WHY THE ARTS MATTER IN MASSACHUSETTS

### NATIONAL ARTS FACTS

**Arts & Culture Sector’s Percentage of U.S. Economy (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)**

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP &amp; Jobs 2019</th>
<th>Jobs &amp; 2019</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 billion</td>
<td>5.2 million</td>
<td>U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 billion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 billion</td>
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**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

### GDP & JOBS

#### COVID-19 IMPACT

- **Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue.** In addition, creative workers made up 52% of the unemployed population (2.7 million people) through July 2020.
  

<table>
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<tr>
<th>Loss of Revenue in $B &amp; of Unemployment</th>
<th>GDP &amp; JOBS 2019</th>
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<td>$150B &amp; 52%</td>
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### ECONOMICS

#### 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.

- **Massachusetts nonprofit and municipal cultural organizations report a staggering $483,519,270 in loss in revenue since March, 2020 while the Commonwealth's working creatives: individual artists, teaching artists, and scientist/humanists have lost $20,138,858 in personal income due to the pandemic in Mass Cultural Council's most recent COVID-19 impact survey for the cultural sector. Across Massachusetts, more than 30,000 cultural sector jobs have been impacted by COVID.**

  **Massachusetts nonprofit & cultural organizations report a loss of $4.6B in revenue.** In addtion, creative workers made up 61% of the Massachusetts unemployed population (85,062 people) through July 2020.


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<tr>
<td>$17.9B &amp;</td>
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### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

#### FUNDING

- **So how much is the federal government investing in the National Endowment for the Arts (NEA)?**
  
  Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $51c per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

  **Source:** Americans for the Arts Action Fund, 2021. Read: “Funding The Arts is Good for the Nation,” The Hill, 2015.

- **What about Massachusetts—how much does state government budget to the Mass Cultural Council each year?**
  
  In FY 20-21, the state allocated $18,180,000 to Mass Cultural Council. The Mass Cultural Council also received $959,600 in federal NEA funds, which the Council re-granted to cultural organizations throughout the state. Another 151 nonprofit arts organizations received direct grants from the NEA totaling $6,144,708.

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
works to elevate the rich cultural life in Massachusetts. The state arts agency partners with communities across the Commonwealth to expand access, improve education, promote diversity, and encourage excellence in the arts, humanities, and sciences. Through our efforts, arts and culture make our state a better place to live, work, and visit for everyone.

Executive Director: Michael J. Bobbitt
Chair: Nina Fialkow

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
The Cultural Equity Learning Community
www.culturealequityc.org
New England Museum Association
www.nemanet.org
Massachusetts Art Education Association (MAEA)
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 is near many art galleries. 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.
- In the heart of the Boston neighborhood, Roxbury, Hibernian Hall offers year-round programming that reflects the cultural heritage of the neighborhood.

ICA’s Watershed in East Boston is a seasonal exhibit space for contemporary art. During the pandemic, it became a food distribution site to address a direct need in the community. A national model of creative youth development, Artists for Humanity employs teens to make art for business clients. On Boston’s famed Avenue of the Arts, 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.

MASSACHUSETTS ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund

MASSCreative advocates for a well-resourced and equitable creative sector that is essential to the economic and civic vibrancy of Massachusetts. Working with its organizational and individual members, MASSCreative advances the public policy, grassroots advocacy learning, and cross-sector alliances necessary to creating a Commonwealth where art, culture, and creativity are a valued part of everyday life. The organization was founded in 2012.

Executive Director: Emily Ruddock
Chair: Stephen Immerman

> Learn more here.
> Join here.