



NASAA: Awesome Data Visualizations

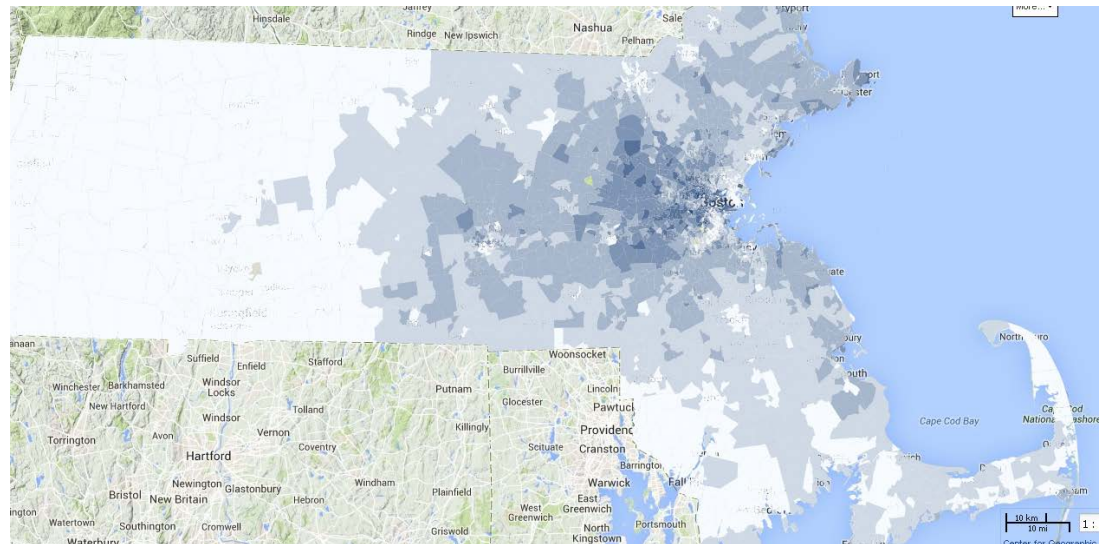
John Beck, Deputy Director, ArtsBoston

November 14, 2014





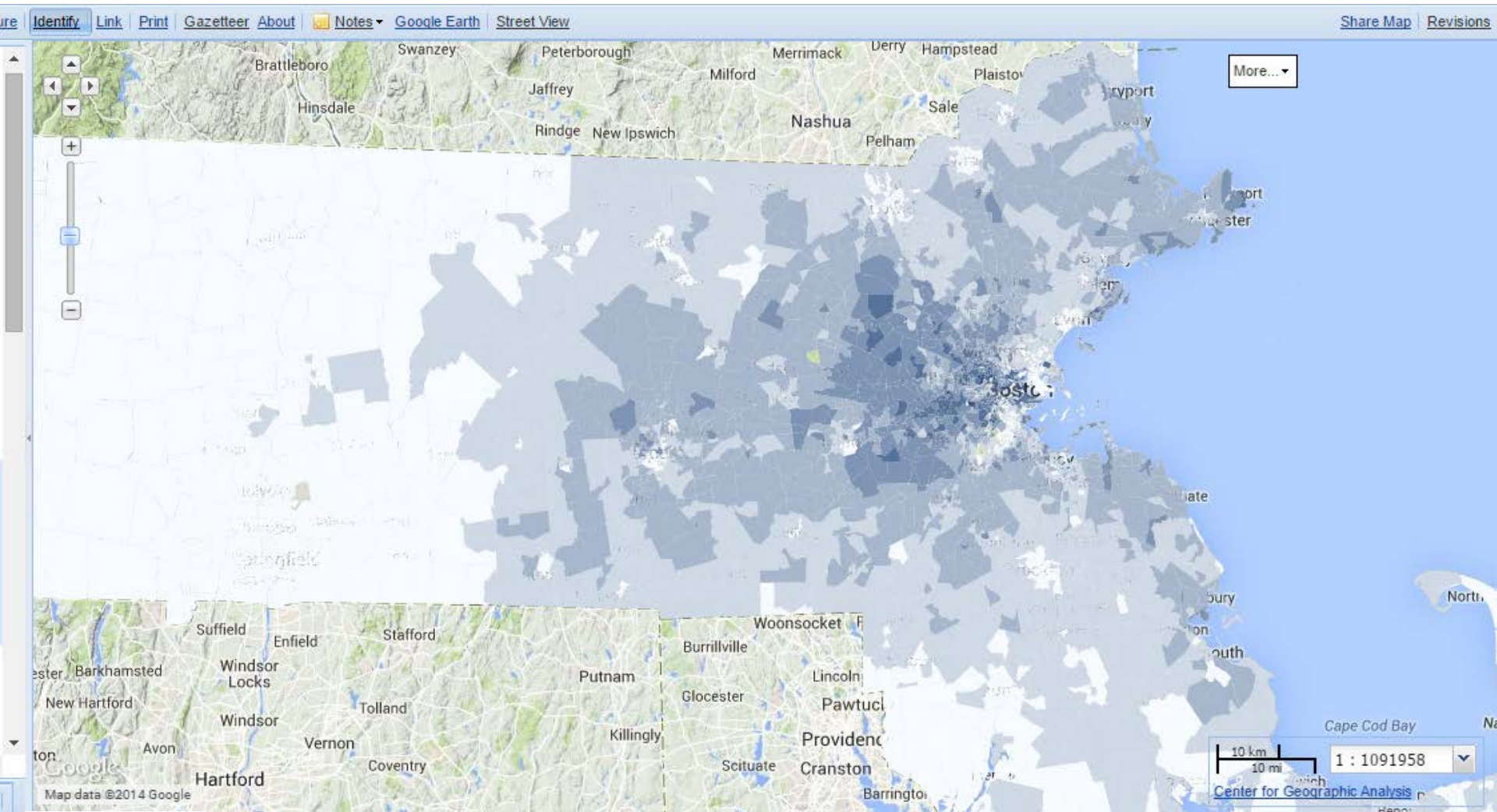
Storytelling With Data





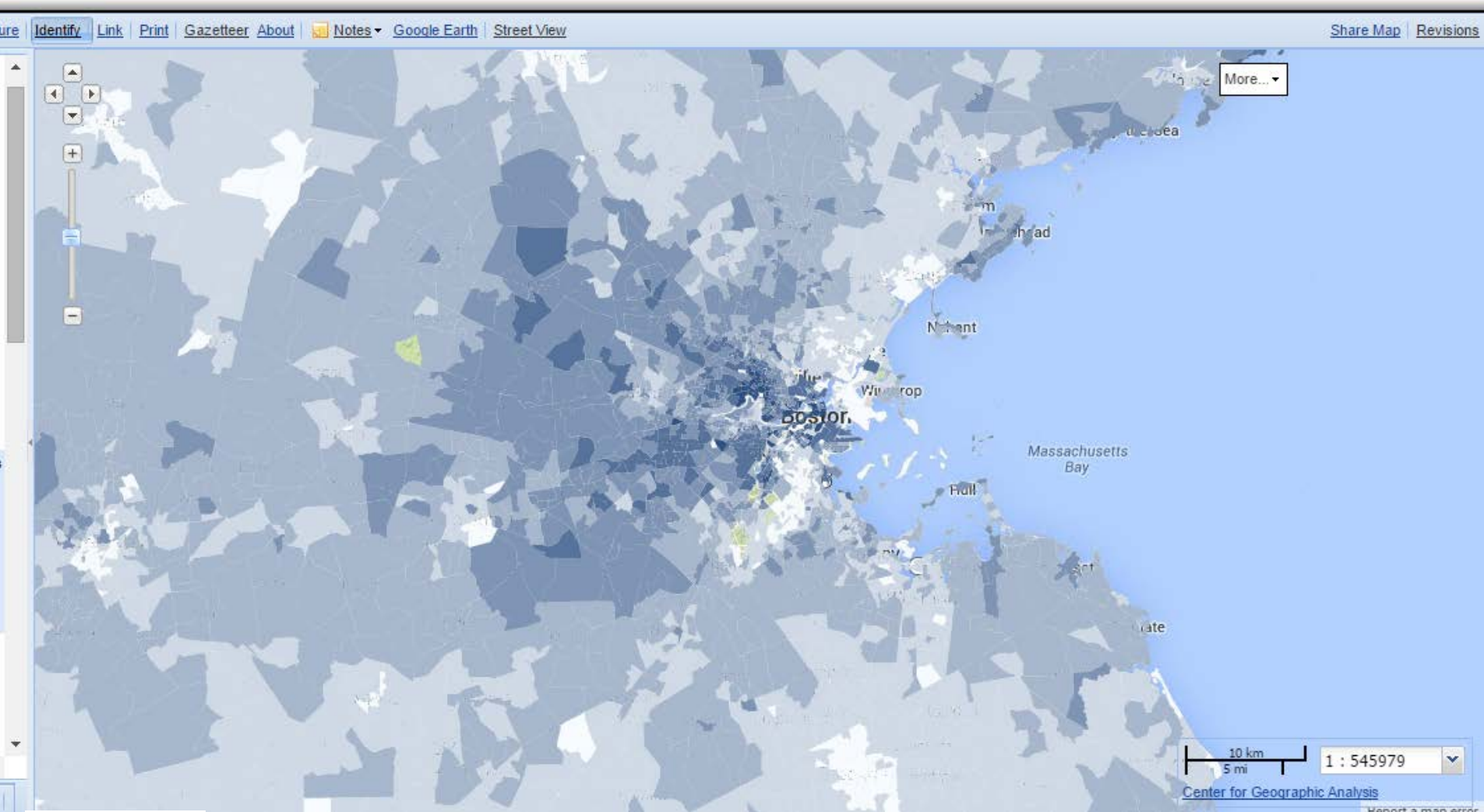
Mapping

Arts Participation





Arts Participation



