

# The Economic Impact of Arts & Culture in Newton, MA

## Total Economic Activity - FY 2019

### Total Expenditures

**\$19,305,690**

Organizations

\$18,335,815

Audience

\$969,875



Full-Time Equivalent Jobs Supported

**651**

Household Income Paid to Residents

**\$13,638,822**

Revenue Generated to City of Newton

**\$681,533**

Revenue Generated to State Government

**\$988,370**

## Social Impact 2021

**63%**

of attendees reported the arts positively impacts their connection to the community

**65%**

of attendees reported the arts positively impacts their individual well-being

**98%**

of attendees reported the arts brings them joy and makes them happy

**\$389,232**

of donated volunteer time of 14,310 hours in FY2019

### Impact of \$1,000 Donation within Newton

Total Economic Impact

**\$741**

City of Newton Revenue

**\$35**

Resident Household Income

**\$706**

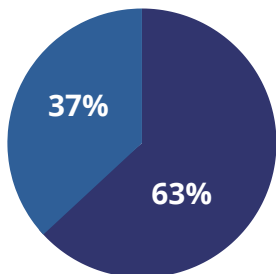
Social Impact on Newton Attendees

- > Reduces the feeling of isolation
- > Strengthens community connection
- > Increases cultural understanding
- > Promotes happiness and well-being

## Event-Related Spending by Arts and Cultural Audiences (Summer 2021)

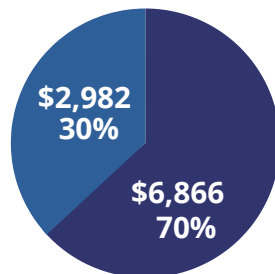
Total Attendance

**672**



Total Event-Related Expenditures

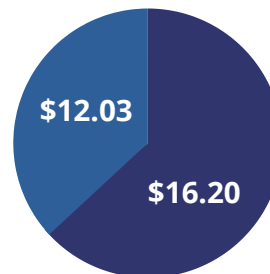
**\$9,849.15**



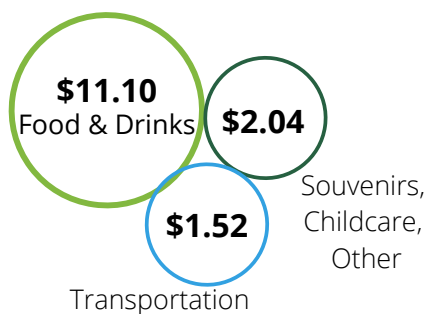
■ Non-Resident ■ Resident

Average Event-Related Spending Per Person

**\$14.66**



Event-Related Spending Per Person by Category



The economic & social impact data reflected above is part of a larger economic impact report published in August 2021 by a team of Graduate MBA students at the Brandeis Heller School for Social Policy and Management in partnership with Newton Community Pride. The information, interviews, and data were collected from June through August 2021. For more information about the Economic Impact Report for Arts & Culture in Newton, MA visit [www.newtoncommunitypride.org](http://www.newtoncommunitypride.org)

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