

Museum of Fine Arts, Boston

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## **RECENT STUDY REVEALS IMPACT OF MUSEUM OF FINE ARTS, BOSTON ON COMMONWEALTH'S ECONOMY AND QUALITY OF LIFE**

BOSTON, Mass. (March 14, 2002) – Did you realize that the Museum of Fine Arts, Boston (MFA):

- Infuses \$369 million into the Massachusetts economy annually, and with Phase I of its Master Site Plan will add nearly \$450 million over an eight-year period (2002 – 2009)?
- Attracts over a million visitors each year—with an annual attendance equal to Celtics and Bruins games (at the Fleet Center) combined?
- Employs 1,300 people, is among the top 25 largest private employers in Boston, and is among the 20 largest private employers of Boston residents?

A month after unveiling its Master Site Plan (on February 14, 2002), the Museum of Fine Arts announced these and other findings from a recently-conducted Economic Impact Study. Prepared for the MFA by Mt. Auburn Associates (Somerville) and Economic Development Research Group (Boston), the Study was undertaken to clarify the important role that the Museum plays in the economies of the City of Boston, the Commonwealth of Massachusetts and beyond. The Study examines both quantitative and qualitative impacts of the MFA—highlighting its value as an economic and cultural asset that further enhances the city's attractiveness as a place to live and work. The Study also reveals the important impacts associated with the MFA's proposed expansion, including the construction of Phase I of the Master Site plan and its added influence on tourism to Boston, as the new Museum increasingly attracts visitors, fulfilling its mission to bring people and art together.

"The MFA is well recognized as one of the premier art museums in the world," said Malcolm Rogers, Ann and Graham Gund Director of the MFA. "And this important Study reveals how the Museum greatly enhances the quality of life and significantly impacts the economies of the City of Boston and Commonwealth of Massachusetts, now and in the future."

**MFA' s Current Economic Contributions to City and State**

The Study identifies the MFA as a critical economic engine in the city and state—generating jobs for its residents, markets for its businesses and artists, a skilled workforce for its employers—significantly contributing to what makes Boston a world-class city.

The Study looks at the Museum from several key dimensions to identify its current (and future) contribution to the local economy, including: its role as an employer; its role as a retailer and vendor; a market for goods and services; an attraction for the tourism industry; and an educational institution.

#### **MFA as Employer:**

- The MFA—including its restaurant and retail components—directly supports 1,300 jobs in Massachusetts, which pay \$38.6 million in annual wages, and is among the top 25 private employers in Boston.
- Approximately 90 percent of these direct jobs and wages are located and earned in the city of Boston, and the MFA is among the top 20 largest private employers of Boston residents in the City of Boston.
- In addition to paid employees, the MFA currently has a total of 966 volunteers, working approximately 108,000 hours a year

#### **MFA as Retailer and Vendor:**

The MFA generates \$42 million in sales through Museum Enterprise Partners, its retailing arm which operates its shops and catalogues, and Restaurant Associates, its food service provider.

#### **MFA as Market:**

- The MFA purchases \$65 million in goods and services from other businesses, with almost half going to Massachusetts companies.
- The MFA's spending leads to downstream impacts on other suppliers, as well as re-spending of worker income—accounting for an additional \$148 million of business sales in Massachusetts.
- The annual economic impact of the MFA on jobs, wages and business sales generates more than \$11 million in taxes for Massachusetts and Boston (the Museum pays the City of Boston payments in lieu of direct taxes).

**MFA as an Attraction:**

- More than 1.3 million people visited the Museum in FY 2001 (July 1, 2000– June 31, 2001), to peruse its galleries, view special exhibitions, or attend special lectures, films or live performances—attracting about as many visitors as Celtics and Bruins games combined (at the Fleet Center) for the same time frame.
- MFA visitor spending is responsible for \$83.6 million being added to the local economy annually—at hotels, restaurants and other area businesses—not including spending at the Museum itself.

**The MFA as an Educational Institution:**

- The School of the Museum of Fine Arts (SMFA)—one of the oldest (founded in 1870) and most highly regarded art schools in the country—has a combined enrollment of 1,300 in its undergraduate, graduate and continuing education programs.
- Non-tuition expenditures generated by students add approximately \$2 million to the City of Boston and an additional \$1.8 million within the state of Massachusetts.

**Total Current Impact:**

- In Massachusetts, the MFA currently generates \$369 million of direct, indirect and induced economic activity, supporting over 4,500 jobs with nearly \$131 million in wages. (Within the City of Boston alone, the MFA currently generates \$293 million of Economic Activity, supporting 3,400 jobs and nearly \$106 million in wages)
- Of the \$369 million total: \$137 is directly generated by the MFA, including payroll, purchases from local business and retail and restaurant sales; \$84 million is generated by visitor spending (outside of the Museum); and an additional \$148 is generated by downstream spending by area businesses impacted by the Museum.

