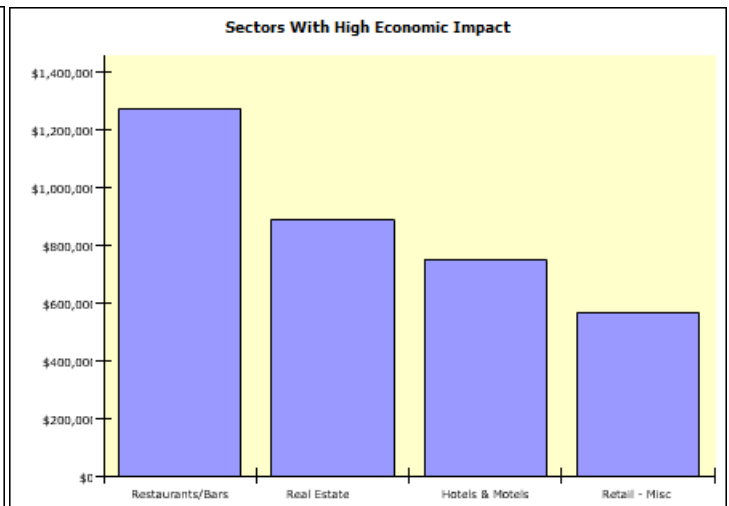
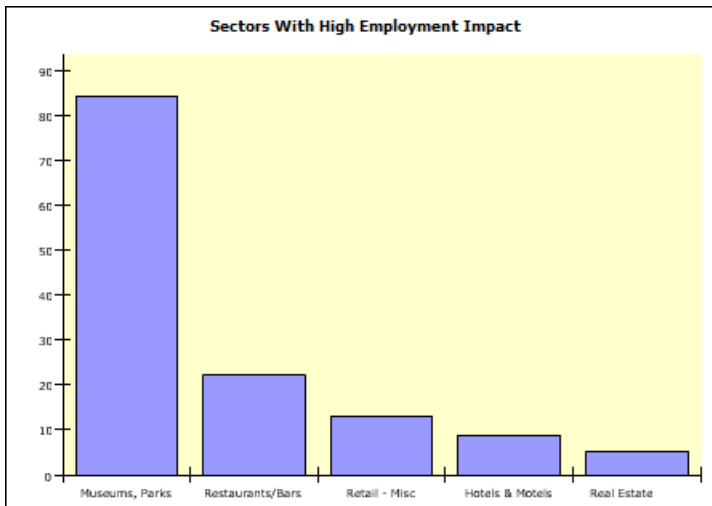


Economic Impact of Dia Beacon

Annual Budget	Visitors	% Non-local	Year
4,723,180	68420	95%	2007

	Direct	Indirect	Induced	Total
Programming and Events	\$4,723,180	\$1,841,783	\$1,837,397	\$8,402,360
Non-local Visitors	\$2,668,586	\$654,916	\$734,476	\$4,057,977
Total Output Impact	\$7,391,766	\$2,496,699	\$2,571,873	\$12,460,337
Total Jobs	129	17	21	168



Impact in Specific Economic Sectors

Description	Direct	Indirect	Induced	Total	Jobs
Museums- historical sites- zoos- and parks	\$4,723,180	\$0	\$1,423	\$4,724,603	84.3
Food services and drinking places	\$1,094,616	\$37,385	\$138,783	\$1,270,783	22.1
Real estate establishments	\$0	\$729,905	\$154,128	\$884,033	5.2
Hotels and motels- including casino hotels	\$730,413	\$6,692	\$9,774	\$746,880	8.9
Retail Stores - Miscellaneous	\$548,337	\$1,185	\$13,854	\$563,375	13.1
Imputed rental activity for owner-occupied dw	\$0	\$0	\$393,751	\$393,751	
Retail Stores - Gasoline stations	\$291,580	\$689	\$14,849	\$307,118	4.4
Electric power generation- transmission- and	\$0	\$218,551	\$63,345	\$281,896	0.5
Offices of physicians- dentists- and other he	\$0	\$1	\$173,970	\$173,971	1.5
Private hospitals	\$0	\$1	\$156,397	\$156,398	1.4
Wholesale trade businesses	\$0	\$37,506	\$95,266	\$132,771	0.7
Monetary authorities and depository credit in	\$0	\$37,367	\$75,783	\$113,150	0.6
Radio and television broadcasting	\$0	\$96,533	\$10,859	\$107,393	0.7
Telecommunications	\$0	\$52,943	\$52,107	\$105,050	0.2
Maint & repair construct of nonresident struc	\$0	\$89,520	\$12,176	\$101,696	0.9
Services to buildings and dwellings	\$0	\$75,295	\$15,179	\$90,474	1.4
Other state and local government enterprises	\$0	\$51,754	\$36,856	\$88,610	0.3
Insurance carriers	\$0	\$42,231	\$35,590	\$77,821	0.2
Accounting- tax preparation- bookkeeping- and	\$0	\$55,686	\$14,562	\$70,248	0.8
Employment services	\$0	\$56,435	\$12,894	\$69,329	1.6
Office administrative services	\$0	\$58,298	\$9,594	\$67,893	0.3
Retail Stores - Motor vehicle and parts	\$0	\$1,972	\$65,037	\$67,009	0.7
US Postal Service	\$0	\$50,919	\$10,269	\$61,188	0.6

