

2020 Meander Economic Impacts COVID Edition

- \$24,165** Total reported Meander art sales as a result of Meander Art Auction 2020 (35 artists)
2019 reported \$116,944 Meander (In-person) art sales with 35 surveys returned
- \$9,230 Sales to Meander artists during the **Meander Auction** (31 artists)
\$881 was donated to local food shelves
- \$14,935 Additional sales to Meander Artists in response to Meander 2020 marketing.
- \$690** Average reported art sales per artist. (*\$2,911 in 2019*)
- \$9,000+** Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMVRDC staff time.

From 83 survey responses from registered bidders:

The overall experience of the Meander Art Auction received a 4.3 average rating out of 5 stars

63% of customers said the quality of the art was excellent (75% in 2019)

29% did not know the artist personally (24 bidders)

33% contacted or plan to contact the artist to purchase artwork directly

55% went to an artist's website to view more.

19% reported bidding more because the artists were donating to the food shelf.

84% would participate if Meander did an auction again the future

30% reported that they have never been on the Meander Art crawl

70% reported that they want to come to the Meander Art Crawl in future years.

From 211 total registered bidders:

27% came from within 5-county area (38% in 2019)

22% came from greater Minnesota (outside 5-county area) (25% in 2019)

21% came from the metro area (22% in 2019)

31% came from out of state – 22 different states (15% in 2019)