

October 1, 2, & 3
2021 *Meander*
Upper Minnesota River Art Crawl

2021 Meander Economic Impacts

- \$139,872** Total reported Meander art sales to customers during the Meander weekend.
(41 surveys reported)
2020 reported \$23,740 with 35 surveys returned
2019 reported \$116,944 with 40 surveys returned
- \$3,412** Average reported art sales per artist
\$790 reported in 2020
\$2,911 reported in 2019
- \$8,873** Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMRDC staff time.
- 130-1500** Reported total number of customers at individual studios for the entire weekend.
513 Average customers per studio
- 10 studios** Average number of studios customers visited. *(8 in 2019)*
- 2.13** people per travel party (on average)
- 77%** of customers said the quality of the art was excellent (75% in 2019)
80% of customers said their overall experience was excellent (81% in 2019)
- 48%** did NOT attend the last in person Meander (48% in 2019)
81% plan to attend again next year (81% in 2019)
14% maybe plan to attend next year (18% in 2019)
37% **first time to attend the Meander** (33% in 2019)
- 39%** came from within 5-county area (27% in 2020, 38% in 2019)
27% came from greater Minnesota (outside 5-county area) (22% in 2020, 25% in 2019)
17% came from the metro area (21% in 2020, 22% in 2019)
17% came from out of state – 10 different states (31% in 2020 - 22 different states, 15% in 2019)

Average Expenditures per Customer

(333 reporting in 2021 vs 335 in 2019)

\$158 on Meander Art (\$126 in 2019)

\$45 on Food/Gas (\$37 in 2019)

\$18 on Shopping, other than art (\$10 in 2019)

\$19 on Lodging (\$20 in 2019)