Description	Direct	Indirect	Induced	Total	Jobs
Retail Stores - Food and beverage	\$0	\$1,487	\$59,474	\$60,961	1.1
Management- scientific- and technical consult	\$0	\$54,634	\$5,914	\$60,548	0.3
Legal services	\$0	\$29,799	\$26,269	\$56,069	0.5
Nondepository credit intermediation and relat	\$0	\$20,187	\$34,855	\$55,042	0.2
Advertising and related services	\$0	\$49,455	\$4,943	\$54,398	0.5
Newspaper publishers	\$0	\$44,615	\$5,432	\$50,048	0.3
Nursing and residential care facilities	\$0	\$0	\$48,365	\$48,365	0.8
Management of companies and enterprises	\$0	\$36,765	\$11,225	\$47,990	0.3
Medical and diagnostic labs and outpatient an	\$0	\$30	\$44,402	\$44,433	0.4
Retail Nonstores - Direct and electronic sale	\$0	\$952	\$40,088	\$41,041	0.2
Retail Stores - General merchandise	\$0	\$1,009	\$39,707	\$40,717	0.7
Internet publishing and broadcasting	\$0	\$35,971	\$4,268	\$40,239	0.2
Retail Stores - Building material and garden	\$0	\$883	\$39,258	\$40,142	0.4
Other private educational services	\$0	\$28,198	\$11,600	\$39,798	0.8
Private junior colleges- colleges- universiti	\$0	\$1,294	\$38,444	\$39,738	0.6
Transport by truck	\$0	\$20,305	\$18,680	\$38,984	0.3
Automotive repair and maintenance- except car	\$0	\$16,848	\$20,228	\$37,076	0.5
Securities- commodity contracts- investments-	\$0	\$7,941	\$28,475	\$36,416	0.2
Waste management and remediation services	\$0	\$26,013	\$8,504	\$34,517	0.2
Environmental and other technical consulting	\$0	\$27,785	\$2,936	\$30,721	0.3
Warehousing and storage	\$0	\$23,784	\$5,850	\$29,634	0.4
Couriers and messengers	\$0	\$25,520	\$4,003	\$29,523	0.4
All other miscellaneous professional- scienti	\$0	\$17,493	\$10,225	\$27,719	0.1
Retail Stores - Health and personal care	\$0	\$651	\$24,318	\$24,969	0.4
Directory- mailing list- and other publishers	\$0	\$21,225	\$2,656	\$23,881	
Individual and family services	\$0	\$0	\$23,368	\$23,368	0.5
Transport by air	\$0	\$5,325	\$17,969	\$23,293	
Retail Stores - Clothing and clothing accesso	\$0	\$429	\$20,963	\$21,392	0.5
Architectural- engineering- and related servi	\$0	\$14,921	\$6,408	\$21,329	0.2
Petroleum refineries	\$0	\$7,946	\$12,662	\$20,608	
Periodical publishers	\$0	\$17,047	\$2,791	\$19,838	
Electronic and precision equipment repair and	\$0	\$16,596	\$2,857	\$19,453	
Insurance agencies- brokerages- and related a	\$0	\$10,142	\$9,001	\$19,143	0.2
Printing	\$0	\$16,643	\$1,485	\$18,127	0.2
Child day care services	\$0	\$0	\$18,068	\$18,068	0.5
Scenic and sightseeing transportation and sup	\$0	\$15,661	\$2,397	\$18,059	0.2
Computer systems design services	\$0	\$12,054	\$4,656	\$16,710	0.2
Grantmaking- giving- and social advocacy orga	\$0	\$1	\$16,632	\$16,633	0.2
Home health care services	\$0	\$0	\$16,111	\$16,111	0.2
Other personal services	\$0	\$959	\$14,894	\$15,852	
Retail Stores - Furniture and home furnishing	\$0	\$930	\$14,606	\$15,536	0.2
Personal care services	\$0	\$1	\$15,192	\$15,193	0.3
Business support services	\$0	\$11,831	\$2,896	\$14,727	0.2
Data processing- hosting- ISP- web search por	\$0	\$11,203	\$3,344	\$14,547	
Private elementary and secondary schools	\$0	\$0	\$14,433	\$14,433	0.3
Civic- social- professional- and similar orga	\$0	\$2,928	\$11,193	\$14,121	0.2
Transit and ground passenger transportation	\$0	\$3,063	\$10,758	\$13,821	0.2
Retail Stores - Electronics and appliances	\$0	\$451	\$12,558	\$13,009	0.2
Lessors of nonfinancial intangible assets	\$0	\$9,877	\$2,751	\$12,629	
Spectator sports companies	\$0	\$8,511	\$3,819	\$12,330	0.4
Motion picture and video industries	\$0	\$6,024	\$5,796	\$11,820	
Electronic computer manufacturing	\$0	\$1,643	\$9,637	\$11,280	
Flavoring syrup and concentrate manufacturing	\$0	\$9,327	\$1,701	\$11,028	
Community food- housing- and other relief ser	\$0	\$0	\$10,963	\$10,963	0.2
Maint & repair construct of residential struc	\$0	\$1,547	\$9,393	\$10,940	
Retail Stores - Sporting goods- hobby- book a	\$0	\$291	\$9,971	\$10,263	0.2
Commercial and industrial machinery and equip	\$0	\$8,550	\$1,544	\$10,094	
Cable and other subscription programming	\$0	\$8,259	\$1,416	\$9,675	
Personal and household goods repair and maint	\$0	\$5,809	\$3,502	\$9,312	
Funds- trusts- and other financial vehicles	\$0	\$195	\$9,110	\$9,305	
Other support services	\$0	\$5,556	\$3,202	\$8,758	
Other plastics product manufacturing	\$0	\$4,303	\$4,376	\$8,679	
Other amusement and recreation industries	\$0	\$1,234	\$7,410	\$8,644	0.2
Other Federal Government enterprises	\$3,641	\$1,710	\$3,252	\$8,603	0.1
Investigation and security services	\$0	\$7,026	\$1,497	\$8,522	0.2