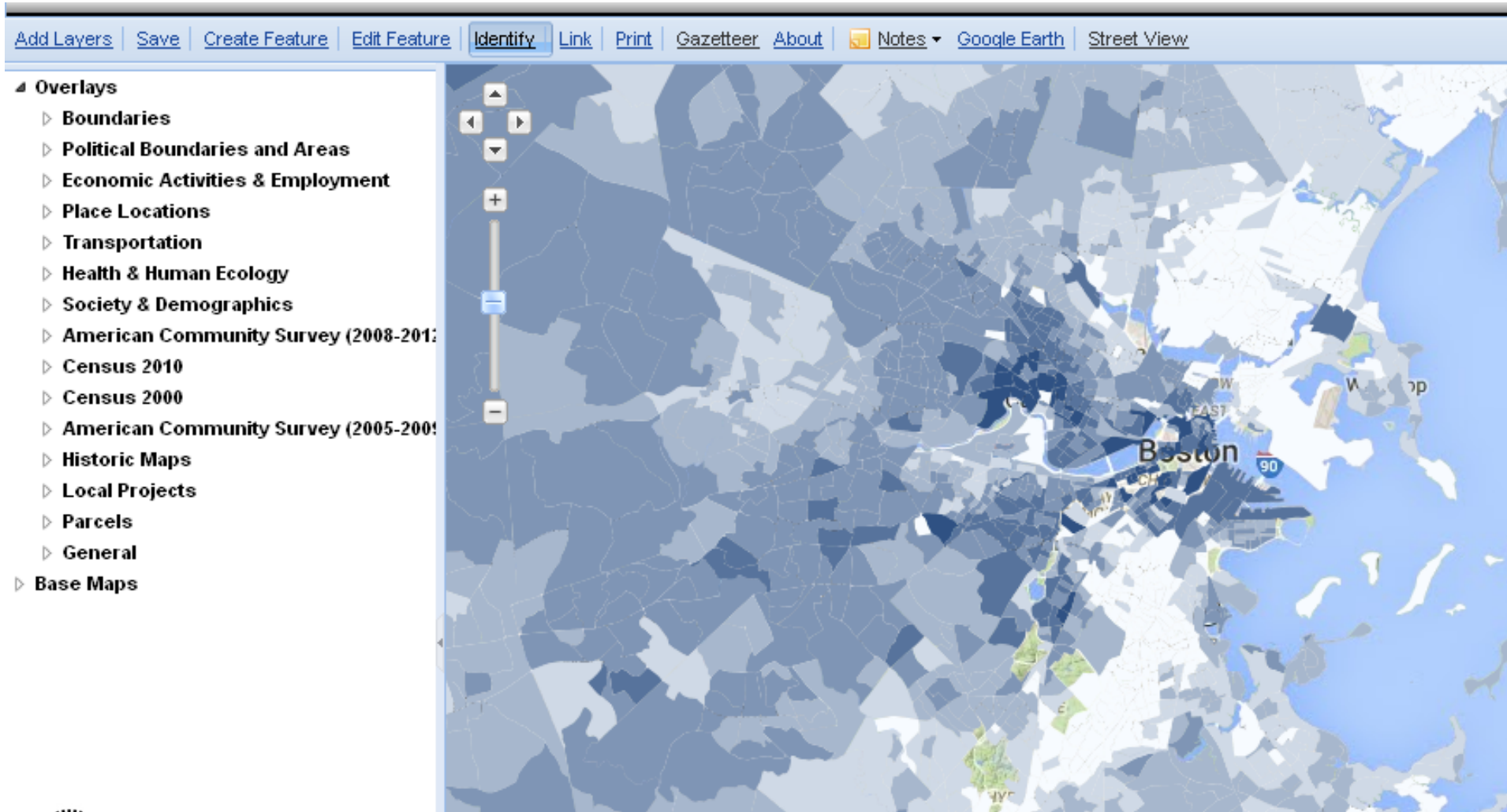
#1: Demand Mapping



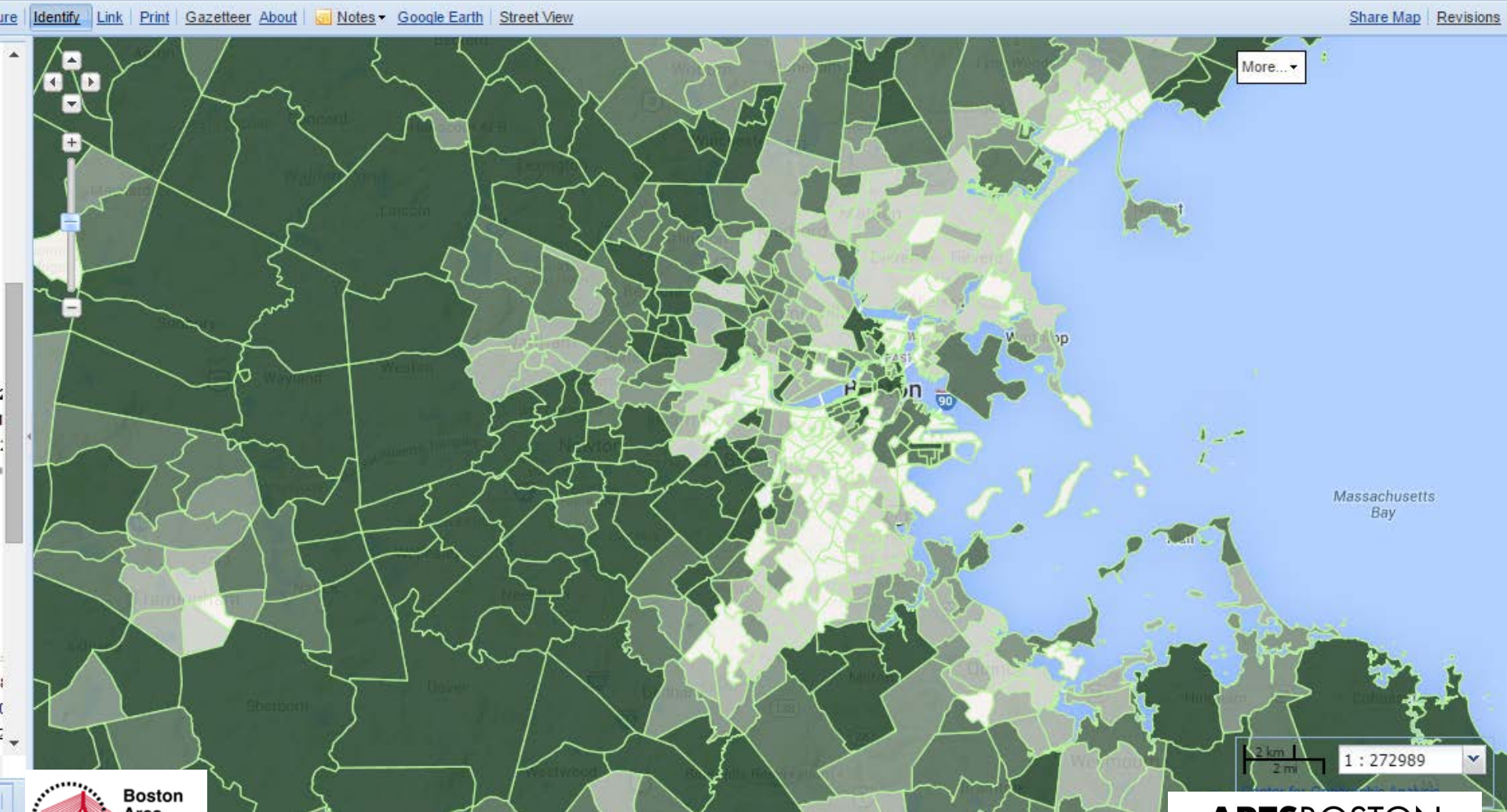
#2: Exploratory Analysis



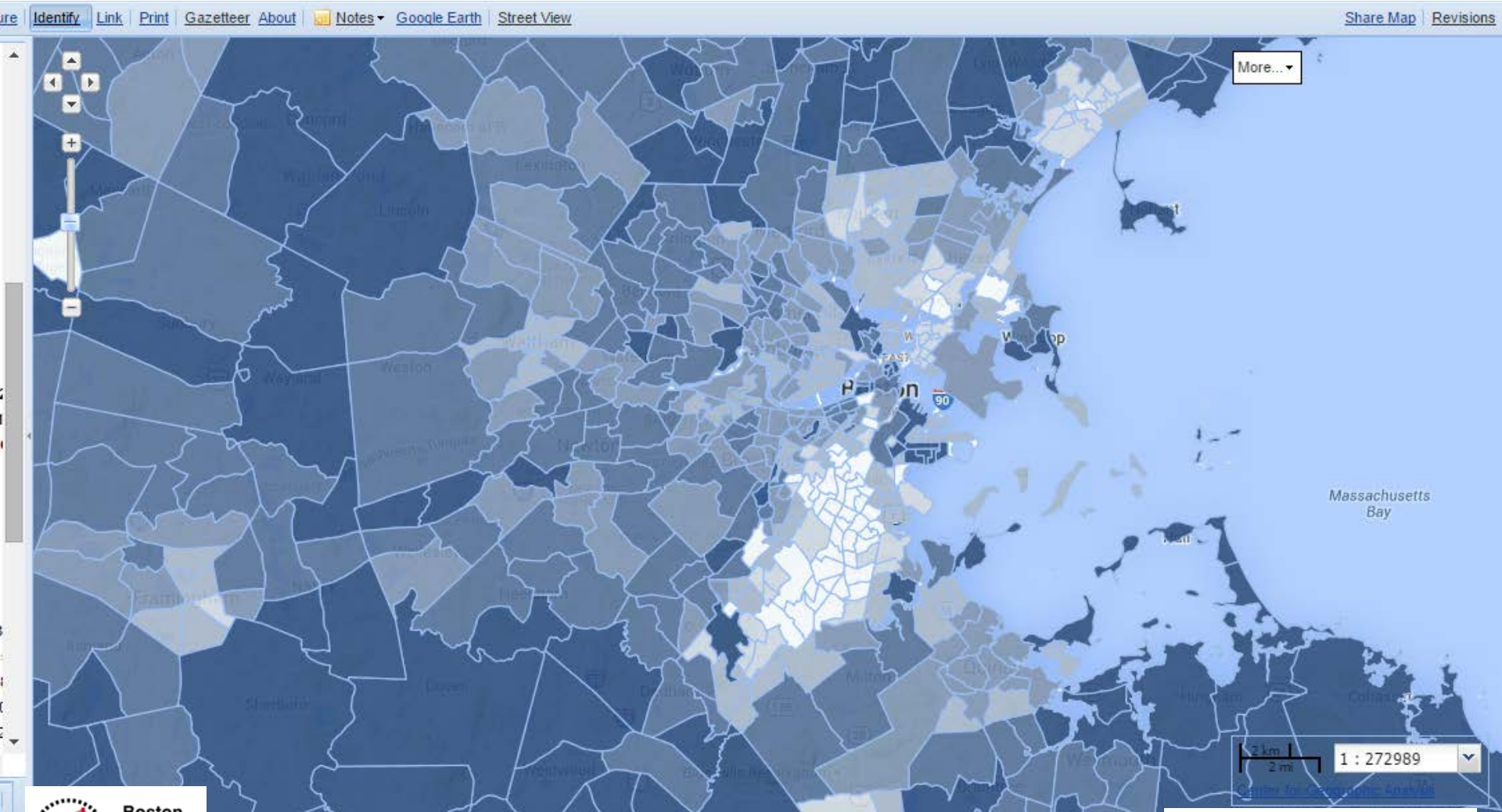
Exploratory Analysis



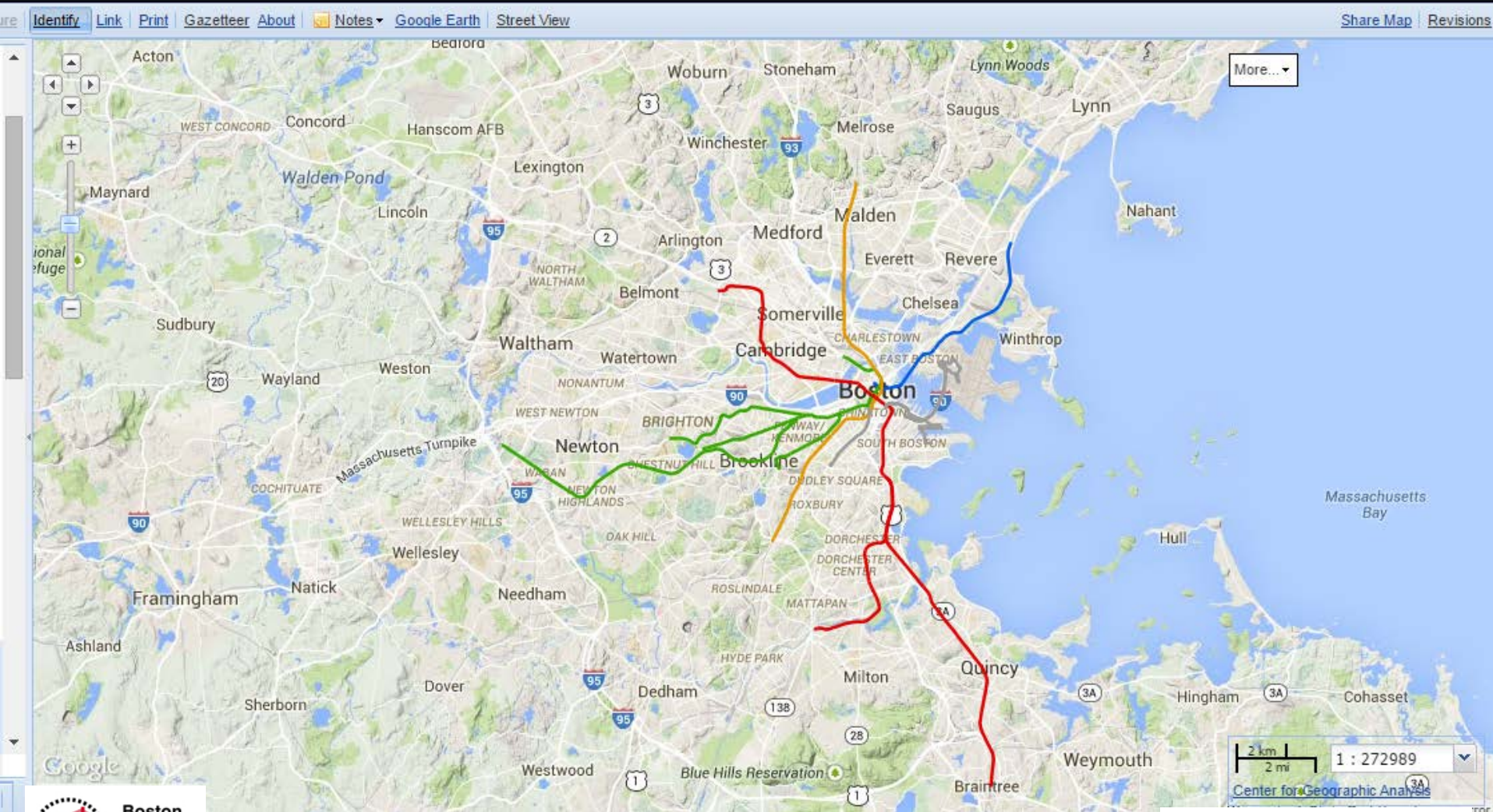
Household Income



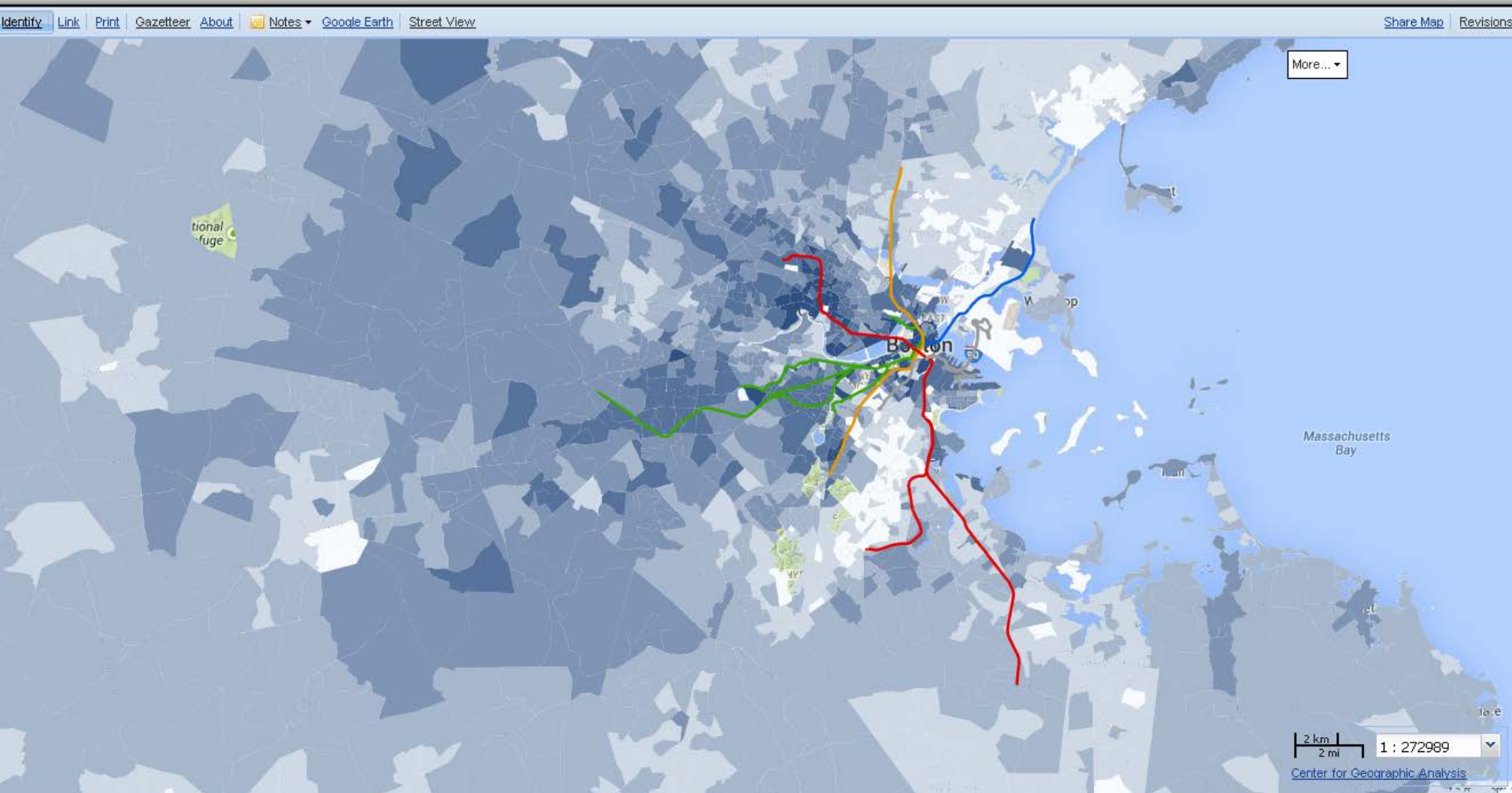
