

Impact of the Creative Economy in the Berkshires

Overall Economic Impact of Cultural Non-Profits

Cultural non-profits is the fastest growing non-profit sector in the county in terms of number with combined expenditures of \$97.3M and an economic impact of \$164M in 2012, an increase of \$1.4M from 2008. 2,932 jobs are supported locally as a result of these expenditures.

Visitor spending increases arts and culture non-profits' impact by another \$97.5M, *making the total economic impact of arts and culture to \$261.5M and 4,023 jobs.*

72%, or \$40M, of large cultural institutions' expenditures are spent in Berkshire County.

Non-Profits and Tourism

There were approx. 922,400 visitors from outside Berkshire County to the 14 largest arts & culture non-profits in 2012. These visitors generated \$97.51M in increased economic activity and supported an additional 1,091 jobs in Berkshire County. Every 100,000 cultural visitors to Berkshire County generates \$10.6M of increased economic activity and supports 118 local jobs.

In 2012, the 14 largest arts and culture non-profits in Berkshire County attracted **1,153,000** total visitors.

MASS MoCA (opened 1999) expansion (May 2017):

- \$25.4M state grant, \$30M in private funds

- 250,000 sq. ft. total gallery space

- 540,000 sq. ft. total space including grounds

- Economic impact on NA is approx. \$16.7M between expenditures and non-local visitor activities

The Clark (opened 1955) expansion (June 2014):

- \$134M total project

- +13,000 sq. ft. additional gallery space

- +28,700 sq. ft. total gallery space (not including Stone Hill)

- 3-year renovations created 327 Mass. jobs and labor income of \$20.7 million (BC: 86/about \$5M)

- \$17M of added visitor spending in peak/opening year

- \$9.6M sustained per year added visitor spending

Other Facts:

The MCC Cultural Facilities Fund (CFF) released grants to 83 projects in the Berkshires since 2007, providing over \$13.5 million in funds to these organizations, thereby creating jobs, rehabbing buildings, and increasing attendance and staff capacity in these venues.

The Berkshire Hills Internship Program (BHIP) has a 30% retention rate - most are arts management students. In 2013, the highest concentration of young professionals between the ages of 20 and 34 in the national workforce was in arts, design, entertainment, sports, and media occupations at 36.6% (DPE).

1BERKSHIRE

THE BERKSHIRES' CREATIVE ECONOMY



WHAT IS IT?

CREATIVE ECONOMY IS THE INTERSECTION OF ARTS, CULTURE, INNOVATION, AND COMMERCE.

It is an economic system of goods, services, culture, and ideas that generate jobs, revenue, and quality of life. In a creative economy the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace.

The creative economy is one of the most important innovation sectors and economic engines in the Berkshires, encompassing more than **6,000 JOBS**.

Berkshire County was named the **7TH ARTS VIBRANT** small- to mid-sized community in the nation by the National Center for Arts Research, proving that creativity distinguishes the region.

WHO IS IT?

The **QUANTITY** of creative institutions, organizations, projects, and people as well as the **QUALITY** of artistic and cultural activities and endeavors in the Berkshires is distinct from any other like community in the country.

The creative sector is incredibly expansive and includes the following **KEY SEGMENTS**: film and media, design, commercial arts and marketing, architecture, gaming and software, literary arts and publishing, culinary arts, visual arts and crafts, performing arts, heritage and conservation, and education.

Activities can range from commercial to charitable. The main categories of **PARTICIPANTS** in the creative sector are individual artists and sole-proprietors, small businesses, large manufacturers, cultural organizations, creative staffers, business support services, and patrons/clients/customers.

WHY IS IT IMPORTANT?

The Berkshires' creative economy brings **VALUE** to the region by sparking downtown redevelopment, generating tourism, employing residents and attracting talent, encouraging innovation, and spurring economic growth.

FILMMAKING in western Massachusetts has a significant impact on the overall economy. For every \$1 spent to film \$.63 is spent on local services and businesses, and a \$1 million production could create 13.5 new jobs in the region.

In 2012, the 74 arts and culture **NON-PROFITS** in Berkshire County had a total economic impact of \$261.5 million and supported 4,023 jobs.

Pittsfield's recent cultural **INVESTMENTS**, including the restoration of the Colonial Theatre and Barrington Stage's relocation to North Street, have yielded a 48.6% overall growth in economic value of the arts to the community.

HOW IS IT SUPPORTED?

1Berkshire provides important resources, assistance, and advocacy for the creative community and connects those working in the creative sector to other opportunities. We focus on five key components creatives need to grow and thrive: business development, access to capital, talent, visibility, and space.

