

**$111,920** Total reported Meander art sales to customers during the Meander weekend**.**

 (39 surveys reported)

*2016 reported $114,726 with 43 surveys returned*

**$2,870** Average reported art sales per artist. *($2,668 in 2016)*

**60%** Money raised to organize the Meander through sponsors and artists was spent on products or services (printing, paper, advertising, graphic design, staffing) in the five-county area. Meander spent nearly $8,000 on advertising in 2017; 27% of the total budget.

**85-1500** Reported total number of customers at individual studios for the entire weekend.

**11 studios** Average number of studios customers visited. *(12 in 2016)*

**3** people per travel party (on average)

**75%** of customers said the quality of the art was excellent (71% 2016)

**77%** of customers said their overall experience was excellent (83% 2016)

**50%** did NOT attend last year (50% in 2016)

**73%** plan to attend again next year (80% in 2016)

**19%** maybe plan to attend next year (17% in 2016)

**33% first time to attend the Meander** (28% in 2016)

**45%** came from within 5-county area (38% in 2016)

**17%** came from greater Minnesota (outside 5-county area) (30% in 2016)

**25%** came from the metro area (21% in 2016)

**13%** came from out of state (15% in 2016)

## Average Expenditures per Customer

## *(354 reporting in 2017 vs 338 in 2016)*

**$124** on Meander Art ($110 in 2016)

**$43** on Food/Gas ($36 in 2016)

**$11** on Shopping, other than art ($12 in 2016)

**$18** on Lodging ($17 in 2016)

**Meander Upper Minnesota River Art Crawl • 320-289-1981 • www.artsmeander.com**