

A close-up photograph of a person's hands weaving a textile on a wooden loom. The textile features a complex geometric pattern in black, white, red, and yellow. The person's hands are visible, with one hand holding the threads and the other guiding the weaving process. The background is blurred, showing more of the loom and some greenery. The image is partially covered by a large orange and white curved graphic on the right side.

# Culture counts



*Power of culture*

NaDaizja Bolling

Photo by Lauren Miller



# We Are Mass Cultural Council

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Mass Cultural Council is the Commonwealth's independent state arts agency.

Our charge is to bolster Massachusetts' creative & cultural sector.

Our efforts:

- Advance economic vitality
- Support transformational change
- Celebrate, preserve, and inspire creativity across all communities



Isaura Oliveira's Power of Skirts in performance at Dance Happens Here: 2022 | Baby Viking Photography



# Spurring Economic Development

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Apollinaire Theatre, Chelsea.

Arts and culture are essential for economic prosperity, innovation, creativity, and good health. The sector is key to a strong state economy.

According to the U.S. Bureau of Economic Analysis, in 2022 arts and culture in Massachusetts:

- Generated \$28.6 billion in spending and economic activity
- Accounted for 4.1% of the state's gross domestic product (GDP)
- Supported 133K+ jobs
- Larger than construction and 3 times the size of transportation sector
- Same size as retail sector





# Cultural Asset Inventory



# Cultural Asset Inventory

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Mass Cultural Council worked with [Diversity North Group](#) to develop a Cultural Asset Inventory.

- This new tool will inform the development of policy and supports for individuals and organizations that populate the state's cultural sector.



Buy the Block Nubian Square



# Partners, Funders, Data Contributors

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Arts Foundation of Cape Cod - Assets for Artists - Arts Connect International - Board of Library Commissioners  
American Association for State and Local History - Worcester Cultural Coalition





# Organizations and Generators

Collective impact





# Combined Economic Impact

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Boston Little Saigon Night Market | Annielly Camargo, 2024

Between cultural workers at nonprofits and individual generators, we have **identified at least 137,084 jobs (4% of the State's workforce)** related to cultural production in Massachusetts, but the actual number is much higher.

Our generator inventory and count of cultural workers **does not include:**

- Individuals who may consider themselves professional artists, earning less than half their income from these artistic occupations or working unpaid.
- K-12 and college/university teachers in arts, humanities, and sciences.
- Individuals working at 14,090 cultural institutions in other professions (e.g., administrators, front of house staff, etc.) We only have employee data from 973 non-profits.





# Organization Data

*How many organizations make up the sector, and where are they?*





# Organization Data

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## Data Sources:

- Mass Cultural Council: 5,751
- CreativeGround: 6,810
- Non-Profit 990: 4,306
- List 4 (various sources): 1,001
- Libraries: 1,503

 **Total: 15,063**

## Types of organizations & programs included in the Inventory:

### Organizations:

Nonprofit organizations  
For-profit organizations  
Unincorporated organizations with nonprofit purpose  
Educational organizations  
Cooperatives  
Local Cultural Councils

