

## 2020 Meander Economic Impacts COVID Edition

- \$23,740** 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**
- \$14,510 Additional sales to Meander Artists in response to Meander 2020 marketing.
- \$765** 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 in 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)