



**FOR RELEASE**  
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**Medfield nonprofit arts and culture industry generates \$3.1 million in economic activity;  
supports 125 jobs annually, according to Americans for the Arts**

*Arts industry returns \$224,000 in revenue to local and state coffers*

WASHINGTON, D.C. — The nonprofit arts and culture industry generates \$3.1 million in annual economic activity in Medfield —supporting 125 full-time equivalent jobs and generating \$224,000 in local and state government revenues, according to the *Arts & Economic Prosperity 5* national economic impact study.

Conducted by Americans for the Arts, a leading nonprofit organization that advances the arts and arts education in the U.S., the *Arts & Economic Prosperity 5* study found that nonprofit arts and culture organizations in Medfield alone spent \$2.7 million during fiscal year 2015.

The spending analyzed in the study is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$2.1 million in household income for local residents, and \$224,000 in local and state government revenues. Medfield was one of six Massachusetts communities that participated in the national study; the others were Boston, Cambridge, Lowell, Worcester and Springfield.

“It’s no surprise that Medfield values its culture and history, and now we can clearly see how those activities – even in a small town such as ours – supports the local economy,” said Jean Mineo, chair of the Cultural Alliance of Medfield. “And from a planning standpoint, the AFTA findings show that cultural development can be a powerful economic component of Medfield’s future.”

Nationwide, the *Arts & Economic Prosperity 5* reveals that the nonprofit arts industry produces \$166.3 billion in economic activity every year, resulting in \$27.5 billion in federal, state and local tax revenues. In addition, it supports 4.6 million full-time equivalent jobs and generates \$96.07 billion in household income.

“This study demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said **Robert L. Lynch**, president and CEO of Americans for the Arts. “A vibrant arts and culture industry helps local businesses thrive and helps local communities become stronger and healthier places to live. Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

**Arts industry boon for local businesses**

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$382,700 in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for gas, and pay a babysitter. What’s more, attendees from out of town often stay overnight in a local hotel. In Medfield these dollars support 125 full-time equivalent jobs and generate \$224,000 in local and state government revenues.

“A study such as this shows that not only do businesses have much to gain by supporting local arts organizations, the entire community also gains economic benefits from those partnerships,” said Marjorie Cappucci, manager of the Medfield office of Needham Bank, and president of the Medfield Employers and Merchants Organization (MEMO).

The *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts, and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts’ local, regional, and statewide project partners contributed both time and financial support to the study. Financial information from organizations was collected in partnership with DataArts™, using a new online survey interface. For a full list of the communities that participated in the *Arts & Economic Prosperity 5* study, visit [www.AmericansForTheArts.org/AEP5Partners](http://www.AmericansForTheArts.org/AEP5Partners).

The Cultural Alliance of Medfield was established in 2015 to nurture, support and promote culture in Medfield. The Alliance includes Medfield’s historic and natural assets as cultural resources and produces a monthly newsletter of events, the annual Holiday Stroll, the Arts and Prosperity Study 5, and Create the Vote Bristol Norfolk.

This program is supported in part by a grant from the Medfield Cultural Council, a local agency which is supported by the Massachusetts Cultural Council, a state agency; and by the Barr Foundation.

The Barr Foundation’s mission is to invest in human, natural, and creative potential, serving as thoughtful stewards and catalysts. Based in Boston, Barr focuses regionally, and selectively engages nationally, working in partnership with nonprofits, foundations, the public sector, and civic and business leaders to elevate the arts, advance solutions for climate change, and connect all students to success in high school and beyond. With assets of \$1.7 billion, Barr is among the largest private foundations in New England and has contributed more than \$834 million to charitable causes since 1999. For more information, visit [barrfoundation.org](http://barrfoundation.org) or follow @BarrFdn.

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