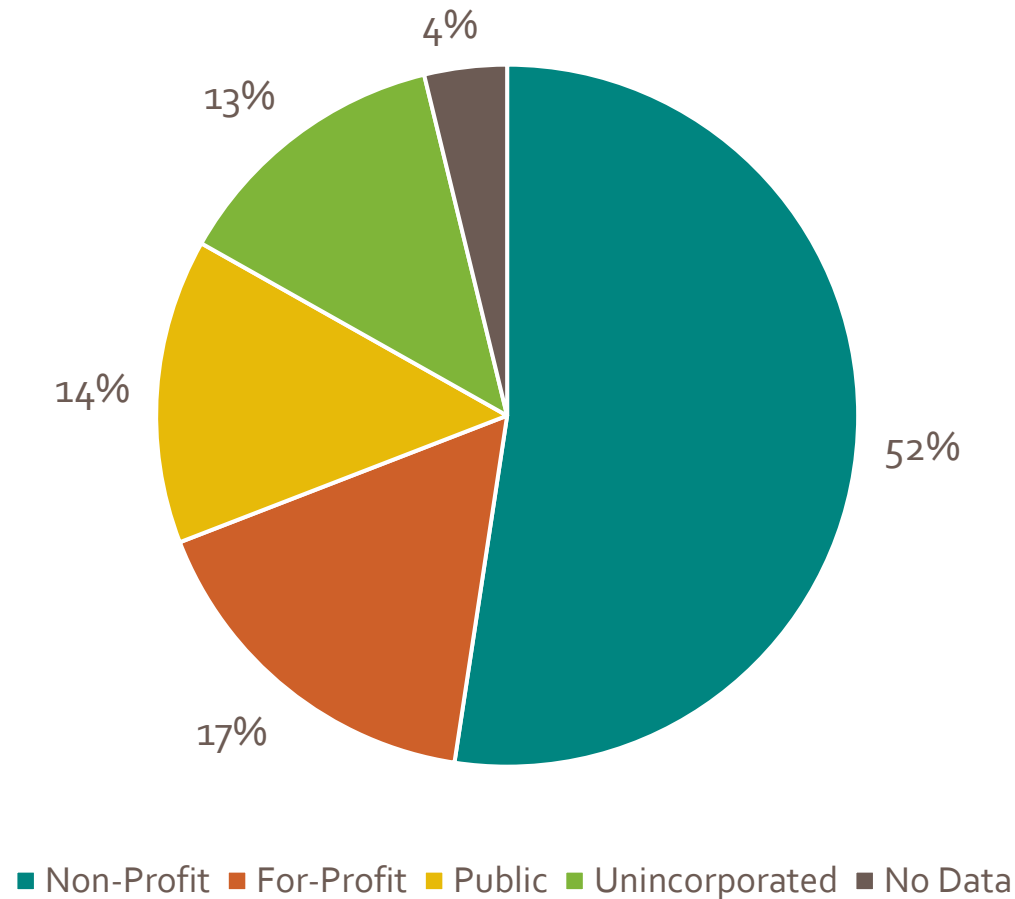
### Programs:

Programs within municipalities  
Programs within for-profit organizations  
Programs within educational organizations  
Programs embedded in cultural private organizations  
Programs embedded in cultural or non-cultural public agencies  
Programs embedded in non-cultural private organizations



# Organization - Legal Status

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| Legal Status   | Count  | Percent of Total |
|----------------|--------|------------------|
| Non-Profit     | 7,894  | 52%              |
| For-Profit     | 2,520  | 17%              |
| Public         | 2,115  | 14%              |
| Unincorporated | 1,961  | 13%              |
| No Data        | 573    | 4%               |
|                | 15,063 |                  |

**Roughly half of the organizations are nonprofits.**



# Organizations – Nonprofit Data

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While not all financial data on organizations is available, there is still much we can learn.

- Out of the 4,293 organizations with 990 data, 2,479 file a 990N which means their annual gross receipts are normally \$50,000 or less.

**58% of the Massachusetts cultural nonprofits registered with the IRS have budgets that fall below \$50,000 a year.**



Newton Festival of the Arts | Annielly Camargo, 2023



# Organizations – Nonprofit Cultural Workers

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Dance Complex | Baby Viking Photography

Of the 4,293 organizations with 990 data, 973 organizations provide employee data through the 990 Full Form.

