

# WHY THE CREATIVE & CULTURAL SECTOR MATTERS IN MASSACHUSETTS

## NATIONAL ARTS FACTS


**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.31%** Nation's GDP    **5.2 M** Jobs

 **\$1.102 TRILLION** Arts & Culture

 **\$1.62 T** Retail

 **\$1.09 T** Construction

 **\$920.5 B** Transportation

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#) (2024). Data collected for 2022.

## MASSACHUSETTS ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.13%** State's GDP    **133,773** Jobs

 **\$28.6 BILLION** Arts & Culture

 **\$32.9 B** Retail

 **\$26.3 B** Construction

 **\$13.5 B** Transportation

The Massachusetts arts and culture sector was a **\$28.6 billion industry** in 2022 (4.13% of the state's GDP), representing **133,773 jobs** (3.5% of Massachusetts' workforce), and total compensation of **\$15.6 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#) (2024). Data collected for 2022.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts, 2023. [Arts & Economic Prosperity 6](#).

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

For Example: City of Springfield

**\$82.4 M** Economic activity annually

**1,483** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$15.3 million** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#). 2022 data collected for City of Springfield, MA .

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

**Federal Appropriation FY24**    **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2024.

**View the Top 10 Reasons to Support the Arts [HERE](#)**

## STATE FUNDING RECEIVED FOR MASS ARTS & CULTURE SECTOR

**\$25 M** from the FY24 state budget to support Mass Cultural Council programs and services

**\$10 M** in the FY24 Capital Spending Plan directed to the Cultural Facilities Fund (CFF)

**\$5 M** in state casino gaming tax revenues directed to the Gaming Mitigation Fund

In FY24, Mass Cultural Council anticipates approving approximately **2,500** grant awards across all grant programs.

Source: [Massachusetts Cultural Council](#), 2024

# MASSACHUSETTS ARTS HIGHLIGHTS

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.

## MASS CULTURAL COUNCIL,

an independent state arts agency, is charged with bolstering the Commonwealth’s creative and cultural sector. Our efforts advance economic vitality, support transformational change, and celebrate, preserve, and inspire creativity across all Massachusetts communities. Mass Cultural Council pursues this mission through a broad range of programs, services, advocacy, and the equitable investment of public resources.

**Executive Director: Michael J. Bobbitt**

**Chair: Marc Carroll**



[Learn more here.](#)

[Sign-up to receive updates here.](#)

## MASS HUMANITIES

Since 1974, Mass Humanities has brought people together to embrace different perspectives, inspire civic engagement, spark conversation and build community. We champion storytellers through our grants, programs, and public events, all with an aim to achieve a more free and equitable society for the future. Our mission is to create opportunities for the people of Massachusetts to transform their lives and build a more equitable Commonwealth through the humanities.

**Executive Director: Brian Boyles**

**Chair: Dr. Yves Salomon-Fernández**



[Learn more here.](#)

## MASSCreative

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.

See the [press release](#) announcing the [Mass pandemic recovery grants for both individuals and organizations.](#)

4/2024



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

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**VISIT US:** [ArtsActionFund.org](https://www.ArtsActionFund.org)

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