Race



MBTA Subway Lines

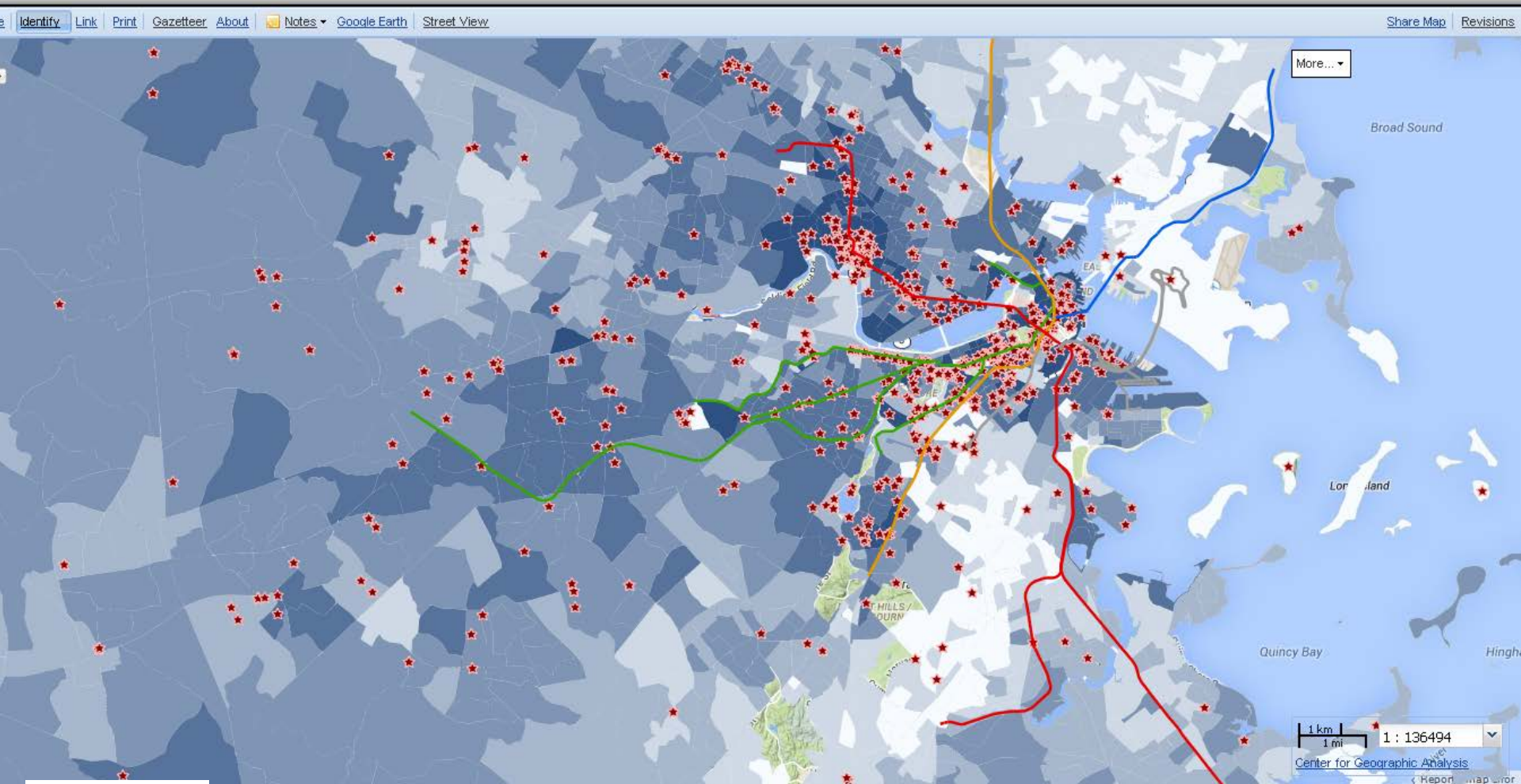


Participation and Transportation



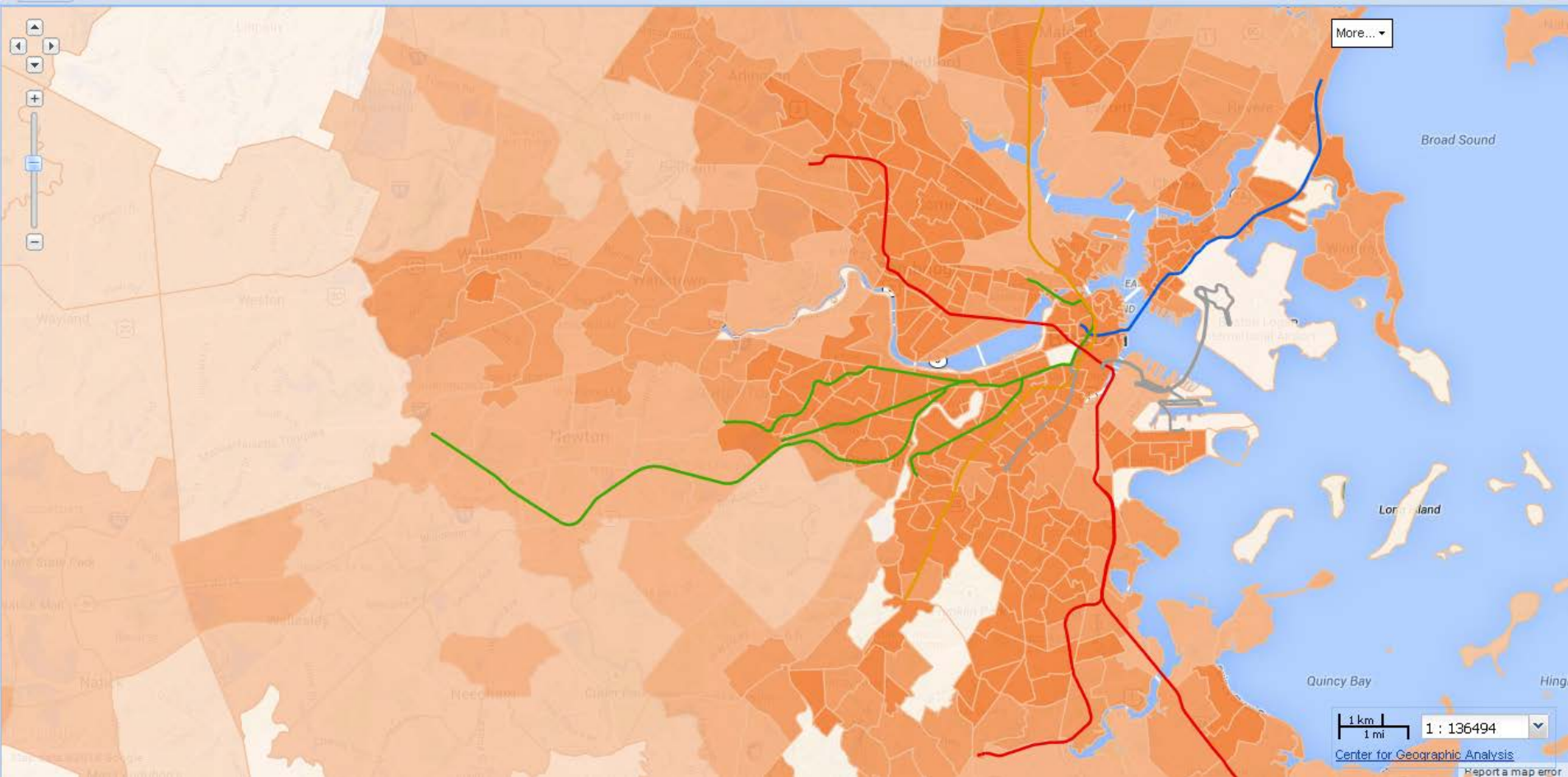


Arts Venues



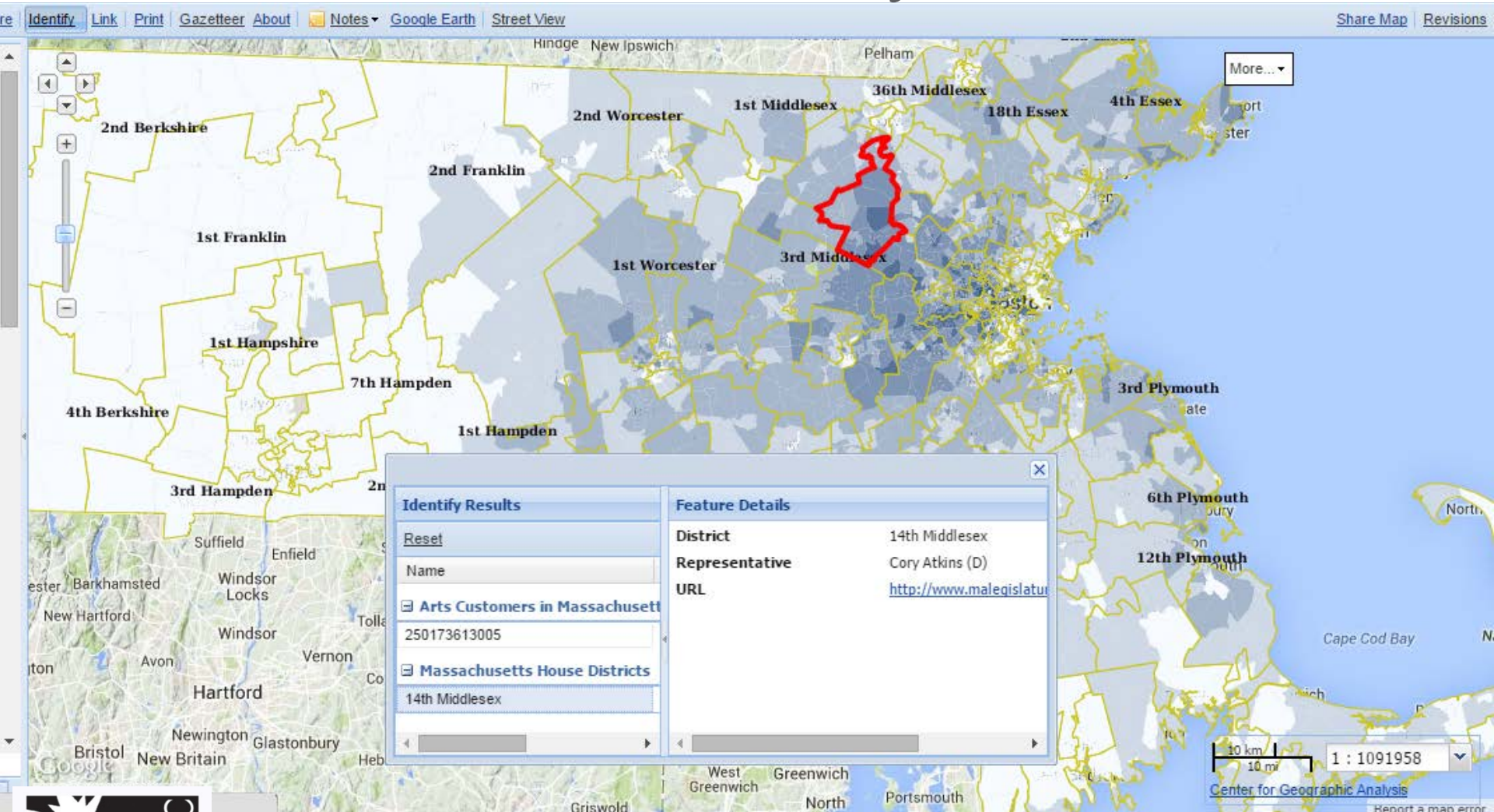


Population Density



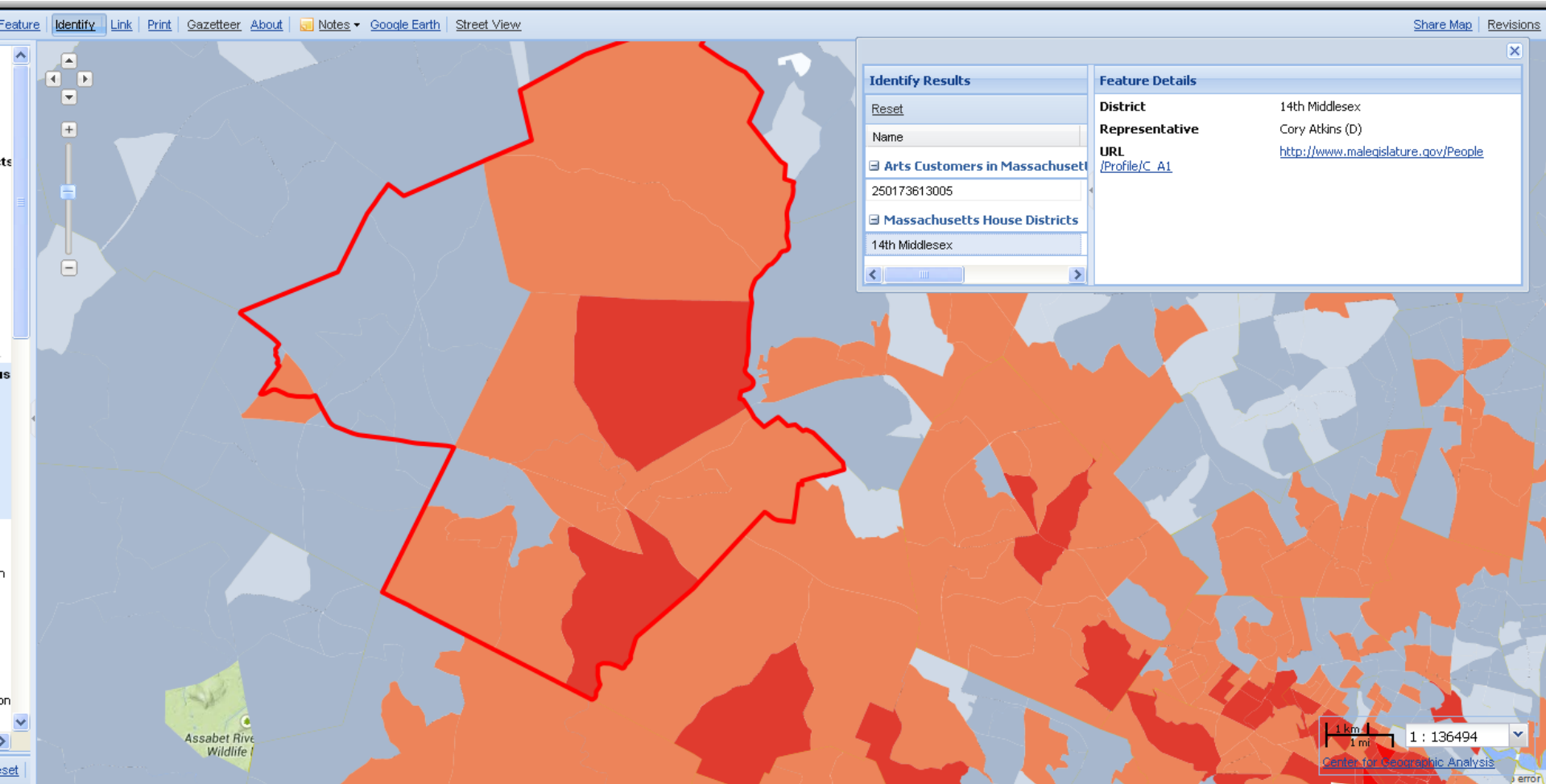
#3: Advocacy

Advocacy