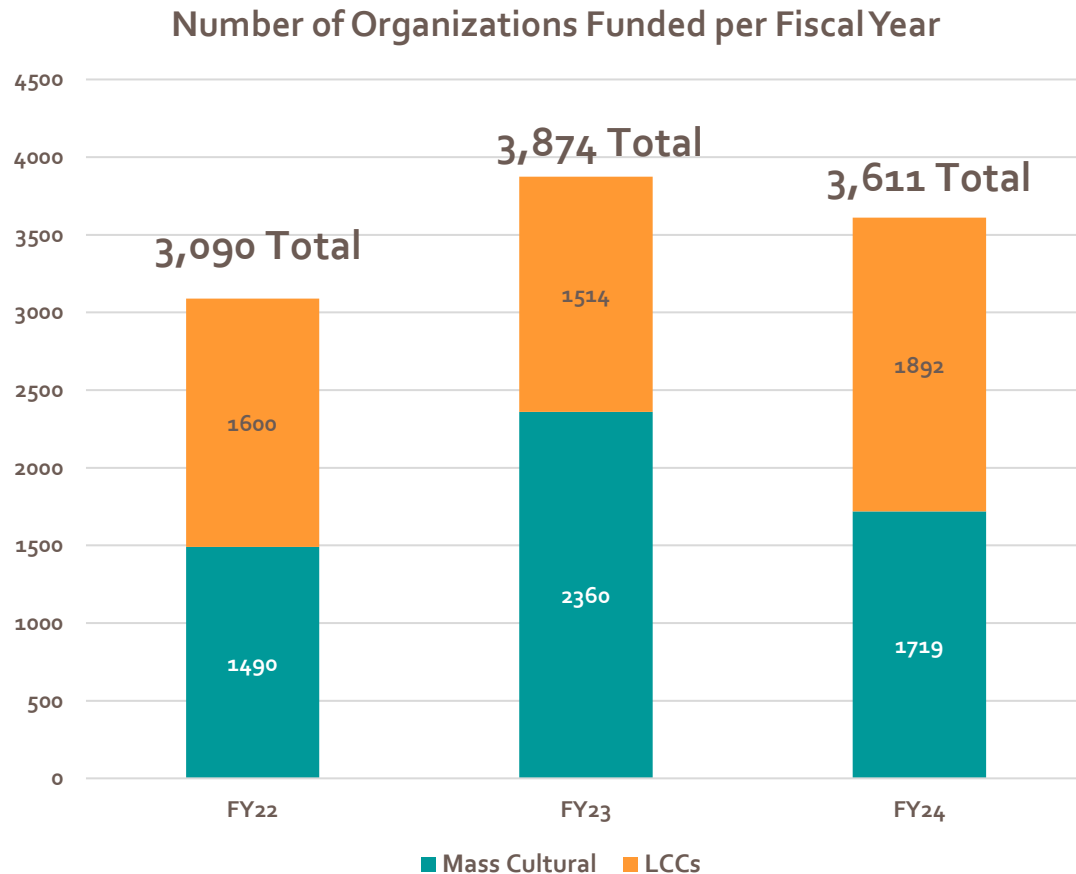
**These 973 organizations:**

- **Employ 24,894 people.**
- **Contribute \$929,450,618 to the economy** through salaries, compensation, and employee benefits.
- **Leverage the human capital of 60,387 volunteers.**



# Organization Data Context

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## Grantmaking reach:

Over FY22, FY23, & FY24 our Agency and the Local Cultural Councils have funded **5,500 organizations (37% of the 15k potential)**.

- In FY24, the 3,611 funded organizations represents 24% of the potential total.

*However, this includes the one-time pandemic funds in FY23. The LCC funds also include any locally raised funds they have.*



# Organization Data by County

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| County                       | Orgs   | % Total | Grants | % Total | % Difference |
|------------------------------|--------|---------|--------|---------|--------------|
| Barnstable, Dukes, Nantucket | 896    | 5.95%   | 291    | 5.40%   | -0.55%       |
| Berkshire                    | 622    | 4.13%   | 369    | 6.90%   | 2.77%        |
| Bristol                      | 754    | 5.01%   | 276    | 5.10%   | 0.09%        |
| Essex                        | 1,437  | 9.54%   | 496    | 9.20%   | -0.34%       |
| Franklin                     | 464    | 3.08%   | 193    | 3.60%   | 0.52%        |
| Hampden                      | 785    | 5.21%   | 317    | 5.90%   | 0.69%        |
| Hampshire                    | 761    | 5.05%   | 303    | 5.60%   | 0.55%        |
| Middlesex                    | 3,664  | 24.32%  | 1108   | 20.60%  | -3.72%       |
| Norfolk                      | 1,209  | 8.03%   | 327    | 6.10%   | -1.93%       |
| Plymouth                     | 745    | 4.95%   | 254    | 4.70%   | -0.25%       |
| Suffolk                      | 2,315  | 15.37%  | 944    | 17.50%  | 2.13%        |
| Worcester                    | 1,411  | 9.37%   | 416    | 7.70%   | -1.67%       |
| Missing Info                 | 0      | 0.00%   | 3      | 0.10%   | 0.10%        |
|                              | 15,063 |         | 5,386  |         |              |

