



2017 Meander Economic Impacts

- \$111,920** Total reported Meander art sales to customers during the Meander weekend.
(39 surveys reported)
2016 reported \$114,726 with 43 surveys returned
- \$2,870** Average reported art sales per artist. (*\$2,668 in 2016*)
- 60%** 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 \$8,000 on advertising in 2017; 27% of the total budget.
- 85-1500** Reported total number of customers at individual studios for the entire weekend.
- 11 studios** Average number of studios customers visited. (*12 in 2016*)
- 3 people per travel party** (on average)
- 75%** of customers said the quality of the art was excellent (71% 2016)
77% of customers said their overall experience was excellent (83% 2016)
- 50% did NOT** attend last year (50% in 2016)
73% plan to attend again next year (80% in 2016)
19% maybe plan to attend next year (17% in 2016)
33% first time to attend the Meander (28% in 2016)
- 45%** came from within 5-county area (38% in 2016)
17% came from greater Minnesota (outside 5-county area) (30% in 2016)
25% came from the metro area (21% in 2016)
13% came from out of state (15% in 2016)

Average Expenditures per Customer

(354 reporting in 2017 vs 338 in 2016)

\$124 on Meander Art (\$110 in 2016)

\$43 on Food/Gas (\$36 in 2016)

\$11 on Shopping, other than art (\$12 in 2016)

\$18 on Lodging (\$17 in 2016)