



## 2016 Meander Economic Impacts

- \$114,726** Total reported Meander art sales to customers during the Meander weekend. (43 surveys reported)  
*2015 reported \$99,303 with 39 surveys returned*
- \$2,668** Average reported art sales per artist. (*\$2,546 in 2015*)
- 72%** 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 over \$9,500 on advertising in 2016; 26% of the total budget.
- 130-1500** Reported total number of customers at individual studios for the entire weekend.
- 12 studios** Average number of studios customers visited. (*11 in 2015*)
- 3 people per travel party** (on average)
- 71%** of customers said the quality of the art was excellent (236/331)  
**83%** of customers said their overall experience was excellent
- 50%** did NOT attend last year  
**80%** plan to attend again next year  
**17%** maybe plan to attend next year  
**28%** **first time to attend the Meander**
- 38%** came from within 5-county area  
**30%** came from greater Minnesota (outside 5-county area)  
**21%** came from the metro area  
**15%** came from out of state

### **Average Expenditures per Customer**

*(338 reporting in 2016 vs 281 in 2015)*

**\$110** on Meander Art (*\$113 in 2015*)

**\$36** on Food/Gas (*\$29 in 2015*)

**\$12** on Shopping, other than art (*\$11 in 2015*)

**\$17** on Lodging (*\$5 in 2015*)