**FY22 – FY24 direct grantmaking largely aligns with the geographic data.**

Lowest Representation: Middlesex  
Highest Representation : Berkshire



# Organization Data Takeaways

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Clark Art Institute

**Our reach through grant investments is extremely limited. We are only able to fund a small portion of organizations each year.**

- Leverage resources and opportunities from other sectors/agencies through our advancement work
- Develop policy solutions to address sector needs
- Encourage business/civics trainings for organizations
- Continue funding advocacy





# Individual/Generator Data

*What can we learn about Massachusetts individuals who earn the majority of their income from cultural occupations using the federal data available?*



# Individual/Generator Data

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**112,190 people in 36 Occupations**

**3% of Massachusetts workforce**

On par with the [116,937 Massachusetts biopharma employees reported in 2023.](#)



**Includes:**

- Individuals working professionally who are sector generators



**Does NOT include:**

- Individuals earning less than half their income from these occupations or working unpaid
- Individuals working in cultural institutions in other professions (e.g., administrators, etc.)
- K-12 and college/university teachers in arts, humanities, and sciences



# Occupations

| OCCUPATION TITLE (N=36)                                    | Estimated Count |
|--|-----------------|
| Other designers (product, user interface, packaging, etc.) | 11,030          |
| Graphic designers  | 9,270           |
| Artists & related workers                                  | 8,930           |
| Writers & authors  | 8,650           |
| Architects, except landscape & naval                       | 8,630           |
| Librarians & media collections specialists                 | 7,130           |
| Editors  | 6,340           |
| Musicians & singers  | 5,040           |
| Photographers  | 4,790           |
| Producers & directors                                      | 4,670           |
| Interior designers   | 3,800           |
| Technical writers  | 3,020           |
| Printing press operators                                   | 3,010           |
| Interpreters & translators                                 | 2,970           |
| Archivists, curators, & museum technicians                 | 2,840           |
| News analysts, reporters, & journalists                    | 2,420           |
| Floral designers   | 2,190           |

| OCCUPATION TITLE (N=36)  | Estimated Count |
|--|-----------------|
| Web & digital interface designers                                | 2,060           |
| Television, video, & film camera operators & editors             | 1,840           |
| Tailors, dressmakers, and sewers                                 | 1,650           |
| Jewelers & precious stone & metal workers                        | 1,650           |
| Actors   | 1,410           |
| Landscape architects   | 1,360           |
| Music directors and composers                                    | 1,230           |
| Entertainers and performers, sports & related workers, all other | 1,160           |
| Photographic process workers & processing machine operators      | 780             |
| Commercial and industrial designers                              | 650             |
| Merchandise displayers & window trimmers                         | 650             |
| Library technicians  | 620             |
| Manufacturing: stone cutters/carvers, glass blowers, potters     | 580             |
| Print binding & finishing workers                                | 420             |
| Dancers and choreographers                                       | 400             |
| Broadcast announcers & radio disc jockeys                        | 370             |
| Disc jockeys, except radio                                       | 230             |
| Etchers & engravers  | 230             |
| Fashion designers  | 180             |