Advocacy





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#ArtsData



IDENTITY

VITALITY



INNOVATION

TRANSFORMATION



Data + Stories = Proof

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.¹ Boston-area residents of all ages have a myriad of exceptional cultural offerings from which to choose: innovative programs by Actors' 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.



KEYS TO THE CITY

Artistic engagement can happen in the most Everything from

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#1: Borrow what works



2011 *pôrtfô'liō*



greater
philadelphia **cultural**
ALLIANCE

Inspirational AND Affordable

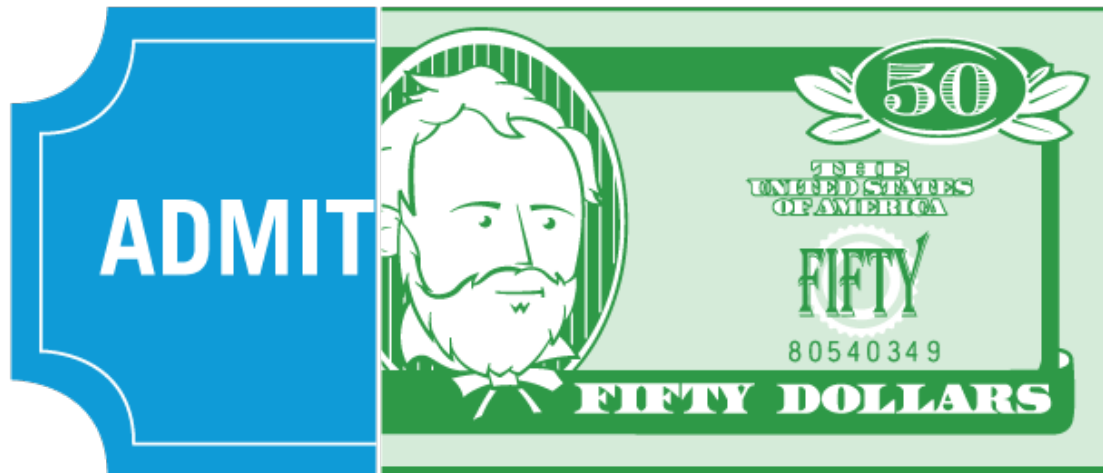
Admission Price 1/3 the Cost of Production



Median
Admission Price \$15

Median cost of
Production \$48

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



+



+



+



x 4 =

