

# WHY THE ARTS MATTER IN MASSACHUSETTS



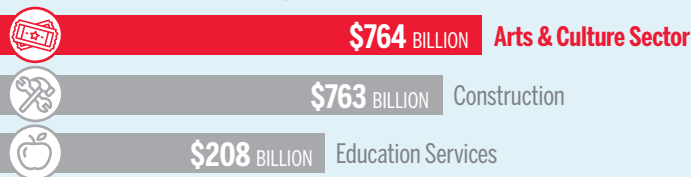
## NATIONAL ARTS FACTS

**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



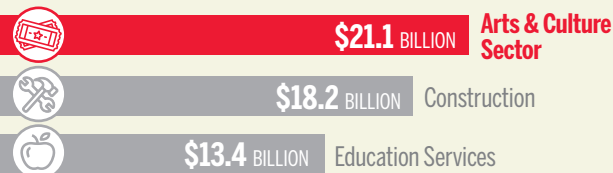
**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## MASSACHUSETTS ARTS FACTS

### THE MASSACHUSETTS ARTS & CULTURE SECTOR REPRESENTS 4.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$21.1 billion** to Massachusetts's economy, representing 3.1% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** In 2015, MA arts and culture jobs generated \$11.4 billion in total compensation.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Massachusetts, **16,157 Arts-Related Businesses** employ **95,658 people**.

- In Norfolk County, **1,657 Arts-Related Businesses** employ **11,656 people**.
- In Middlesex County, **4,519 Arts-Related Businesses** employ **29,719 people**.
- In In Suffolk, **2,077 Arts-Related Businesses** employ **24,38 people**.

Source: Americans for the Arts, *Creative Industries*, *Massachusetts* report, 2017.



**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

**ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, nonprofit arts organizations in the state generated **\$2.3 billion in economic activity** annually that supported **73,288 jobs** and generated **\$159.2 million** in state and local government revenue.

- In **Boston** specifically, nonprofit arts groups generated **\$763.9 million** in economic activity. Audiences of 19.5 million people added another **\$590.3 million** in related spending for a total of **\$1.4 billion** for the city in 2015, and this generated **\$87.3 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Massachusetts* report, 2017.

**ART IS A \$2.3 BILLION GDP DRIVER OF OUR STATE ECONOMY.**

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about Massachusetts—how much does state government budget to the Mass Cultural Council each year?

**A** The state allocated **\$14,299,000** to Mass Cultural Council. In FY 2017, Mass Cultural Council also received **\$891,200** in federal NEA funds, which the Council re-granted to cultural organizations throughout the state. Another 104 nonprofit arts organizations received direct grants from the NEA totaling **\$5,083,610**.

Source: NEA and NASAA, 2017.

Read: "Let's Build Massachusetts by Building the Arts," *Boston Globe* editorial, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“For more than a decade the Cultural Facilities Fund has been a vital source of capital for the nonprofit cultural sector—creating jobs, driving tourism, and revitalizing communities across the Commonwealth.”

—Anita Walker, Mass Cultural Council Executive Director



## MASSACHUSETTS ARTS FACTS

### IN THE BAY STATE, THE ARTS UNITE US

The public place-making project “Beyond Walls” in downtown Lynn brought together diverse communities including Puerto Rican, Cambodian, and Dominican residents while the project generated new economic activity.

**THE MASS CULTURAL COUNCIL**—The Mass Cultural Council believes in the power of culture. Working through the arts, humanities, and sciences, culture is a dynamic force for enriching communities, growing the economy, increasing accessibility, and fostering individual creativity. Culture is intrinsically valuable and unique in its ability to lift the human spirit. The Council recognizes the essential role that a rich cultural life plays in communities and the lives of individuals. To invest in our cultural life is to invest in our shared future.

> Learn more [here](#).

### MEET SOME MASSACHUSETTS ARTS ADVOCATES

- **Matthew Wilson** is the Executive Director of MassCreative. > [More](#)
- **Laura Marrotta** is President for the Massachusetts Art Education Association and Executive Director of the Creative Hub in Worcester. > [More](#)
- **Massachusetts Artists Leaders Coalition** works to ensure that Massachusetts artists of all disciplines have a voice in public dialogs, decisions, and key public policy initiatives that impact the artists community and the creative economy. > [More](#)
- **Malcom Rogers**, Executive Director of the Museum of Fine Arts, and **Beverly Morgan-Welch**, Executive Director of the Museum of African-American History, are recipients of the Commonwealth Awards for exceptional achievement in the arts and humanities. > [More](#)

### ART IN MASSACHUSETTS

- Western Massachusetts Scenic Byways can guide you to fabulous music, theater, and arts festivals [here](#).
- MassVacation list venues for great arts and culture throughout the state [here](#).
- CultureTrip can point you towards ten of the best art galleries in Boston [here](#).

### MASSACHUSETTS ART ORGANIZATIONS

MassCreative advocates for our state’s creativity.

[www.mass-creative.org](http://www.mass-creative.org)

New England Museum Association

[www.nemanet.org](http://www.nemanet.org)

Massachusetts Art Education Association (MAEA)

[www.massarted.com](http://www.massarted.com)

### THE ARTS ARE EVERYWHERE!

- Recognizing the creative sector as an asset in economic development and community-building, the Commonwealth has established **45 cultural districts**. The destinations below represent only a few of the Commonwealth’s cultural offerings.
- In western Massachusetts, see the famous illustrations of the Norman Rockwell Museum in **Stockbridge**, which is near many art galleries in **Adams**, **Pittsfield**, and **Barrington**. Novelist Edith Wharton’s former estate and lovely gardens are worth a visit in nearby **Lenox**. The Barrington State Company produces first-rate musicals in **Pittsfield**. And the **Berkshires** also has the Berkshire Opera Festival, the Berkshire Playwrights Lab, the Berkshire Theater Group, Jacob’s Pillow Dance Festival,

and **Tanglewood’s** amazing schedule of popular and classical music.

- Head east, to **Northampton**, where its Paradise City Cultural District offers performance venues, museums, galleries, and shops. Visit the Emily Dickinson Museum in nearby **Amherst**, along with the Mead Art Museum, and the UMass Fine Arts Center.
- **Springfield** is the birthplace of basketball and beloved children’s author Dr. Seuss. It is also the home to the Dr. Seuss National Memorial Sculpture Garden, Springfield Symphony Orchestra, CityStage, and the Community Music School.
- The **Worcester** Art Museum’s collection span 51 centuries of Art. The town has many colorful murals, the Hanover Theatre for the Performing Arts, and the Worcester County Light Opera Company.

- Not far from Fenway Park, **Boston’s** Museum of Fine Art has an amazing 450,000 works of art! The Isabella Stewart Garden Museum also has an amazing collection of works, housed in an architectural marvel. Symphony Hall is the venue for America’s favorite orchestra, the Boston Symphony.
- To the southeast, in **New Bedford**, the town’s namesake Symphony Orchestra is one of the oldest regional orchestras in the U.S. The former whaling center has a whaling museum, of course, and many art galleries, the Zeiterion Performing Arts Center, and Your Theater, Inc., a community theater group.

**To View the Top 10 Reasons to Support the Arts in Massachusetts, Click Here.**

## MASSACHUSETTS ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

**E-MAIL US:** [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

**VISIT US:** [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

**CALL US:** 202.371.2830 x2067

**FOLLOW US:** [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



To download this fact sheet, “Why the Arts Matter in Massachusetts,” with corresponding resource links visit [www.ArtsActionFund.org/MA](http://www.ArtsActionFund.org/MA).