# Generator Demographics

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| VARIABLE                             | MA ALL% | MA GENERATOR% |
|--------------------------------------|---------|---------------|
| Female                               | 49%     | 55%           |
|                                      |         |               |
| Hispanic (any race other than Multi) | 7%      | 5%            |
| White N-His/N-Multi                  | 72%     | 82%           |
| Black N-His/N-Multi                  | 6%      | 3%            |
| Asian N-His/N-Multi                  | 7%      | 5%            |
| Other/Multi-Racial inc. Hispanic     | 8%      | 5%            |
| Indigenous Americans                 | 0%      | 0%            |
|                                      |         |               |
| Less Than High School                | 5%      | 2%            |
| High School and Some College         | 45%     | 25%           |
| 4-Year College                       | 28%     | 44%           |
| Graduate Degree                      | 22%     | 30%           |
|                                      |         |               |
| Non-English Spoken at Home           | 24%     | 17%           |
| Born in the USA                      | 78%     | 84%           |
| Difficulties                         | 8%      | 8%            |

- More than 50% women
- 10% less BIPOC
- More highly educated
- Less immigrants
- Same levels of “disability”



# Income

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**Massachusetts Living Wage\* 1 adult, no children: \$58,011**

| Income Groups                       | Mean      | Median<br>(50th Percentile) | 99th<br>Percentile | Max          |
|-------------------------------------|-----------|-----------------------------|--------------------|--------------|
| Individual Income<br>Total          | \$62,033  | <b>\$49,182</b>             | \$353,000          | \$1,127,332  |
| Family in Household<br>Income Total | \$155,409 | <b>\$110,694</b>            | \$719,961          | \$10,306,650 |

28 out of 36 occupations have a median individual wage below the MA Living Wage for 1 adult, no children.

\*Source: MIT Living Wage Calculator, December 2024 (<https://livingwage.mit.edu/states/25/locations>)



# Generator – Sample Income Data

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| TOP 10 GENERATOR OCCUPATIONS BY <u>COUNT</u>                                   | Count# | individual median income |
|--|--------|--------------------------|
| All other designers (e.g., product, user interface, packaging designers, etc.) | 11,030 | \$63,662                 |
| Graphic designers  | 9,270  | \$49,515                 |
| Artists and related workers  | 8,930  | \$30,947                 |
| Writers and authors  | 8,650  | \$46,380                 |
| Architects, except landscape and naval   | 8,630  | \$88,684                 |
| Librarians and media collections specialists                                   | 7,130  | \$51,570                 |
| Editors  | 6,340  | \$53,800                 |
| Musicians and singers  | 5,040  | \$28,000                 |
| Photographers  | 4,790  | \$25,767                 |
| Producers and directors  | 4,670  | \$65,000                 |