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

18,275,779 attendees of arts and culture...

18,275,779 attendees of arts and culture...

THAT'S ENOUGH TO
SELL OUT FENWAY PARK
488 TIMES





#3: Make it snackable



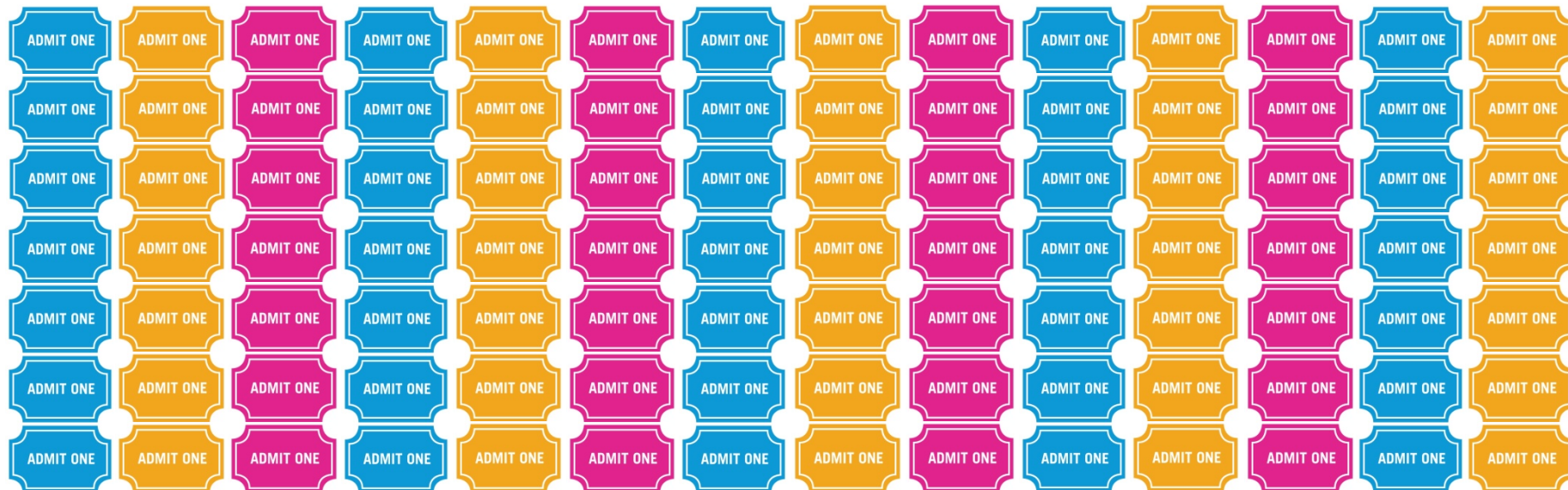
18,275,779 attendees of arts and culture...

