THE ARTS FACTOR
Measurable impact. Boundless possibilities.

ARTS BOSTON
TAKE YOURSELF TO A NEW PLACE

JUNE 2014
Made possible through the generous support of: Bank of America
The world's most inspiring and innovative cities place arts and culture among their greatest assets. They understand the importance of factoring the arts into decisions that shape the future of their region and the lives of their residents.

Boston is a great city and a great region — and we have the potential to shine even brighter. The Arts Factor is an initiative established by ArtsBoston that uses data to demonstrate the positive impact that arts and culture have on Greater Boston.

We are launching The Arts Factor with this 2014 Report featuring new research on the ways that the region's nonprofit arts and cultural sector transforms lives, builds stronger communities, and strengthens the local economy. The data used for this research are drawn primarily from the Massachusetts Cultural Data Project, part of a national effort to collect and use data to strengthen arts and cultural organizations.

Through this initiative, we envision a future of positive collaboration among our region's diverse stakeholders, well-informed investments in arts and cultural initiatives, and projects and policies that will benefit everyone in Greater Boston.

A seat at the table

IDENTITY  Arts and culture are as fundamental to our regional identity as the American Revolution and the Boston Red Sox.

VITALITY  Our arts and cultural sector is essential to Greater Boston's economic vitality and to the vibrancy of its neighborhoods.

INNOVATION  Arts and culture provide an excellent return on investment, helping to create and retain an innovative workforce.

TRANSFORMATION  Access to arts and culture changes lives and strengthens communities.

Strengthening the regional economy

Our insight. Your impact.

Methodology

Acknowledgments and thanks
IDENTITY

Arts and culture are as fundamental to our regional identity as the American Revolution and the Boston Red Sox.

To experience every arts and cultural event, show, and exhibition in Greater Boston in a given year, one would have to attend 98 events per day.¹ Boston-area residents of all ages have a myriad of exceptional cultural offerings from which to choose: innovative programs by Actors’ Shakespeare Project, ArtsEmerson, and the Institute of Contemporary Art; experiences that celebrate our region’s heritage, such as the American Textile History Museum and the Museum of African American History; iconic institutions such as the Boston Symphony Orchestra and the Museum of Fine Arts; and countless performances and projects by local resident artists.

These opportunities are integral to who we are as a community and why people choose to live in, work in, and visit Greater Boston.

ArtsBoston created The Arts Factor to ensure that all those who have a stake in our region’s success understand that arts and culture have deep significance in the lives of our residents and the health of our economy — and that investment in the arts can yield wide-ranging returns.

ArtsBoston is sharing this compelling data with a broad cross section of the Boston community so that we all have the power to speak for the arts.

[ You would have to attend 98 events per day to experience every cultural event during the year. ]

Boston’s arts scene garners national and international attention:

- Huntington Theatre Company | Regional Theatre Tony Award® | 2013
- Boston Children’s Museum | National Medal for Museum and Library Service | 2013
- American Repertory Theater’s production of "Pippin" wins four Tony Awards® | 2013
- Boston Children’s Chorus | National Arts and Humanities Youth Program Award | 2013
Artistic engagement can happen in the most unexpected places — even in Post Office Square. Last fall in honor of its 75th anniversary, Celebrity Series of Boston placed 75 pianos, each decorated by a local artist, in public locations in and around Boston. Created by British artist Luke Jerram, “Play Me, I’m Yours” has been touring internationally since 2008. Everything from Chopin to “Chopsticks” could be heard through city streets for several weeks, from Chinatown Park to Franklin Park Zoo. Whether stepping up to the piano bench, joining in a sing-along, or sitting quietly to listen, over half a million Bostonians stopped to play, listen, and share music with their fellow citizens — and create harmony in more ways than one.

Greater Boston has more arts and cultural organizations per capita than any other U.S. metro area.

