

Meander

Upper Minnesota River Art Crawl
September 30, October 1 & 2, 2022

2022 Meander Economic Impacts

- \$131,357** Total reported Meander art sales to customers during the Meander weekend.
(41 surveys reported)
2021 reported \$139,872 with 41 surveys returned
- \$3,402** Average reported art sales per artist
\$3,412 reported in 2021
\$2,911 reported in 2019
- \$16,532** Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMVRDC staff time.
- 115-1300** Reported total number of customers at individual studios for the entire weekend.
488 Average customers per artist reporting
- 12 studios** Average number of studios customers visited. *(10 in 2021)*
- 2.22** people per travel party (on average)
- 83%** of customers said the quality of the art was excellent *(77% in 2021)*
86% of customers said their overall experience was excellent *(80% in 2021)*
- 42%** did NOT attend the last in person Meander *(48% in 2021)*
87% plan to attend again next year *(81% in 2021)*
13% maybe plan to attend next year *(14% in 2021)*
30% first time they attended the Meander *(37% in 2021)*
- 38%** came from within 5-county area *(39% in 2021)*
27% came from greater Minnesota (outside 5-county area) *(27% in 2021)*
23% came from the metro area *(17% in 2021)*
13% came from out of state – 9 different states *(17% in 2021)*

Average Expenditures per Customer

(310 in 2022 vs 333 reporting in 2021)

\$166 on Meander Art *(\$158 in 2021)*

\$48 on Food/Gas *(\$45 in 2021)*

\$24 on Shopping, other than art *(\$18 in 2021)*

\$18 on Lodging *(\$19 in 2021)*