Description	Direct	Indirect	Induced	Total	Jobs
Automotive equipment rental and leasing	\$0	\$4,662	\$3,304	\$7,966	
Amusement parks- arcades- and gambling indust	\$0	\$69	\$6,874	\$6,943	
Dry-cleaning and laundry services	\$0	\$2,656	\$4,257	\$6,913	0.2
Religious organizations	\$0	\$0	\$6,906	\$6,906	0.2
Sign manufacturing	\$0	\$5,995	\$620	\$6,616	
Sound recording industries	\$0	\$1,808	\$4,532	\$6,340	
General and consumer goods rental except vide	\$0	\$2,297	\$3,508	\$5,805	
Scientific research and development services	\$0	\$2,721	\$3,056	\$5,776	
Fitness and recreational sports centers	\$0	\$819	\$4,898	\$5,717	0.2
Promoters of performing arts and sports and a	\$0	\$1,604	\$3,870	\$5,474	
Bread and bakery product manufacturing	\$0	\$2,308	\$3,095	\$5,403	
Plastics packaging materials and unlaminated	\$0	\$2,650	\$2,157	\$4,807	
Water- sewage and other treatment and deliver	\$0	\$1,965	\$2,727	\$4,692	
Commercial and industrial machinery and equip	\$0	\$3,650	\$1,009	\$4,659	
Independent artists- writers- and performers	\$0	\$3,318	\$1,335	\$4,652	
Veterinary services	\$0	\$1,102	\$3,436	\$4,539	
Performing arts companies	\$0	\$1,595	\$2,877	\$4,473	0.2
Custom computer programming services	\$0	\$3,093	\$1,062	\$4,155	
Semiconductor and related device manufacturin	\$0	\$2,213	\$1,771	\$3,984	
Other accommodations	\$0	\$453	\$3,287	\$3,740	
Animal (except poultry) slaughtering- renderi	\$0	\$1,478	\$2,045	\$3,523	
Vegetable and melon farming	\$0	\$592	\$2,929	\$3,521	
Private household operations	\$0	\$0	\$3,399	\$3,399	0.2
Pharmaceutical preparation manufacturing	\$0	\$1,166	\$2,198	\$3,364	
Death care services	\$0	\$0	\$3,345	\$3,345	
Travel arrangement and reservation services	\$0	\$2,542	\$791	\$3,333	
Sawmills and wood preservation	\$0	\$2,002	\$1,118	\$3,119	
Transport by rail	\$0	\$1,620	\$1,219	\$2,839	
Nonupholstered wood household furniture manuf	\$0	\$2	\$2,825	\$2,827	
Car washes	\$0	\$588	\$2,084	\$2,672	
Greenhouse- nursery- and floriculture product	\$0	\$397	\$2,272	\$2,669	
Animal production- except cattle and poultry	\$0	\$1,402	\$971	\$2,373	0.1
Other information services	\$0	\$957	\$1,411	\$2,368	
Asphalt paving mixture and block manufacturin	\$0	\$1,625	\$665	\$2,290	
Specialized design services	\$0	\$1,325	\$866	\$2,191	
Mattress manufacturing	\$0	\$15	\$1,976	\$1,991	
All other food manufacturing	\$0	\$709	\$1,085	\$1,793	
Video tape and disc rental	\$0	\$0	\$1,756	\$1,756	
Wood kitchen cabinet and countertop manufactu	\$0	\$662	\$1,012	\$1,674	
Transport by water	\$0	\$172	\$1,372	\$1,545	
Bare printed circuit board manufacturing	\$0	\$463	\$993	\$1,457	
Watch- clock- and other measuring and control	\$0	\$81	\$1,319	\$1,400	
Cookie- cracker- and pasta manufacturing	\$0	\$435	\$944	\$1,380	
*S&LG passenger transit	\$0	\$270	\$948	\$1,217	
Commercial hunting and trapping	\$0	\$0	\$1,192	\$1,192	
Other computer related services- including fa	\$0	\$829	\$309	\$1,138	
Extraction of oil and natural gas	\$0	\$741	\$369	\$1,110	
Metal and other household furniture (except w	\$0	\$6	\$1,074	\$1,080	
All other chemical product and preparation ma	\$0	\$454	\$544	\$998	
Semiconductor machinery manufacturing	\$0	\$799	\$177	\$976	
Surgical appliance and supplies manufacturing	\$0	\$46	\$927	\$973	
*S&LG electricity	\$0	\$741	\$209	\$950	
Software publishers	\$0	\$370	\$551	\$922	
Womens and girls cut and sew apparel manufact	\$0	\$3	\$901	\$904	
Photographic services	\$0	\$299	\$600	\$899	
Fruit farming	\$0	\$90	\$792	\$882	
Commercial logging	\$0	\$546	\$309	\$856	
Laminated plastics plate- sheet (except packa	\$0	\$479	\$370	\$849	
Construct other new residential structures	\$0	\$485	\$346	\$832	
Cutlery- utensil- pot- and pan manufacturing	\$0	\$102	\$645	\$746	
Motor vehicle parts manufacturing	\$0	\$323	\$391	\$714	
Other industrial machinery manufacturing	\$0	\$356	\$292	\$649	
All other crop farming	\$0	\$467	\$143	\$611	
Book publishers	\$0	\$38	\$562	\$600	
Machine shops	\$0	\$337	\$244	\$581	

