

2019 *Meander* October 4, 5, & 6
Upper Minnesota River Art Crawl

2019 Meander Economic Impacts

- \$116,444** Total reported Meander art sales to customers during the Meander weekend.
(40 surveys reported)
2018 reported \$108,108 with 35 surveys returned
- \$2,911** Average reported art sales per artist. (*\$3,089 in 2018*)
- 74%** 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 \$9,000 on advertising in 2019; 25% of the total budget.
- 120-1400** Reported total number of customers at individual studios for the entire weekend.
- 8 studios** Average number of studios customers visited. (*11 in 2018*)
- 2.2 people per travel party (on average)**
- 75%** of customers said the quality of the art was excellent (*75% in 2018*)
81% of customers said their overall experience was excellent (*76% in 2018*)
- 48%** did NOT attend last year (*53% in 2018*)
81% plan to attend again next year (*81% in 2018*)
18% maybe plan to attend next year (*18% in 2018*)
33% **first time to attend the Meander** (*38% in 2018*)
- 38%** came from within 5-county area (*36% in 2018*)
25% came from greater Minnesota (outside 5-county area) (*28% in 2018*)
22% came from the metro area (*20% in 2018*)
15% came from out of state – 12 different states (*16% in 2018*)

Average Expenditures per Customer

(335 reporting in 2019 vs 373 in 2018)

\$126 on Meander Art (*\$103 in 2018*)

\$37 on Food/Gas (*\$33 in 2018*)

\$10 on Shopping, other than art (*\$14 in 2018*)

\$20 on Lodging (*\$13 in 2018*)