New England’s Creative Economy
New England Cultural Database
Counting on Culture

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1996 Economic Impact Report

- Survey of organizations identified by state arts agencies
- Additional nonprofit data derived from IRS filings through the National Center for Charitable Statistics
- 9,841 nonprofit cultural organizations
- $3.9 billion impact on the New England economy
2000 Creative Economy Initiative

- Comprehensive view of New England’s Creative Economy including nonprofit and commercial organizations, as well as individual artists and entrepreneurs

- Three key inter-related components:
  - The Creative Workforce
  - The Creative Community
  - The Creative Cluster
New England Creative Economy Model

Creative Cluster

Creative Workforce

Businesses & Organizations

People

Places

Creative Communities
Review development of creative economy research in New England and beyond

Discuss means of measuring the Creative Cluster and Creative Workforce

Recommendations for standardizing a research definition and protocol
NEFA Recommendation for Core Creative Economy Research Definition

- Continue emphasis on production of cultural goods and services
- Identify core, peripheral and related data categories for creative industries and creative occupations
- Recommend NAICS and SOC codes for standardization of core research
The *Counting on Culture* Analysis Tool

- **Premise:** cultural activities transform communities
  - Cultural organizations generate income in our communities
  - Cultural organizations provide employment opportunities
  - Cultural organizations improve the quality of life

- **Evaluating the contribution of cultural organizations**
  - Income generation evaluated by modeling structure of the economy
  - Employment opportunities modeled by known relation between jobs and employment
  - Quality of life changes are more subtle
What is Counting on Culture?

Numerous studies have shown that cultural organizations significantly influence the vibrancy of local economies. There are well accepted and broadly applicable economic modeling techniques for quantifying some of those impacts. The Counting on Culture project provides a model of the economic impacts of the nonprofit cultural sector in Massachusetts and makes those results available for free on the New England Cultural Database.

This tool is made possible by grants from the Massachusetts Cultural Council, the Boston Foundation and the Cabot Family Charitable Trust.

Counting on Culture is a joint project of the New England Foundation for the Arts, the Center for Creative Community Development, and Cultural Logic, Inc.

Counting on Culture

The Counting on Culture calculators generate rough estimates of the economic impacts resulting from a given amount of annual spending in the nonprofit cultural sector of a particular Massachusetts community or region.

You can use Counting on Culture to estimate impacts that would result from:
- increasing or decreasing the annual operating budget of an existing cultural nonprofit
- bringing a new cultural organization into existence at a particular budget level
- hypothetically eliminating an existing cultural organization

Counting on Culture can also:
- aggregate the impact of multiple organizations of a particular type
- estimate the impact of changes in spending across a town’s entire cultural sector

To use the tool, please follow these steps:

1. Select a geographic area
2. Select an organization or group of organizations
3. Enter any hypothetical conditions
4. View the results

Ready to begin?

Begin Analysis
Counting on Culture

Select the town(s) in which the organization or organizations are located:

(To select multiple towns, hold the Ctrl or Shift keys down while clicking selections)

New Braintree
New Marlborough
New Salem
Northbury
Newburyport
Newton
Norton
North Adams
North Andover
North Attleborough
North Brookfield
North Reading
Northampton
Northborough
Northbridge
Northfield
Norton
Norwell
Norwood
Oak Bluffs

You can also select the towns on a map.
Counting on Culture

Selected Town: North Adams

Show the economic effects of:

- One or More Selected Organizations in the Area
- All Cultural Organizations in the Area
- All Museums in the Area
- All Performing Arts Organizations in the Area
- All Other Cultural Organizations in the Area
- I want to examine the potential effect of a proposed organization
- I want to analyze the effect of a change to an existing organization
Steps:
- Select Geographic Area
- Select Organization(s)
- Enter hypothetical change (optional)
- Select Results

Counting on Culture

**Selected Town:** North Adams

We have financial information for the organizations listed below

Select one or more organizations:

- BERKSHIRE SCHOOL OF CONTEMPORARY ART
- MASSACHUSETTS MUSEUM OF CONTEMPORARY ART / MASS M)

My Organization is Not on this List

< Back   Next >
**Counting on Culture**

**View Calculated Results:**

- Income Estimate
- Employment Estimate
- Property Value Impacts
- Print Summary

**Selected Town:** North Adams

**Selected Organization:** MASSACHUSETTS MUSEUM OF CONTEMPORARY ART / MASS MOCA (MASSACHUSETTS MUSEUM OF CONTEMPORARY ART FOUNDATION, INCORPORATED)

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**How accurate are the estimated impacts?**

The results *Counting on Culture* generates are estimates. The models from which they are derived are robust and carefully designed to provide accurate results, but certain cautions must always be kept in mind when dealing with statistical models:

- First, these economic models produce estimates of the impacts of an average cultural organization in a town that is average for its region, population and income level. The housing market results do receive localized adjustments for population and income levels, but since the organization or town that you are concerned with may not be representative of the average across a wide area, it is important to view these results conservatively.
- Second, the calculations depend on data in the New England Cultural Database that have been drawn from IRS Form 990 filings of nonprofit cultural organizations across the state. These data are always several years old at the time they become available for public research, so the *Counting on Culture* calculators will not reflect any extraordinary recent changes in a town's cultural sector.
- Third, extremely small or extremely large changes in cultural spending (such as the arrival of a $10 million organization in a town that previously had very little cultural spending) are difficult to model with the available data. We discourage you from using the *Counting on Culture* calculators for examples like this.
- Finally, the aggregation of cultural spending across town lines can sometimes lead to misleading numbers.

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**More Information**

- Income Estimate
- Employment Estimate
- Property Value Impacts

**Begin a New Analysis**

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Counting on Culture

**Income Estimate**

**Selected Town:** North Adams

**Selected Organization:** MASSACHUSETTS MUSEUM OF CONTEMPORARY ART / MASS MOCA (MASSACHUSETTS MUSEUM OF CONTEMPORARY ART FOUNDATION, INCORPORATED)

For the most recent fiscal year available, the organization listed above spent a total of: $5,164,962

As a result of this spending:

The organization selected had the following economic impact on income in the community listed above:

- Direct Impact of Cultural Non-Profit Spending: $5,164,962
- Indirect Impact on Related Industries: $2,312,539
- Induced Impact on All Sectors: $2,053,062

**Total Local Economic Impact:** $9,530,558
Context for application

- Communities that see culture and the arts as central components for planning and community development
  - Pittsfield
  - Lowell
  - Many others

- Communities that want to explore potential

- Arts and cultural organizations forming community and regional partnerships for development

- Arts and cultural organization advocacy

- Journalism and research – to build public understanding