Description	Direct	Indirect	Induced	Total	Jobs
Printed circuit assembly (electronic assembly	\$0	\$261	\$293	\$554	
Fruit and vegetable canning- pickling- and dr	\$0	\$243	\$306	\$549	
Support activities for agriculture and forest	\$0	\$99	\$407	\$507	
All other miscellaneous wood product manufact	\$0	\$253	\$233	\$486	
Showcase- partition- shelving- and locker man	\$0	\$108	\$375	\$483	
Poultry and egg production	\$0	\$68	\$389	\$457	
Bowling centers	\$0	\$18	\$433	\$451	
Totalizing fluid meters and counting devices	\$0	\$274	\$122	\$396	
Crown and closure manufacturing and metal sta	\$0	\$179	\$212	\$391	
Dental laboratories manufacturing	\$0	\$0	\$327	\$327	
Railroad rolling stock manufacturing	\$0	\$159	\$156	\$315	
Ice cream and frozen dessert manufacturing	\$0	\$190	\$77	\$268	
Other pressed and blown glass and glassware m	\$0	\$86	\$181	\$267	
Spring and wire product manufacturing	\$0	\$88	\$139	\$227	
Printing ink manufacturing	\$0	\$180	\$30	\$210	
Other fabricated metal manufacturing	\$0	\$134	\$70	\$204	
Telephone apparatus manufacturing	\$0	\$47	\$157	\$204	
Fluid milk and butter manufacturing	\$0	\$81	\$118	\$199	



111 MASS MoCA Way
 North Adams, MA 01247
 413-884-0093
www.c-3-d.org

© 2009 Center for Creative Community Development