



# WHY THE ARTS MATTER IN MASSACHUSETTS



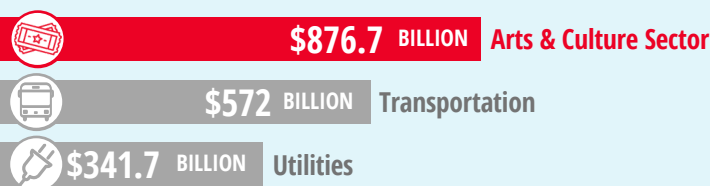
## NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: [U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022](#) (2020 data collected during the pandemic)



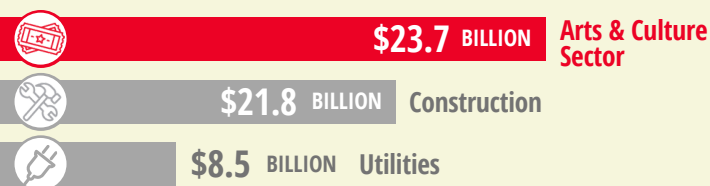
**BONUS:** In 2020, the arts & culture sector ranked 3rd among comparison sectors.

## MASSACHUSETTS ARTS FACTS

### MA ARTS & CULTURE SECTOR REPRESENTS 4.1% OF STATE'S GDP & 125,091 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$23.7 billion** to MA's economy in 2020, representing **4.1%** of the state's GDP, **125,091 jobs**, and total compensation of **\$13.6 billion**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)



**BONUS:** In 2020, MA arts and culture ranked 1st among the comparison sectors

## LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: [U.S. Bureau of Economic Analysis, 2022](#) (Data collected during the pandemic)

See Americans for the Arts regularly updated [COVID-19 Impact on the Arts Research Update](#).

**\$53.6B** GDP LOST & **600,000** JOBS LOST

Massachusetts arts and culture value added decreased by **3%** between 2019 and 2020. In addition, arts & culture employment decreased by **12%**, dropping from **142,578** to **125,091**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)

**\$1.8B** GSP LOST & **17,487** JOBS LOST

## 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](#) (Prior to COVID-19 pandemic)

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

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.

Source: Mass Cultural Council, [Survey Shows Continued Staggering Impacts of COVID-19 on State's Cultural Sector, 2020](#).

**NONPROFIT ART ISA** **\$2.3 BILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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

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

**A** Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: [Americans for the Arts Action Fund, 2022](#).

**Q** How much did Mass receive in public funding for the arts and culture?

**A** In **FY21-22**, the state allocated **\$21,375,000** to Mass Cultural Council. The council was also allocated **\$10,000,000** in COVID relief funds from the state. It also received **\$989,900** in federal NEA funds, **\$475,300** through CARES Act, and **\$844,700** through ARPA. **3,362** grants were awarded from the above sources. Another **71** nonprofit arts organizations received direct grants from the NEA totaling **\$3,405,000**.

Source: [Mass Cultural Council & NEA, 2022](#)

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING

"After struggling to survive this pandemic, our cultural sector is ready to reemerge – safely – and thrive once again. Arts and culture shape our daily experience, make our communities vibrant, expand our minds creatively, and generate critical contributions that support our state economy – making Massachusetts more competitive for businesses, students, residents and visitors. Mass Cultural Council will spend the next year focused on equitable grant making and pandemic recovery and rebuilding efforts. We are well-poised to make significant investments to support artists and organizations due to the Commonwealth's COVID recovery spending plan."

– Michael J. Bobbitt, Executive Director, Mass Cultural Council



## 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** 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**



[Learn more here.](#)

### 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.culturalequitylc.org](http://www.culturalequitylc.org)  
New England Museum Association  
[www.nemanet.org](http://www.nemanet.org)  
Massachusetts Art Education Association (MAEA)  
[www.massarted.com](http://www.massarted.com)

**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: Kara Elliott-Ortega**



[Learn more here.](#)

[Join here.](#)

### 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.
- 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.

**To View the Top 10 Reasons to Support the Arts, 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

**FOLLOW US:** Arts Action Fund | @ArtsActionFund | @ArtsActionFund



To download this factsheet, "Why the Arts Matter in Massachusetts," with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)