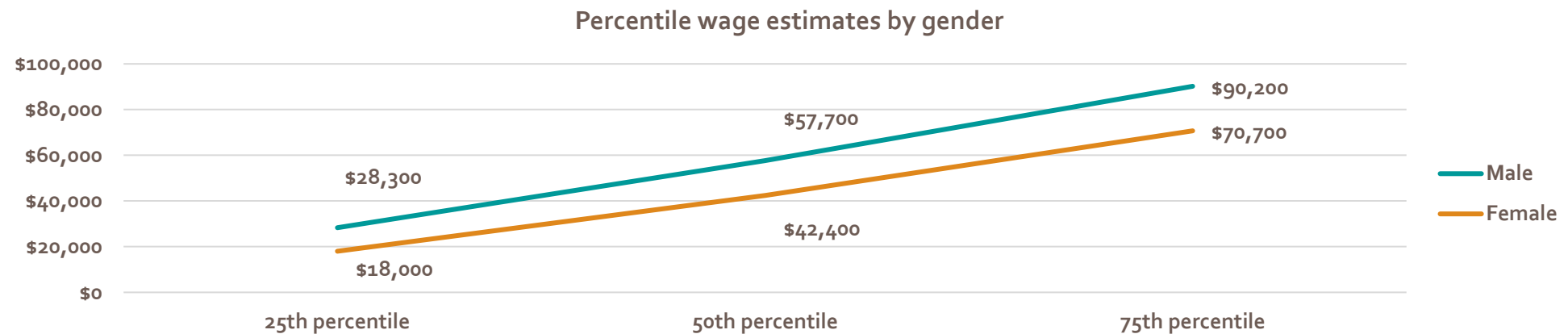
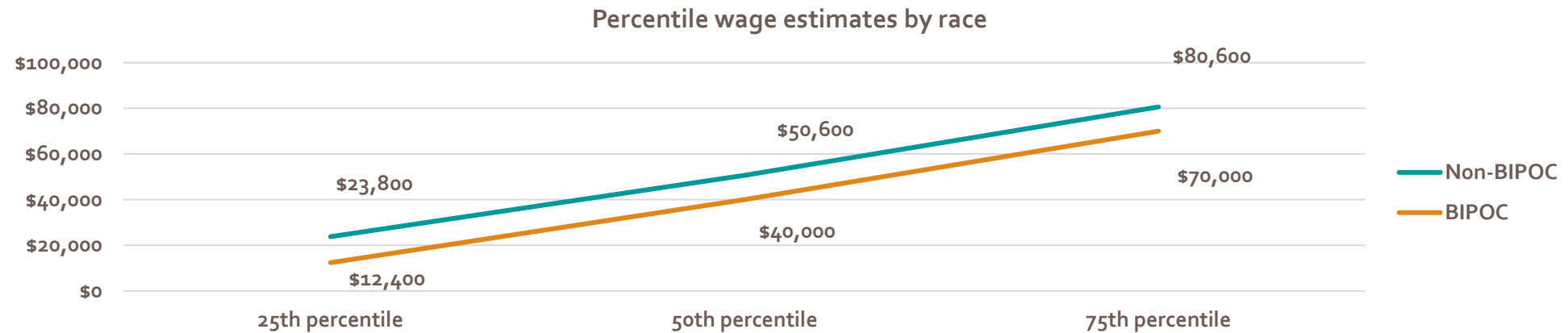
| TOP 10 GENERATOR OCCUPATIONS BY <u>HIGHEST</u> INDIVIDUAL MEDIAN INCOME  | individual median income |
|--|--------------------------|
| Architects, except landscape and naval                                   | \$88,684                 |
| Photographic process workers and processing machine operators            | \$74,537                 |
| Technical writers  | \$72,147                 |
| Fashion designers  | \$65,563                 |
| Producers and directors  | \$65,000                 |
| Archivists, curators, and museum technicians                             | \$65,000                 |
| All other designers (e.g., product, user interface, packaging designers) | \$63,662                 |
| Web and digital interface designers                                      | \$59,209                 |
| Landscape architects   | \$57,718                 |
| Editors  | \$53,800                 |

| 10 GENERATOR OCCUPATIONS BY <u>LOWEST</u> INDIVIDUAL MEDIAN INCOME | individual median income |
|--|--------------------------|
| Dancers and choreographers   | \$7,074                  |
| Disc jockeys, except radio   | \$10,611                 |
| Tailors, dressmakers, and sewers                                   | \$21,751                 |
| Actors   | \$22,046                 |
| Library technicians  | \$22,984                 |
| Entertainers and performers, sports and related workers, all other | \$23,875                 |
| Print binding and finishing workers                                | \$24,736                 |
| Photographers  | \$25,767                 |
| Musicians and singers  | \$28,000                 |
| Merchandise displayers and window trimmers                         | \$28,800                 |