50/100,000 organizations residents

Boston DC NYC Philly Chicago LA
VITALITY

Our arts and cultural sector is essential to Greater Boston’s economic vitality and to the vibrancy of its neighborhoods.

Arts and culture attendees spend nearly half a billion dollars annually beyond admission prices in support of local businesses— including restaurants, transportation, and parking. In turn, regional arts and cultural organizations infuse nearly $1 billion into the local economy each year through direct spending and provide 26,000 jobs.

Arts and cultural institutions are a key draw for the millions of tourists who visit the Boston area every year. Tourism accounts for $11 billion of annual spending in Greater Boston and arts and culture are vital to attracting tourists. A recent survey showed that 54% of overnight travelers to Massachusetts from the northeastern U.S. participated in at least one arts or cultural experience during their stay.

Arts and cultural institutions are critical to, and deeply invested in, the Boston area’s economic success. They create jobs, attract tourists, and support local businesses for a positive impact that ripples throughout the region.

Enough people are welcomed by our arts and cultural institutions every year to sell out Fenway Park 488 times.

18,275,779 attendees/year
When the Calderwood Pavilion at the BCA opened 10 years ago in Boston’s South End, it was the city’s first newly constructed theater since the 1920s. This project — a partnership of the Huntington Theatre Company, Boston Center for the Arts, City of Boston, and commercial developer The Druker Company — remains the epitome of multi-sector collaboration. The Calderwood Pavilion has hosted thousands of performances and events by more than 90 different organizations in its traditional proscenium stage, black box theater, and rehearsal studios. In addition to having a positive impact on the Boston arts scene, the Calderwood has helped catalyze the development of the South End into one of Boston’s most desirable and dynamic neighborhoods.
Innovation

Arts and culture provide an excellent return on investment, helping to create and retain an innovative workforce.

Low taxes and business-friendly policies are often cited as the primary reasons companies locate their businesses in a particular region. Yet according to a recent study, fewer than seven percent of entrepreneurs cited these factors as key to their location decisions. Many business leaders choose Boston because it’s an attractive place to build a company and build a full and fulfilling life.

Greater Boston’s arts and cultural organizations help CEOs across industries — from healthcare to biotechnology to education and finance — attract and retain a dynamic, smart, and creative workforce. They also provide countless opportunities for employees and their families to nourish their creativity and experience personal and professional enrichment. A study by the Knight Foundation found that opportunities to engage with arts and culture influenced whether people loved where they lived more than any other available social offering. The study also found a positive correlation between this emotional bond to a place and local GDP growth, making it clear that these “softer needs” should be included when thinking about economic development.

The more attractive our region is to new businesses and cutting-edge professionals, the more our residents, neighborhoods, and economy thrive.

“The arts are a major factor in my choice to start a business in Boston. For companies interested in attracting smart and creative knowledge workers, being located within a vibrant arts community is key.” — David Friend, CEO, Carbonite
More than any other social offering, availability of arts and cultural opportunities make people love where they live.

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<thead>
<tr>
<th>Category</th>
<th>Percentage Agree</th>
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<tr>
<td>Arts &amp; culture opportunities</td>
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<td>Social events</td>
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<tr>
<td>Vibrant night life</td>
<td>31%</td>
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<td>Good place to meet people</td>
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*Knights Soul of the Community 2010, © 2010 Gallup, Inc.*

THE ART OF OBSERVATION

Boston’s medical and dental schools turn to the arts to help students and practitioners hone their ability to interpret visual evidence, collaborate more effectively, and connect more meaningfully with patients.

Courses at Harvard Medical School and the Boston University Goldman School of Dentistry offer first-year students opportunities to examine and discuss patterns and textures in works of art at the Isabella Stewart Gardner Museum to strengthen their powers of perception and communication. Brigham and Women’s Hospital builds skills in the diagnosis and treatment of patients by offering a similar course at the Museum of Fine Arts.

Innovative programs like these illustrate the positive impact the arts can have in improving health care outcomes and the quality of patient care.
TRANSFORMATION

Access to arts and culture changes lives and strengthens communities.