OUR PROGRAMS

- SPARK! Networking Events
- Creative Resources Conference
- Creative Challenge
- Pitch Competitions
- Entrepreneurial Meetups
- Business Resource Meetings

OUR PARTNERS

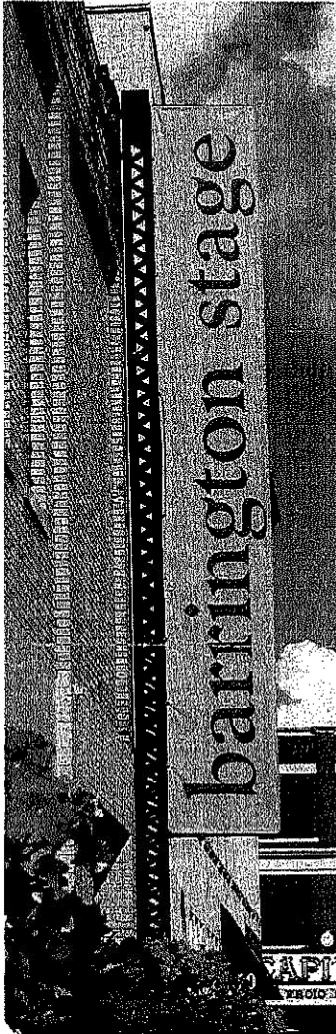
- Assets for Artists
- Berkshire Enterprises
- Berkshire Film & Media Collaborative
- City of Pittsfield
- MCLA's Berkshire Cultural Resource Center
- Makers' Mill and MORE

barringtonstagecompany

AWARD-WINNING THEATRE IN DOWNTOWN PITTSFIELD

Julianne Boyd, Artistic Director Tristan Wilson, Managing Director

BSC'S Impact on Pittsfield and Berkshire County



ARTISTIC & CULTURAL IMPACT

- BSC sold 55,600 tickets in 2014 to 9 stage productions and numerous concerts, cabarets and special events offering 285 performances.
- BSC commissions and premieres new works which bring national attention to Pittsfield.
- Our production of *On the Town* opened on Broadway in October of 2014 to rave reviews, and in April 2015 received 4 Tony nominations including Best Revival of a Musical, all bringing great recognition to the Berkshires.
- BSC created the 10X10 New Play Festival leading directly to the 10X10 Upstreet Festival which drew over 6,000 patrons to events in downtown Pittsfield in 2015.

ECONOMIC STIMULUS

- BSC has helped to revitalize downtown Pittsfield by creating a vibrant cultural district and drawing visitors who patronize local businesses.
- BSC has a local economic impact of more than \$5.1 million annually.
- BSC has invested approximately \$7.5 million in capital projects since moving to Pittsfield in 2006 and spent more than \$400,000 on renovations in 2014.
- BSC employs 20 full-time, year-round residents with a total payroll of more than \$975,000.
- BSC hires more than 275 seasonal employees with a total payroll of more than \$750,000.
- BSC spends more than \$250,000 on local housing rentals annually.
- BSC purchases over \$500,000 of services and supplies from local merchants and businesses every year.

EDUCATION PROGRAMS FOR YOUTH

- BSC received the 2015 Massachusetts Cultural Councils Commonwealth Award for Creative Youth Development for its range of quality programs that introduce children and adolescents to the power and joy of live theater.
- BSC provides subsidized tickets for close to 2,000 school students to attend our fall show. We also offer free in-classroom, pre-show workshops for many of the students.
- BSC serves 70 - 80 at-risk youth in our PMP program each year and over 1,500 students attend PMP performances. At the close of PMP program, participants report decreases in risky behaviors and increases in school attendance and GPA.
- BSC engages over 75 children who directly participate annually in Youth Theatre and KidsAct! These performances are seen by more than 3,000 people.

Lt. gov. signs 'compacts,' visits sites across city

Compacts

PITTSFIELD

It's official:

Pacts with state will boost funding, planning for communities

Landmark visit:

Polito shown around Tyler St. area, tours Taconic High

By Jim Therrien

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PITTSFIELD >> Lt. Gov. Karyn Polito and officials from the city and three Berkshire towns gathered Tuesday at City Hall to sign their respective Community Compact agreements.

Polito also visited Taconic High School and took a bus tour Tuesday of the Tyler Street Transformative Development Initiative District, a section of the city's Morningside neighborhood that officials are hoping to revive with help from MassDevelopment.

Mayor Linda M. Tyler said prior to the formal compact signing that she quickly learned upon taking office in January that the Baker administration "has made partnerships with cities and towns a top priority."

In Pittsfield's case, the Community Compact agreement will provide state funding for initiatives to develop a long-range budget capital planning system that can be updated, and to create a more transparent budget format.

