NASAA: Awesome Data Visualizations
John Beck, Deputy Director, ArtsBoston
November 14, 2014
Storytelling With Data
Mapping
Arts Participation
#1: Demand Mapping
Demand Mapping
#2: Exploratory Analysis
Exploratory Analysis
Race
MBTA Subway Lines
Participation and Transportation
Arts Venues
Population Density
#3: Advocacy
Advocacy
THE ARTS FACTOR
Measurable impact. Boundless possibilities.

ARTSBOSTON
TAKE YOURSELF TO A NEW PLACE

Made possible through the generous support of: Bank of America

#ArtsData
IDENTITY

VITALITY

INNOVATION

TRANSFORMATION
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. Boston-area residents of all ages have a myriad of exceptional cultural offerings from which to choose: innovative programs by Boston 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:

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

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KEYS TO THE CITY
Artistic engagement can happen in the most unexpected places.
#1: Borrow what works
Inspirational AND Affordable

Admission Price 1/3 the Cost of Production

Median $15 Admission Price
Median cost of $48 Production
Paid admission to cultural organizations covers only 30% of the cost to produce a show or put on an exhibition.

$16 median admission price

$54 median per-person cost
#2: Make it local
4.5 million attend annually
18,275,779

Total number of people who attend arts and cultural events each year.

\[18,275,779 + + + \times 4 =\]
18,275,779 attendees of arts and culture...
18,275,779 attendees of arts and culture...

THAT’S ENOUGH TO SELL OUT FENWAY PARK 4888 TIMES
#3: Make it snackable
18,275,779 attendees of arts and culture…

THAT’S ENOUGH TO SELL OUT FENWAY PARK
488 TIMES
To experience every arts and cultural event in Greater Boston, you would have to attend...

98 EVENTS/DAY
Arts & culture is an economic engine for Greater Boston.

$450 MILLION
spent by audiences above and beyond the cost of admission

+$1 BILLION
direct spending by organizations
To experience every arts and cultural event in Greater Boston each year, you would have to attend...

98 EVENTS/DAY!

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

50/100,000 organizations : residents

Boston: 36x OVER

7.7 MILLION ARE ADMITTED FREE to Greater Boston’s arts and cultural events each year. That’s enough people to stand single file along the Charles River 36x OVER.

Paid admission to Greater Boston’s arts and cultural organizations covers only 30% of the cost to produce the event.

Admit

$16 median admission price

$54 median per-person cost

Arts and culture is an economic engine for Greater Boston.

$1 BILLION direct spending by organizations

+ $450 MILLION spent by audiences above and beyond the cost of admission

18,275,779 PEOPLE ATTEND Greater Boston’s arts and cultural institutions each year. That’s enough to sell out Fenway Park 488 TIMES.
Results
A STARRING ROLE IN THE ECONOMY
Report details a $1.4 billion annual boost for Greater Boston from the arts

By Jack Newhouse

The economy of Greater Boston gains about $1.4 billion each year from arts and culture, according to a new report by ArtsBoston, an organization that promotes the arts in Massachusetts.

“The Arts Bring $1.4 Billion Annually To Greater Boston

Report: Arts Bring $1.4 Billion Annually To Greater Boston

By JAMIE BOWEN

The Arts can be a substantial economic activity, having everything from street performances to grand concerts, fringe theater companies to big Broadway shows, and local bars doing business in downtown West End.

A new report by the non-profit ArtsBoston revealed the arts are a $1.4 billion annual industry in Greater Boston. This is an unexpected and complex phenomenon, notes Robin Broker.

“Many of the businesses that are big in terms of dollar volume, such as restaurants and bars, also benefit from the arts industry. The arts industry is a source of tourism and entertainment, and it supports a lot of the businesses that are big in terms of dollar volume,” Broker said.

Ten years ago Broker’s company built the Calderwood Pavilion, a 1,000-seat performing arts center in Boston’s South End. It created an arts hub that has helped to transform that historically disadvantaged neighborhood.

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“What drives us... is the combination of economic impact and quality of life for our customers and employees.”

Bob Gallery
Massachusetts President
ARTS funding gets a boost

The state budget approved by a House and Senate committee this week covered several urgent big-ticket items: increased funding for the overburdened Department of Children and Families, new money to combat the heroin epidemic, and an increase in state support to cities and towns. But there was also a smaller funding breakthrough made all the more welcome by the fact that it wasn’t precipitated by a crisis: an increase in the annual budget of the Massachusetts Cultural Council, from $11.1 million to $12 million. The bump-up appears to indicate a growing awareness of the importance of arts and culture to the economic health of the state.

Too often, arts is viewed as a luxury, not a regular function of government. But studies have shown that arts education, for example, improves student academic performance across the disciplines. Moreover, the economic impact of the arts can be quantified in real dollars and cents. A recent report by the non-profit ArtsBoston showed that non-profit arts and cultural organizations inject $1 billion into the local economy every year while supporting 26,000 jobs. The arts audience, according to the report, spent $450 million beyond the admissions price for meals, parking, and other enterprises.

State funding for the arts is especially crucial for smaller, more innovative organizations that are revitalizing gateway cities.
In Summary

- You have access to amazing data – visualize it!
- Don’t do it alone
- Borrow what works
- Make It local
- Make it snackable
- Have fun
Thank You

John Beck
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