**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.

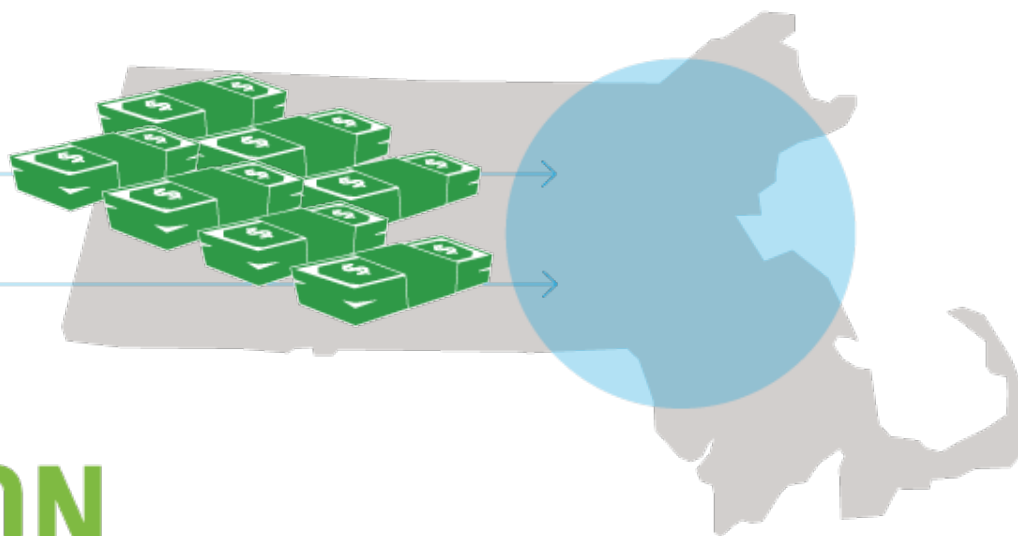
\$450 MILLION

spent by audiences above and beyond the cost of admission

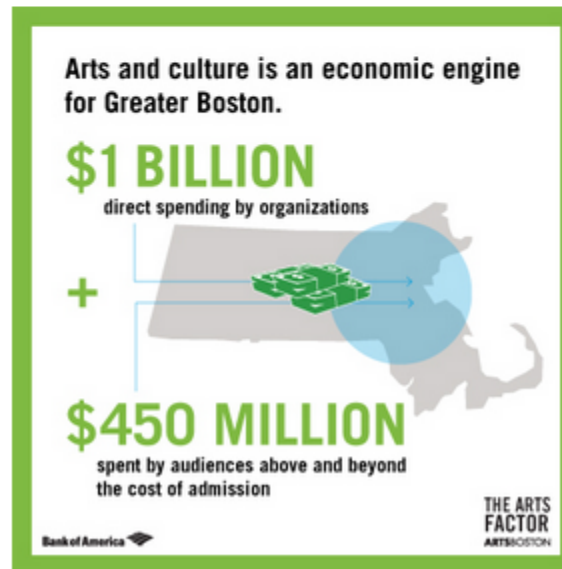
+

\$1 BILLION

direct spending by organizations



To download infographics, right click and "Save Image As"



Results



Media Coverage

THE BOSTON GLOBE

Business



Revelers at the 2013 Lowell Folk Festival parade.

Taking stock of the arts

ArtBoston, tapping into data from 2013 Greater Boston nonprofits collected by the Massachusetts Cultural Data Project, calculated several measures of the economic and social impact of the area's artistic and cultural institutions.

ATTENDANCE: 18.28 million

PAID: \$2.6 billion



PAID: \$1.4 billion



ATTENDANCE BY CHILDREN: 4.1 million

A STARRING ROLE IN THE ECONOMY

Report details a \$1b annual boost for Greater Boston from the arts

By Jackie Neri and
Jared Bowen

Boston nonprofits and those who use the vibrant arts scene, too, it's big business. According to a report from ArtBoston.

Drawing from data submitted by 168 artistic and cultural institutions, the report found they contribute nearly \$1 billion to the Greater Boston economy per year.

"Obviously, we've always known that arts and culture are a big business," said Catherine Peterson, the head of ArtBoston. "So the first time that we've actually had access to the data."

"The Arts Factor" report also said that when spending induced by patronizing the arts — such as on parking and restaurants — was counted, artistic and cultural institutions' expenditures add to local, state and federal tax revenue.

Peterson said the report demonstrated the social and economic contribution of artistic and cultural nonprofits. One of the goals, she said, was to ensure "that we are always on the table when decisions are being made and resources are being allocated."

"We put it all together and we have a major task."

The report was in formation from the Cultural Data Project, a nonprofit that harvests data from grant applications submitted to fundations that support the arts, including the Massachusetts Cultural Council, Barr Foundation, Boston's Theatre Company Foundation, Boston Foundation, Little Theatre Foundation, and Greater Worcester Community Foundation.

Jackie Neri can be reached at jackie.neri@globe.com. Follow him on Twitter @jneri1980.

BOSTON BUSINESS JOURNAL

Jun 10, 2014, 7:34am EDT | UPDATED: Jun 10, 2014, 7:35pm EDT

Group says arts contribute \$1.4 billion to the regional economy



Mary Moore
Reporter-
Boston Business Journal
Email | Twitter

The economy of Greater Boston gains about \$1.4 billion each year from arts and culture, according to a report due out today.

The report being issued by ArtsBoston, an organization that promotes the arts in



Report: Arts Bring \$1.4 Billion Annually To Greater Boston

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By JARED BOWEN

The Arts can be a nebulous term, including everything from street performances to grand concerts, fringe theater companies to big Broadway-bound shows, local artists dotting canvases to masters gracing museum walls. What's no longer nebulous though—thearts are an economic engine.

A new report by the non-profit group ArtsBoston reveals the arts are a \$1.4 billion annual industry in Greater Boston. That's no surprise to developer and philanthropist Ron Drucker.

"I think the reasons why we have new flights coming in from Dubai and from Beijing and from Istanbul and from Tokyo is not only because of the meds and eds, the hospitals and educational institutions, but also because of the cultural institutions," Drucker said.

Ten years ago Drucker's company built the Calderwood Pavilion, a theatrical space alongside a luxury residential building in the South End. It created an arts hive that helped transform the then blighted neighborhood.

"There's no question that the arts component to this project created value for us. It created



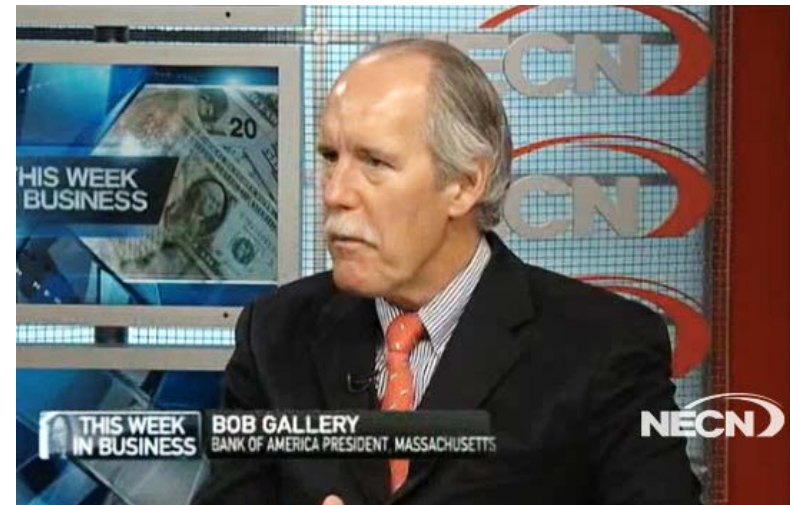
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Broadcast Coverage



This Week in Business



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

Bob Gallery

Massachusetts President



STATE BUDGET AGREEMENT

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 ties.

State funding for the arts is especially crucial for smaller, more innovative organizations that are revitalizing gateway cit-

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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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johnb@artsboston.org