



WHY THE ARTS?

Eden Prairie is already headlining national livability rankings. Increased local access to theatre and arts will set it even further ahead of the pack. Communities that have art at their core are lively, beautiful, and resilient places – places where people want to live and businesses want to locate. And that's good for property values, employment growth and building robust local businesses.

▶ SUPPORTING THE LOCAL ECONOMY AND BUSINESSES

\$1.2 billion – that's the **annual** statewide economic contribution of nonprofit arts and culture organizations in Minnesota¹.

More than **80%** of that spending and investment happens in the 7-county metro region, and that doesn't take into account the **additional spending** of arts patrons and event attendees at local restaurants and elsewhere in the community in connection with attending a performance, which is **nearly \$20 per ticketholder** statewide.

"Nonprofit arts and culture organizations are rooted locally...spending by these organizations directly supports other locally-based businesses not typically associated with the arts — construction, plumbing, accounting, printing and an array of occupations that span multiple industries."

— Robert Lynch, Americans for the Arts, *Arts & Economic Prosperity IV™*

▶ UNITING COMMUNITY IN THE ARTS

"Integrating the arts more fully into our lives enriches each of us, and because engaging in the arts brings individuals together, it fosters community."

— Laura Zabel, Springboard for the Arts

Main Street School for Performing Arts (MSSPA) will have **three new performance spaces** with **more than 1,200 seats for music, dance and theatre** in the heart of Eden Prairie. Indoor and outdoor performance spaces at MSSPA will host student, local and national performances that are open to the public. These performance and gallery spaces will be deeply rooted in supporting the artistic vibrancy and vitality of the community; MSSPA will host shared space for area arts organizations and artists to produce and present their work.

¹"The Health and Impact of the Nonprofit Arts and Culture Sector: At A Glance 2015" CreativeMN.org