**Master Site Plan Phase I: Economic Impact**

The Economic Impact Study also examines the heightened impact of Phase I of the Master Site Plan—revealing how this expansion of the Museum will enhance the MFA's current effects on Boston and Massachusetts economies from 2002 - 2009. Key sources of these impacts are: the planning for and actual construction of Phase I during 2002-2007—including jobs and wages associated with the project; as well as dramatically increased visitor attendance and spending

within city and state economies generated by excitement over Phase I. (The Museum is expecting to complete Phase I construction in 2007). Impact of Phase I:

- From 2002 – 2009 both the new construction associated with Phase I and the opening of the expanded Museum will add nearly \$450 million to the Massachusetts economy—with \$409 million in Boston alone—through direct, indirect and induced economic activity. \$181 million of this total will pay wages for nearly 6,300 jobs.
- \$318.4 million (of the \$450 total) is associated with the planning and actual construction, from 2002 – 2007, with \$127 million paying wages for over 2,800 jobs
- Nearly \$90 million in increased visitor spending (outside of the Museum) is expected in Phase I (from 2002 – 2009) in Boston and Massachusetts economies (in addition to the \$84 million currently generated annually).
- Of this \$90 million, the largest increase in visitor spending is projected at \$42.7 over current levels in 2007 (the inaugural year for the new facility). Increased Museum attendance is also expected to reach its highest level in 2007, with 400,000 over current levels.

### **MFA & Quality of Life in Boston**

The Museum enhances the cultural and community life for area residents and visitors in many ways. In addition to housing, preserving and exhibiting an encyclopedic collection of world class art, the MFA: offers dynamic educational opportunities and programs for children and families; furthers the city's creative economy by welcoming, employing, and training artists and performers of all kinds; actively engages in collaborative efforts with other organizations to build community through the arts; and maintains a thriving core of volunteers that strengthen the community through their work within the MFA .

### **Education**

The Museum offers many types of educational opportunities for children and families including *Thinking Through Art*—which welcomes every 5<sup>th</sup> grader in the Boston Public School system to the Museum, *Teen to Teen Art Talks*, *Artful Adventures*, *Children's Room*, *Family Place*, *Family Night Out* and the *Family Concert Series*. The MFA is also a partner in a broad range of educational consortiums that are working to improve the educational experiences of students in both high schools and colleges and universities in Boston.

### **Community Outreach**

The Museum is also involved in a wide range of community-building activities in the City of Boston. Some programs include the Museum's *Diversity Initiative*, which strives to increase diversity within the MFA; its ongoing partnership with the National Center of Afro-American Artists (NCAAA), begun in 1969; and its involvement in *ACT Roxbury*—committed to revitalizing Roxbury through attracting arts-related businesses and supporting its artistic and cultural resources.

The MFA's youth outreach efforts include: *The Youth Art in Action Program*, through which SMFA faculty collaborate with high school students in Chelsea and Everett; *Arts in Progress*, a supplemental arts education program offered in Boston Public Schools; and *A Community Partnership*, a pilot program being developed with the MFA, the Children's Museum, and the Boys and Girls Clubs of Boston to provide arts-related community service opportunities for local youth.

### **Creative Economy**

The MFA also promotes the creative economy by serving as an important venue for local performers, artists as well as film and concert series—many of which have become staples in the Boston cultural scene, including *The Boston Film Festival* and *The Calderwood Concerts in the Courtyard*. The alumni and faculty of the School of the Museum of Fine Arts also contribute to the vibrancy of the local creative sector, and the SMFA strives to foster these artists and their careers in many ways including its annual *December Sale* and its *Artists Resource Center*.

### **Tradition of Volunteers**

The Study also examines the MFA's long tradition of volunteerism. Currently, there are 966 volunteers who give approximately 108,000 hours of their time annually, leaving a great impact on the Museum. MFA volunteers perform a vast variety of roles in serving the Museum: as greeters and information center concierges, they welcome visitors to the MFA; as Gallery Instructors they inspire visitors to fully engage with the MFA's collection; and through their behind-the-scenes roles assisting departments from conservation to education, they provide invaluable support for the Museum and its mission in the community.

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*Information within The Economic Impact of the Museum of Fine Arts, Boston study is based on a wide range of quantitative and qualitative evidence gathered during the course of the project to understand the far-reaching impacts of the MFA. Economic impact numbers were prepared and analyzed by Economic Development Research Group. In addition, this data was supplemented with information gathered during interviews conducted by Mt. Auburn Associates with key MFA*

*personnel, as well as other organizations and people familiar with the Museum, community groups that have partnered with the MFA, and firms that do business with the MFA.*

*The Museum of Fine Arts, Boston, founded in 1870, is recognized for the quality and scope of its encyclopedic permanent collection. The Museum is located at Avenue of the Arts, 465 Huntington Avenue, Boston, Massachusetts.*