The city will receive \$25,000 in funding to hire a consultant for the projects.

"This couldn't have come at a better time for Pittsfield," Tyler said, as the city expects to face tough budgetary decisions in creating a fiscal 2017 spending plan.

Also signing compact agreements — in which the communities agree to complete certain best practices initiatives and receive modest state grants — were officials from Cheshire, Hinsdale and Williamstown.

Hinsdale Selectwoman Laurel Scialabba said the money will go toward creating a town master plan and a comprehensive budget plan.

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Lt. Gov. Karyn Polito asks Taconic High School junior Hunter Phair, 17, about the programming of a robotic lathe arm in the machine shop during her visit Tuesday to the school in Pittsfield. Taconic was one of the city sites the lieutenant governor visited during her trip. She also was shown five sites around the Tyler Street area.

PHOTOS BY STEPHANIE ZOLLSHAN — THE BERKSHIRE EAGLE |
PHOTOS.BERKSHIREEAGLE.COM



Mayor Linda Tyer signs a Community Compact for the city of Pittsfield with Polito, accompanied by state Rep. Tricia Farley-Bouvier on Tuesday at Pittsfield City Hall.

FROM PAGE 1

Williamstown Town Manager Jason Hoch said the compact agreement will provide the town with funding to focus on implementing a Complete Streets initiative — increasing pedestrian, bicycle and other enhancements within street projects.

Cheshire Selectwoman Carol Francesconi said the town has talked about creating a master plan and now will have the opportunity with the grant assistance. A goal is to contain some of the rapid growth the town has experienced, she said.

State Rep. Tricia Farley-Bouvier, D-Pittsfield, said the Berkshire legislative delegation “understands that you have to have teamwork,” telling Polito “we appreciate what you do with communities.”

“The funding is just part of this,” Polito said, adding that another intent of the program “is to reach all cities and towns” in the state. The four signed compact agreements bring the number to 198 since the Baker administration launched the program a year ago, she said.

“I love the program,” she said, because it allows communities to choose the type of best practices effort to tackle, rather than have the state decide which projects to fund with grant support.

Tyler administration department heads and City Council President Peter Marchetti and Vice President John Krol also attended the afternoon session in council chambers.

Accompanied by Tyler and Farley-Bouvier, Polito was shown five different sites during a tour of the city’s TDI District. These included the Raymond Crow Playground on Winter Street; the Rice Silk Mill Apartments on Burbank Street; the old Berkshire County Jail & House of Correction on Second Street; the old Tyler Street firehouse that once housed the city’s Emergency Services operations, and the vacant St. Mary the Morning Star Church property on Tyler Street.

City Planner C.J. Hoss outlined the district’s history and the city’s plans for each of those sites.

“This grew up as a neighborhood business district,” Hoss said, during the stop at the old firehouse building, built in 1906 but currently vacant. “We’d like it to be again.”

Following the bus tour, Polito stopped at the Pittsfield Economic Development Authority’s headquarters at 81 Kellogg St., and received a briefing on the William Stanley Business Park of the Berkshires and the yet-to-be-built Berkshire Innovation Center.

“It’s very interesting to come and tour a transformative development neighborhood,” Polito said.

The Tyler Street TDI is one of 12 in cities across the commonwealth that are being funded and overseen by MassDevelopment. It is also one of the areas where MassDevelopment has assigned an economic development expert.

That specialist, Amewusika “Sika” D. Sedzro, began her threeyear assignment in Pittsfield on May 9.

“Now you’re at a point in time when the city is planning for the next 40 or 50 years, and the neighborhood that they’ve identified is one that has great potential of becoming a place of home ownership, a neighborhood connected within itself to parks and open space and a downtown that has seen some revitalization,” Polito said.

“So, it’s important that we assigned our fellow to this TDI, and this fellow will directly work with the city to see this initiative through over the next three years.”

Polito also visited Taconic High School, where construction is underway on a new \$120.8 million school adjacent the existing 47-year-old building.

The lieutenant governor visited the school’s shop areas and viewed equipment used in advanced manufacturing education programs. *Business Editor Tony Dobrowolski contributed to this report.*



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This program is 100% funded by a \$20,000,000 grant awarded by the U.S. Department of Labor's Employment and Training Administration, Grant # TC-26450 14-60-A-25.

TWO PROGRAM OPTIONS:

PITTSFIELD

Conte Federal Building

WKS-3220-E1 • \$210 (includes book)

4 meetings

Wednesdays, May 4, 11, 18, 25

8:15AM-3:00PM

GREAT BARRINGTON

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4 meetings

Tuesdays, May 10, 17, 24, 31

8:15AM-3:00PM

Instructor:

Carl Pratt, Pratt & Pratt Consulting