Love of the arts knows no socioeconomic, racial, or generational boundaries. Through 21,000 in-school performances and 29,000 children group visits to arts and cultural organizations, our sector engages children in the arts throughout Greater Boston. Our region’s 4,037 nonprofit arts and cultural organizations — including ArtsBoston — are committed to providing free and reduced-fee programs to ensure that socioeconomic realities do not bar anyone in our community from enjoying the artistic and cultural riches of Greater Boston.

It deserves to be underscored that paid admission to nonprofit cultural organizations covers only 30% of the cost to produce a show or put on an exhibition.

Accessibility of arts and cultural experiences does more than change individual lives; it can transform entire communities. The arts bring people together, encourage dialogue among our region’s diverse population, and create pride in our local history.

Supporting arts and culture is an investment in the lives of individuals, the strength of our neighborhoods, and the continued vitality and relevance of our region.

The number of people admitted free to area arts and cultural organizations could stand single file along the banks of the Charles River 36 times over.

7,740,000 people admitted free
What started in 1991 as a summer song-writing program for youth has grown into a nationally recognized, neighborhood-based cultural center — and a perfect example of how arts and culture empower and transform communities.

ZUMIX engages East Boston’s large Hispanic/Latino and immigrant populations in music-based educational programs and community events. Through after-school and summer programming as well as in-school partnerships, the program serves more than 1,000 youth per year. An additional 10,000 adults, children, and families attend ZUMIX-hosted community events and festivals in the ZUMIX Firehouse and throughout the East Boston community.

The ZUMIX Firehouse has given residents of East Boston a place to make their voices heard while creating a new cultural destination in one of Boston’s most distinctive neighborhoods. In 2011, the White House awarded ZUMIX the National Arts and Humanities Youth Program Award, our nation’s highest honor for youth arts programs.
STRENGTHENING THE REGIONAL ECONOMY

We spoke with Bob Gallery, Massachusetts President at Bank of America, about the company’s commitment to support arts and culture in Greater Boston.

Why does Bank of America invest in the arts?

Arts and culture are powerful tools that help economies thrive and individuals connect with each other. Partnering with communities through philanthropic investments, in-kind support, board engagement, and volunteerism connects Bank of America to the important work of strengthening institutions that contribute to the regional economy. Innovative arts programs like the Art Conservation Project and Museums on Us® are a few examples of how we fulfill that responsibility.

We also value our long-standing collaboration with ArtsBoston. Your focus on promoting the arts and culture through advocacy and data makes you an anchor of our regional economy, and it’s a privilege to call you a partner. We’re equally proud to support organizations that contribute to the vitality of the Greater Boston arts scene including the Museum of Fine Arts, Boston Symphony Orchestra, and City of Boston’s Wednesday Night Concert series.

What’s your favorite Boston arts story?

Our daughters are now in their late 20s, but when they were young, my wife Jill and I would bribe them into going to the Museum of Fine Arts with the promise of pound cake in the café. Now, as adults, they know the museum better than we do. Every child in Boston should have the chance to experience the magic of walking into the MFA, attending a performance by the Huntington Theatre Company or Central Square Theater, or enjoying a summer performance in their neighborhood park. These experiences stay with kids for the rest of their lives, and we’re all better for it — as individuals, as families, and as a community.

What message do you hope to send to other business, nonprofit, and community leaders in Greater Boston?

Boston is fortunate to have so many great organizations and individuals committed to our region’s health and economic success. We know that for companies like ours to grow and thrive, we need to attract top talent. Our region is known for its world-class health care, education, and technology sectors; I’m convinced that our robust cultural sector is a key part of what helps companies attract and retain the young professionals who contribute to our reputation for excellence.

