

Brief Summary of the Economic Impact of the Massillon Museum in Massillon, Ohio

In estimating the economic impact of the Massillon Museum, we used an approximate budget of \$650,000 per year. We calculated the impact of visitors based on an average annual attendance of 17,000 attendees. Utilizing information provided to us by the Massillon Museum, we calculated that approximately 25% of museum attendees came from outside Stark County. These “nonlocal” visitors (an estimated 4,250 per year) bring money, through their local expenditures, into the Stark County economy that most likely would otherwise have been spent in their own county.

The summary of results provided below represent the total economic impact of the Massillon Museum as estimated using an inter-industry model of the flow of goods and services between sectors of the economy in Stark County. Expenditures are made by the museum; those monies circulate through the local economy. The suppliers of goods and services to the museum increase their own purchases to meet the new demand; increased local employment results in additional expenditures by local households. Similar modeling has been undertaken to estimate the impact of expenditures by nonlocal visitors as well.

The results are calculated for the specific case of the Massillon Museum and Stark County. Estimates of average spending by each nonlocal visitor are based upon an extensive national survey by Americans for the Arts of expenditures made by nonlocal visitors on the day of attendance to a cultural site or event.¹

Results:

- The \$650,000 in annual expenditures by the Massillon Museum has an estimated economic impact of \$1,114,346. Sectors of the Stark County local economy (beyond the museum sector) that experience a significant increase in economic activity due to the presence of the museum are *real estate, hospitals, offices of physicians and dentists, and food services*. In addition, the expenditures of the Museum result in an estimated 16 jobs locally.
- An estimated 4,250 visitors from outside Stark County visit the Massillon Museum each year. The local expenditures made during their visits have a total economic impact of approximately \$269,696. Sectors of the local economy that benefit most from their

¹ Information on the Americans for the Arts study is available for download at http://www.artsusa.org/information_services/research/services/economic_impact/default.asp. The survey was carefully designed to only count the expenditures directly tied to visiting a cultural organization on a specific day, so as not to “take credit” for expenditures primarily resulting from an extended vacation or other reasons for traveling.

presence are *food services, hotels and motels, retail stores, real estate, and hospitals*. Expenditures of visitors result in an additional 4 jobs locally.

- The total economic impact of the Massillon Museum consists of the impact of its own annual expenditures and the local expenditures made by visitors who reside outside Stark County. ***The total economic impact of the Massillon Museum is approximately \$1,384,042 annually. The total impact in terms of local employment is an estimated 20 jobs.***

The Massillon Museum benefits its community in many ways beyond its economic impact. This summary is only an estimate of the economic impact on Stark County's local economy.

About the Massillon Museum

The Massillon Museum, a local art and history museum founded as The Baldwin Museum in 1933, has major collections of photography; costumes and textiles; china, glass and pottery; domestic appliances; and circus memorabilia. The Museum was first accredited in 1972 by the American Association of Museums and has continued to be accredited by the AAM since that time. Currently, the permanent collection contains over 100,000 items, mostly gifts from the community.

The Museum's current facility, a former department store in the center of town called the Giltz Building, opened in 1996 following a successful capital campaign fund drive that was launched with \$750,000 from the state of Ohio. The architectural firm of vanDijk, Pace, Westlake and Partners of Cleveland was contracted to design the \$1.9 million dollar renovation.

More information about the Museum is available at www.massillonmuseum.org.

About the Williams College Center for Creative Community Development (C³D)

The Center for Creative Community Development (C³D) was founded in June 2004 with an initial grant from The Ford Foundation and subsequent funding from the Institute of Museum and Library Services, New England Foundation for the Arts, Massachusetts Cultural Council and others. C³D is a research organization working to better quantify and characterize the impacts that neighborhood-based arts and cultural organizations have on their surrounding communities. The Center provides sound data and case studies that can be used for case-making as well as for planning and evaluation purposes. Such measurements are essential for communities to manage the process of change, and to ensure equitable distribution of the benefits created by cultural economic development.

C³D is located on the campus of Williams College in Williamstown, Massachusetts, and is directed by Stephen Sheppard, Class of 2012 Professor of Economics. Professor Sheppard (PhD from Washington University) is an economist who specializes in inter-industry analysis and the use of economic geography to analyze the impacts of brownfields, cultural amenities and other influences on household income, job creation, housing markets and neighborhood development.

More information about C³D and its analyses is available at www.c-3-d.org.

About this Study

The economic impacts reported above are based on standard input/output analysis. This type of model has been in use at least since the publication in 1960 of Walter Isard's important book *Methods of Regional Analysis: an Introduction to Regional Science* (M.I.T. Press). An input/output model is a set of mathematical formulas whose values are based on statistical analysis of actual observations. In this case, the formulas are designed to represent the working of the local economy. The economic impact estimates provided here are the result of a predictive model that estimates the amount of aggregate local income and employment that is attributable to expenditures by a particular cultural organization and its non-local visitors (visitors living outside the county). The model is designed for analysis at the county level, meaning the estimates cover impacts occurring throughout the county in which the organization is located.

The input-output model utilizes data from a variety of sources (including the U.S. Bureau of Economic Analysis, the U.S. Bureau of Labor, and the U.S. Census Bureau) to characterize the flow of goods and services among sectors of the economy and the employment and consumption patterns of different sectors of the local economy. The sectors are identified by NAICS (North American Industry Classification System) codes. Much of the data is collected at the county level through a survey process that examines the spending patterns of representative firms in every sector of the economy in every county throughout the country. The data collected provides estimates of the purchasing patterns of each sector of the county economy, identifying how much of every dollar spent in one particular sector is received as income in every other sector of the county economy, and how much of every dollar "leaks" outside the county economy or is considered "final consumption." The input-output economic model divides the economy up into over 400 sectors ranging from "Abrasive Products" to "Wood window and door manufacturing". Not all of these sectors are present in every local area. The model also draws heavily on data from the federal ES202 database of unemployment insurance filings and the "Regional Economic Information System" of the U.S. Bureau of Economic Analysis.

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For more detailed background on our input/output models for cultural organizations, you are encouraged to visit <http://www.williams.edu/Economics/ArtsEcon/econpages/FAQ.html>.