# Income Inequity Persists

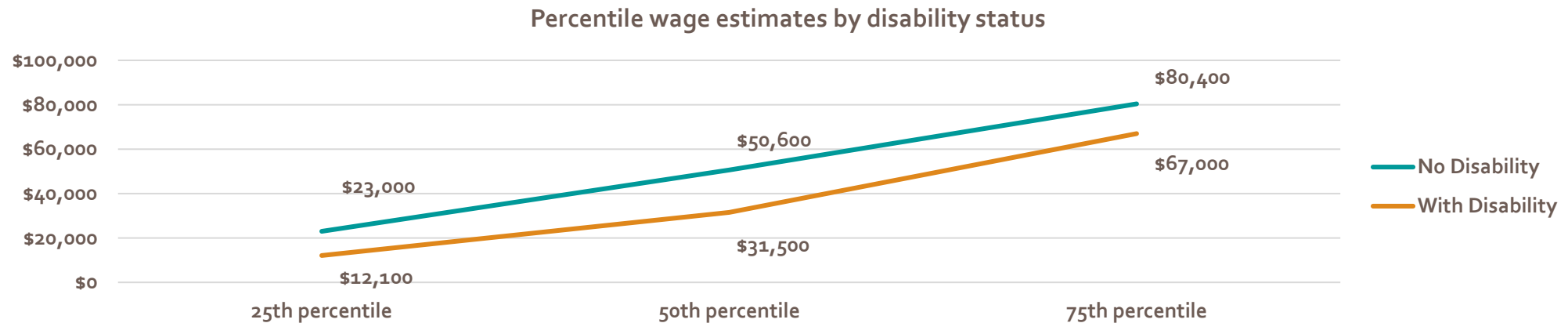
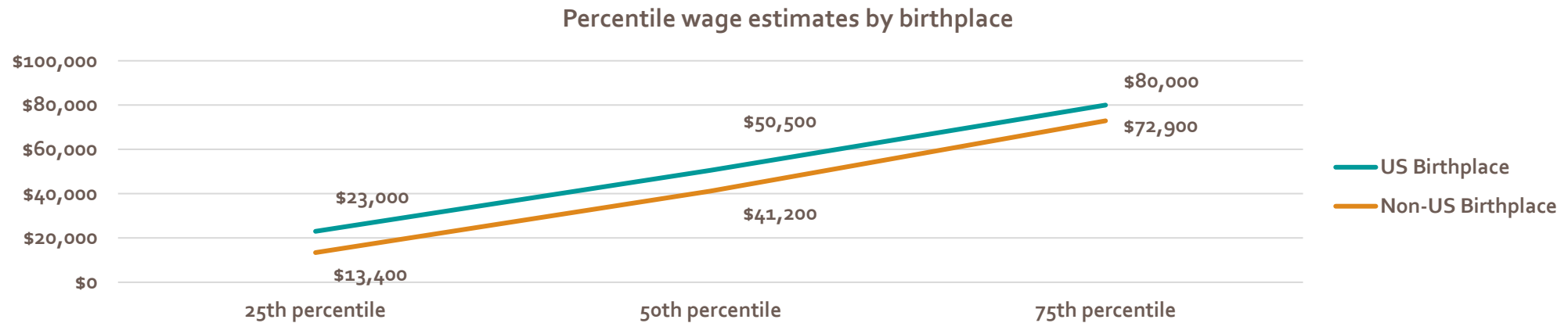
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# Income Inequity Persists