Continued investment in the arts is an important factor in sustaining Boston’s position as one of the world’s great cities to live in, work in, and experience. On behalf of Bank of America, we appreciate the dedication of everyone in the community who joins us in supporting arts and culture, and we encourage the ongoing investment needed to grow and sustain this critical sector.
Our research demonstrates that thoughtful and informed investment in the artistic and cultural life of Greater Boston makes our region more vibrant, attractive, connected, and diverse.

Supporting the arts and cultural sector is one of the most important ways you can make a positive impact on the life of the region. So what can you do to maximize The Arts Factor?

- Share this research with your colleagues, constituents, friends, and family.
- Commit resources (funding, in-kind assistance, volunteer leadership) to arts organizations that serve the communities you live in, reflect your company’s values, or further your foundation’s goals.
- Advocate for arts and cultural programs, policies, and funding.
- Attend performances, exhibitions, and other cultural events in the region.

Together we can help create common ground and open avenues for advancing our collective vision — and our corner of the world.

What’s your Arts Factor?

For more information and to download and share copies of The Arts Factor 2014 Report, go to

www.artsboston.org/artsfactor
METHODOLOGY

The Arts Factor 2014 Report highlights community-wide data points (and the stories that help illuminate them) that demonstrate the impact of nonprofit arts and cultural organizations located in the Greater Boston region. When not otherwise noted, the data for this report come from 356 nonprofit arts and cultural organizations that participate in the Massachusetts Cultural Data Project (CDP), a collaborative effort among public and private funders, including the Massachusetts Cultural Council, Barr Foundation, Berkshire Taconic Community Foundation, The Boston Foundation, Greater Worcester Community Foundation, and Linde Family Foundation.

The CDP is the national standard for data collection in the arts and cultural sector. It was launched in 2004 in Pennsylvania by a collaborative of public and private foundations and arts advocates. It now serves more than 14,000 arts and cultural organizations in 12 states and the District of Columbia, each based in a similar partnership of funders and advocates. The mission of the Massachusetts CDP is to strengthen the nonprofit arts and cultural sector by collecting and disseminating comprehensive, high-quality longitudinal data that supports fact-based decision making.

The data in the Massachusetts CDP are self-reported by the individual cultural organizations. ArtsBoston does not make any representations or warranties concerning the accuracy, reliability, or completeness of the self-reported data. Any interpretation of the data is solely the view of ArtsBoston and does not reflect the views of the CDP or its Massachusetts Governing Group.

Unless otherwise noted, analysis is based on “Most Recent Fiscal Year Data” from the Massachusetts CDP using the most recently available fiscal year (in most cases FY2012 or FY2011). Arts and cultural organizations located in Bristol, Essex, Middlesex, Norfolk, Plymouth, Suffolk, and Worcester counties were included.

Data analysis was performed by the Greater Philadelphia Cultural Alliance, a national partner of ArtsBoston through the Association of Performing Arts Service Organizations. The Cultural Alliance staff has extensive experience with data research and a national reputation in CDP-based analysis for arts agencies, policy makers, business leaders, and the general public.

We report some data, such as attendance and number of school children, employees, and volunteers, in aggregate because the information in the data set is compiled in total. We do not have the names of individuals so it is impossible to determine whether a visit is by a unique individual or the same person multiple times. In these cases, for example, we refer to “jobs” rather than “employees.”

END NOTES

1) Total unique events in most recent fiscal year by Greater Boston organizations in the Massachusetts CDP was 36,017.
3) Americans for the Arts, Arts and Economic Prosperity IV, 2012, found that the average arts attendee spends $24.60 per event in addition to the cost of admission; See #8.
4) Total expenses in most recent fiscal year by Greater Boston organizations in the Massachusetts CDP was $992,074,396.
5) All employment (full-time, part-time, and contracted) positions as reported in the Massachusetts CDP.
6) According to the Massachusetts Office of Travel and Tourism.
7) Survey by TNS conducted for Massachusetts Office of Travel and Tourism, October 2013.
8) Total attendance in most recent fiscal year as reported in the Massachusetts CDP.
10) Knight Foundation, Knight Soul of the Community, 2010.
11) All in-school performances and children group visits reported in Massachusetts CDP.
12) See #2.
13) Median ticket price is derived from taking the median value for all organizations that provided their median ticket price in Massachusetts CDP; cost of production indicates the cost to organizations by taking total expenses and dividing by total attendance.
14) Free attendance in most recent fiscal year as reported in the Massachusetts CDP; Charles River is 422,400 feet long and assumes each person would take up two feet of space.
ACKNOWLEDGMENTS AND THANKS

