



For Immediate Release

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Arts & Culture Contribute over \$19 Million to Local Newton Economy

*Newton Community Pride and Brandeis Heller School for Social Policy & Management
Publish City of Newton Arts & Culture Economic Impact Report*

In partnership with Newton Community Pride, Brandeis University Heller School for Social Policy & Management studied the impact of the arts and culture economy in the City of Newton. As part of the Heller School MBA graduate program, Newton Community Pride was selected out of thirty proposals for the graduate program's in-depth analysis and study.

According to Heller Associate Professor Lawrence Bailis, "*The Heller Social Impact MBA capstone project is the year end highlight in which students who have completed their MBA coursework offer pro bono management consulting services to nonprofit organizations such as Newton Community Pride as part of the Heller commitment to provide service to our neighboring communities as well as a learning experiences for our students*".

Highlights from the Brandeis Heller School [Economic Impact Report for Arts & Culture in the City of Newton](#) include:

- \$19,305,690.00 contributed to the local Newton economy from the arts & culture community;
- 651 Full Time Equivalent Jobs Supported;
- \$681,533 Revenue Generated to the City of Newton;
- \$14.66 spent per person on average at events this summer at local businesses;
- 98% of arts & culture attendees report the arts brings them joy & happiness;
- 65% of arts & culture attendees report the arts positively impacts their well-being; and
- 63% of arts & culture attendees report the arts makes them feel connected to Newton

"We were thrilled to have been selected this past spring for the Heller MBA Capstone Project. This report reinforces and amplifies what we have known and advocated for all along – the arts are vital to the economic vitality of our village centers and provide our residents, now more than ever, individual happiness, joy and connectivity to our community", stated Gloria Gavris, Board Chair of Newton Community Pride.

Newton Community Pride is a 501c3 nonprofit building community for all to enjoy through arts & culture programming, supporting beautification projects and promoting volunteerism. For more information <https://newtoncommunitypride.org/>

More Information:

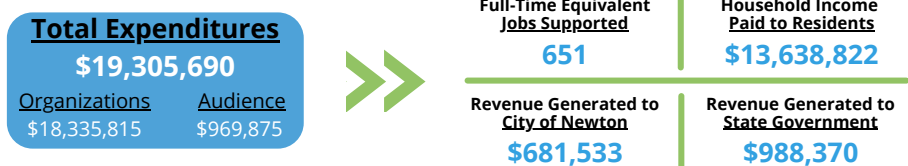
30 Minute Presentation:

https://brandeis.zoom.us/rec/play/EQ9TQdGjNhkauE2dEw_c_SaEVFmFXbOkub4qOSK_o-XjJpW4Khl-

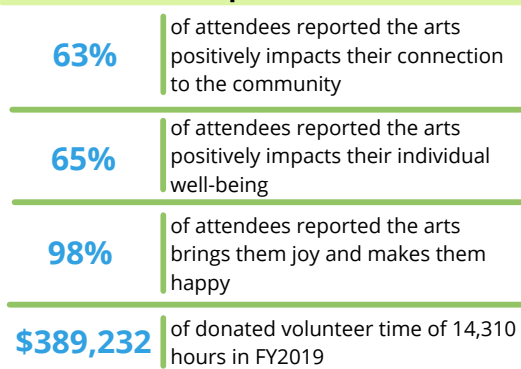
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The Economic Impact of Arts & Culture in Newton, MA

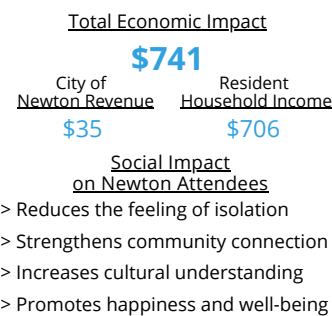
Total Economic Activity - FY 2019



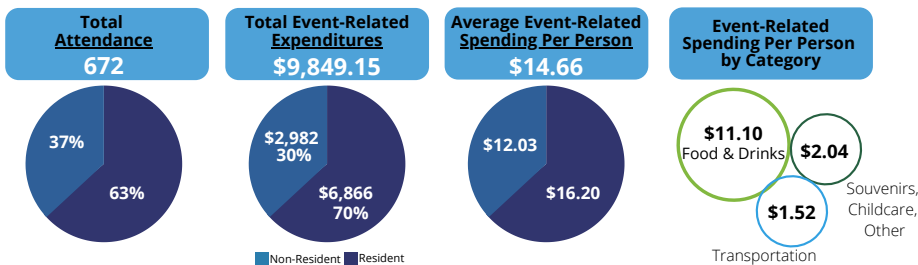
Social Impact 2021



Impact of \$1,000 Donation within Newton



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



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