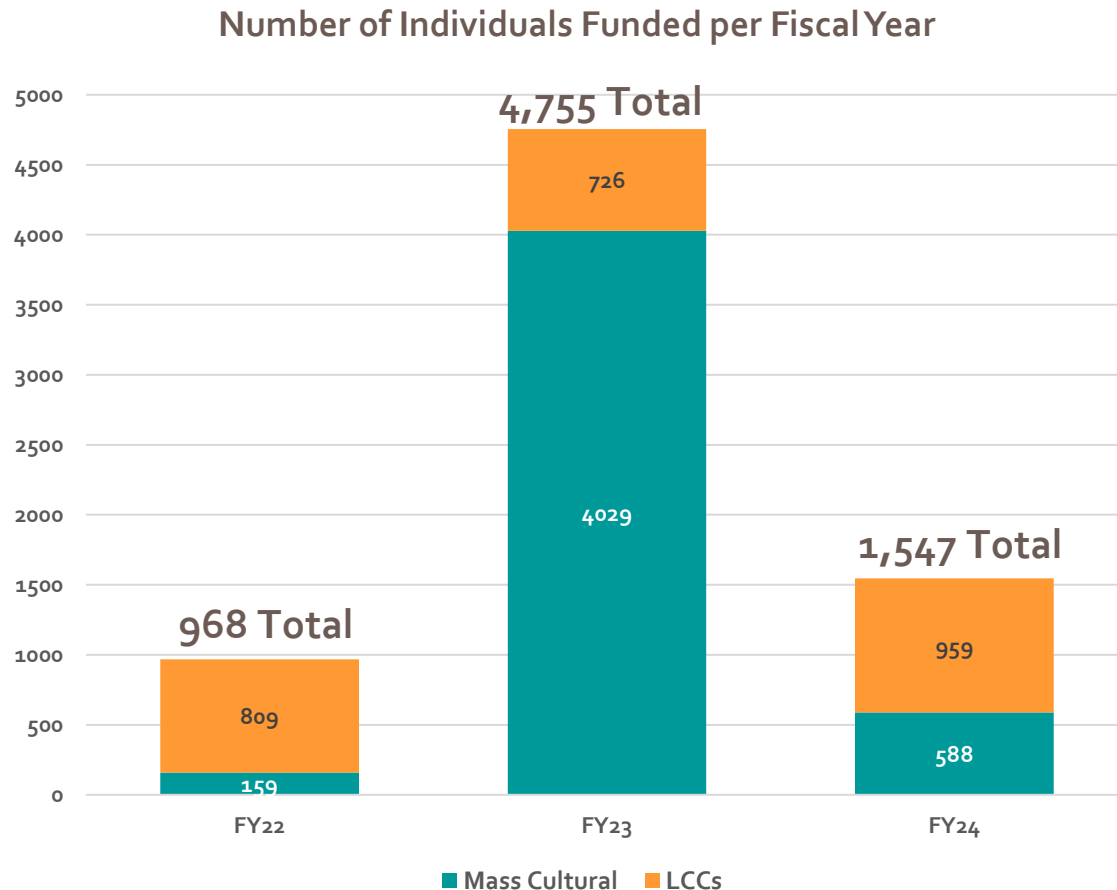
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# Generator Data Context

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## Our grant making reach:

Over FY22, FY23 & FY24 the Agency and Local Cultural Councils have funded **6,247 individuals** (6% of the **112k potential**).

- In FY24, the 1,547 funded individuals represents 1.4% of the potential total.

*However, this includes \$20 million in one-time pandemic funds in FY23 which went to 4,000 people.*



# Generator Data Takeaways

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Pao Arts Center's New Narratives Performance

Our reach through grantmaking to individuals is even more limited than with organizations.

- Leverage resources/opportunities from other sectors/agencies through our advancement work
- Develop policy solutions to address sector needs
- Encourage Business/Civics trainings for generators
- Continue funding advocacy
- Continue funding priorities for communities that lack access to capital still necessary





# What's next?



Moe Finnerty dancing while cast mate Michael Ricca sings in "We R One," an On With Living and Learning performance at the FPAC Gallery in Boston.



# Next Steps

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- Additional research and data gathering on organizations in inventory.
- Work with NEFA to get organizations into CreativeGround so their data becomes part of the public-facing, searchable database, and into our grants management system for outreach.
- Share data and information more broadly through the media, our website, social media, blog, events and more.
- Develop partnerships, policies, action steps, and plans to support the sector based on this data in partnership with policy makers, the private sector, educational institutions, and others.
- Encourage the sector to become more civically engaged, organized, and entrepreneurial.



# Collective Action & Partnerships

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Arts Prescriptions      Supporting Public Transit      Construction & Development  
Creative Aging      Health & Wellness      Professional Development  
Student Engagement      Housing Development      Green Infrastructure  
Youth Development      Traffic Calming      Civic Engagement  
Community Development      Arts in Hospitals      Public Health Campaigns  
Veteran Rehabilitation      Lodging & Hospitality      Educational Outcomes  
Violence Prevention      Criminal Justice      Cultural Placemaking  
Employee Retention      Tourism Promotion      Wayfinding      Social Justice  
Restorative Justice      Leadership Training      Media & Technology





# Questions?