ArtsBoston is indebted to the many creative, committed, and collaborative people and organizations that came together to create this report, and we look forward to continuing our work to build on its findings in the years to come.

To our generous sponsor, **Bank of America**, which has been a steadfast partner in ArtsBoston’s work for more than 20 years: thank you for your investment in this new and exciting chapter. We are especially grateful to Bob Gallery, Alicia Verity, and Whitney Rosenbaum for your tireless commitment to bringing this project to life.

We are deeply grateful to key partners from the funding community, including **The Boston Foundation**, **Massachusetts Cultural Council**, **Barr Foundation**, **Mott Philanthropic**, and **Associated Grant Makers**, for helping ArtsBoston embrace data and market knowledge as a key aspect of our work and to better align it with theirs.

Our colleagues at the **Greater Philadelphia Cultural Alliance**, particularly Nicholas Crosson and John McInerney, were instrumental in helping us use data to tell our arts community's stories most effectively.

Special thanks also to **Americans for the Arts**, the **Cultural Data Project**, and **New England Foundation for the Arts**, especially Dee Schneidman, for helping to put cultural data on the map in the first place.

ArtsBoston recognizes our long-standing tourism partners, including the **Greater Boston Convention & Visitors Bureau** and **Massachusetts Office of Travel and Tourism**, for appreciating the role of arts and culture within our state’s multibillion dollar tourism industry.

Thank you to the **Greater Boston Chamber of Commerce** for insight into the cross-sector trends that connect arts and businesses throughout our region, as well as our peer arts service organizations, including **MASSCreative**, **Boston Dance Alliance**, **Arts & Business Council of Greater Boston**, and **StageSource**.

This report would never have been possible without the vision and commitment of the **ArtsBoston Board of Directors**, particularly the members of our report planning committee:

Steven Roth (Chair)
Jonathan C. Abbott
Freya Bernstein
Gary Dunning (The Arts Factor Planning Committee)
Thomas Genereux
Rich Jaffe
Amy Mugherini
Steve Smith
Will Stansbury (The Arts Factor Planning Committee)
Kathie Stevens
John Wolfarth (The Arts Factor Planning Committee)

As an arts service organization, everything that ArtsBoston does is designed to strengthen the capacity and impact of our **170+ member arts organizations**. Thank you for all that you do to make Greater Boston such a remarkable region.

Thank you as well to the **City of Boston** and **Mayor Martin J. Walsh** for your highly visible commitment to putting the arts front and center and taking “the arts factor” into account as we map the future of this great city.

Finally, thank you to our development consultant **Catherine Schumacher** and our creative partners at **Libretto**, Neal Kane and Alison Case, along with designer **Leigh Mantoni Stewart**, who helped give our data and stories a voice and a face.

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Catherine Peterson
ArtsBoston is a champion for Greater Boston’s arts and cultural institutions and a collaborative partner for public, private, and nonprofit leaders who seek to engage more deeply with the region’s arts and cultural sector. We gather, analyze, and disseminate data that provides a window into the significance of arts and cultural organizations to the region. We also help those organizations build their audiences and work more productively and effectively.

In the nearly 40 years since our founding, we’ve become a more powerful voice for our sector and a positive force for the region. We remain committed to our original mission: to enrich the lives of our citizenry by connecting people of every age and background with the arts and cultural organizations that call Greater Boston home.