

THE MASSACHUSETTS CREATIVE SECTOR

BY THE NUMBERS

VALUE ADDED TO MASSACHUSETTS' ECONOMY

In 2023, the National Endowment for the Arts (NEA) and U.S. Bureau of Economic Analysis reported on the national and state-level contributions of the arts and cultural sector to the nation's GDP.

In 2021, arts and cultural production in Massachusetts generated:

- **\$27.2 billion in economic impact**
- **135,181 jobs**
- **4.2% of the state's economy**

An economic and social impact study conducted by Americans for the Arts showed that Springfield's nonprofit arts and culture industry generated **\$82.4 million in economic activity in 2022**. That supported **1,483 jobs** and generated **\$15.3 million** in local, state, and federal government revenue. Other key findings from the Springfield AEP6 show:

- The Springfield nonprofit arts and culture industry generates **\$29 million** in event-related spending by its audiences.
- The average attendee spends **\$31.85 per person** on event-related goods like retail, parking and hospitality.
- **20.6%** of arts and culture attendees were from outside the county in which the activity took place. Those attendees spent an average of **\$51.83**.

COMPARED TO OTHER SECTORS

During economic highs and lows, the arts remain a key segment of the U.S. economy. Nationally, the creative sector adds a growth rate of 5.6% to rural economies. Massachusetts is one of six states to surpass that average with an annual growth rate of **7.2%**.

Arts and culture ranked 2nd among the comparison sectors in value added to Massachusetts, according to the North American Industry Classification System's assessment of the Bureau of Economic Analysis' 2021 state level data for employment, compensation, and value added by industry.



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SOCIAL AND CULTURAL BENEFITS

65% of Massachusetts residents rated arts and culture organizations as highly important.

During the COVID-19 pandemic, **93%** of state residents engaged in personal creative activities. In the last few years, **96%** of residents enjoyed in-person arts and culture activities and **57%** engaged in community-based or participatory arts.

Arts & culture organizations are especially vital to residents with income below \$50,000:

- **72%** rated arts & culture organizations as highly important;
- **58%** of residents with income below \$50K are likely to participate in community arts activities, compared to **55%** of residents with higher income;
- **43%** of residents making less than \$50K a year believe it's important to have local venues that reflect their cultural identity, compared to 31% of those making over \$50K;
- **51%** of residents with lower income are more likely to value online arts & culture content that's reflective of their culture or heritage, compared to 24% of residents with higher income;
- **72%** of lower-income residents believe it's important for arts and culture organizations to work with their communities, compared to 64% of individuals with higher income. **37%** believe that it's important for arts and culture organizations to have deep ties to local communities, compared to 26% of those with higher income.



EDUCATION

Boston Public Schools Arts Expansion program studied how access to arts education in BPS influences educational outcomes for students' social-emotional and academic outcomes.

Key Findings:

1. There are **consistent positive effects** on student attendance as a result of students taking arts courses and measured reductions in absenteeism.
2. When more students in a school are enrolled in arts courses, **indicators of parent and student engagement are higher.**
3. There are **significant positive student test score impacts** for grades 6-8 in both English Language Arts and Mathematics.
4. Young people who have access to arts education in the classroom or through creative youth development programs **develop the creative thinking skills and social and emotional learning** necessary to become more resilient, innovative, and empathic.

CITATIONS:

New Data Touts Economic Impact of Arts & Cultural Sector (Mass Cultural Council): <https://massculturalcouncil.org/blog/new-data-touts-the-economic-impact-of-the-arts-cultural-sector/#:~:text=The%20U.S.%20Bureau%20of%20Economic%20Analysis%20reports%20that%20in%202021,4.2%25%20of%20the%20state%27s%20economy>

The Arts Factor 2019 (ArtsBoston): <https://www.artsboston.org/artsfactor-2019/>

During Economic Highs and Lows, the Arts Are Key Segment of U.S. Economy (National Endowment for the Arts): <https://www.arts.gov/news/press-releases/2020/during-economic-highs-and-lows-arts-are-key-segment-us-economy>

Culture + Community in a Time of Transformation (Focus on Massachusetts): https://sloverlinett.com/wp-content/uploads/2022/05/Slover-Linett-CCTT-Mass-Summary_2022.pdf

Culture + Community in a Time of Transformation (Focus on Massachusetts: Income Categories): <https://sloverlinett.com/wp-content/uploads/2022/09/CCTT-Massachusetts-brief-Income-analysis-Barr-Fdn-and-Slover-Linett.pdf>

Mass Cultural Council Celebrates \$51M in Cultural Sector Pandemic Recovery Grants (Mass Cultural Council): <https://massculturalcouncil.org/blog/mass-cultural-council-celebrates-51m-in-cultural-sector-pandemic-recovery-grants/>

Announcing \$7.66M in New Cultural Facilities Fund Grants (Mass Cultural Council): <https://massculturalcouncil.org/blog/announcing-7-66m-in-new-cultural-facilities-fund-grants/#:~:text=Today%20MassDevelopment%20and%20Mass%20Cultural,and%20projects%20throughout%20the%20Commonwealth>