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>Industry</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$876.7B</td>
<td>4.6M</td>
</tr>
<tr>
<td>Transportation</td>
<td>$572B</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>$341.7B</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
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<th>GDP</th>
<th>Jobs</th>
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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$23.7B</td>
<td>125,091</td>
</tr>
<tr>
<td>Transportation</td>
<td>$21.8B</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>$8.5B</td>
<td></td>
</tr>
</tbody>
</table>

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

COVID-19 IMPACT

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.

<table>
<thead>
<tr>
<th>Loss of Revenue</th>
<th>Jobs Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$53.6B</td>
<td>600,000</td>
</tr>
<tr>
<td>$1.8B</td>
<td>17,487</td>
</tr>
</tbody>
</table>

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)

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 $899,900 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.

“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
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 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 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
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US: 🌐 Arts Action Fund | 📢 @ArtsActionFund | 📩 @ArtsActionFund

Americans for the Arts
ACTION Fund

To download this factsheet, “Why the Arts Matter in Massachusetts,” with corresponding resource links visit www.ArtsActionFund/StateFactsheets

3/21/2022