



The Massachusetts Cultural Council: Growing the Creative Economy

Impact on the Massachusetts Economy

- The nonprofit cultural sector has a \$4 billion overall economic impact in Massachusetts, supporting more than 37,000 jobs.
- Tourism is the third-largest industry in Massachusetts, supporting 120,000 jobs overall. Arts and culture are primary draws for visitors.
- Historic/cultural tourism generated nearly \$2 billion in 2006.
- Among all 50 states, Massachusetts ranks #1 in the number of architects as a percentage of the total workforce, #2 in the number of designers, and #4 in the number of artists.

MCC Investment in the Creative Sector

- MCC will invest nearly \$9 million this year in the creative sector.
- MCC provides operating and facilities grants to 17 of the state's top 25 tourist attractions.
- Massachusetts tax dollars invested in historic/cultural travel have a significant return on investment – more than 5:1.
- MCC's **Cultural Facilities Fund (CFF)** has invested nearly \$37 million in 215 capital projects that will account for an estimated \$1 billion in construction costs since 2007.
- The CFF has already created more than 5,700 jobs for architects, engineers, contractors, and construction workers, and 570 new, permanent cultural sector jobs.
- MCC's **Adams Program for the Creative Economy** has invested \$7.4 million in 79 economic development efforts involving more than 650 organizations over 10 years, in such cities as Worcester (local economic impact: \$40 million), Pittsfield (\$16 million), and New Bedford (\$21 million).

MCC Services to Support the Creative Sector

- **The Massachusetts Cultural Data Project** (www.massculturaldata.org) is a powerful online financial management tool designed to strengthen arts and cultural organizations.
- hireCulture.org is a free online job listing service for creative employers and jobseekers. The site averages 1,400 sessions per day.
- **ArtistLink** (www.artistlink.org) has provided technical assistance to 80 artist space projects in 20 communities; its online artist space finder (www.artspacefinder.org) has 350 current listings.
- MatchBook.org is a free online service connecting performing artists and the people and organizations that hire them. The site currently has 2,300 users, and has had more than 500,000 visits since launching in 2006.