



# START PARTNERSHIP ECONOMIC IMPACT STUDY

## Executive Summary

The *START Partnership* is a collaboration of more than a dozen arts, history, natural history and cultural organizations in Framingham. Founded in 2004, the Partnership works in part to promote Framingham's place as a vital cultural destination.

A recent economic impact study, commissioned by the *START Partnership*, details the important economic impact the arts and cultural organizations have on the community and demonstrates the value of investing in the "creative industries."

The study, conducted by *Carlisle & Company* and funded by the *Sudbury Foundation*, notes several distinguishing features of creative industries:

- They are strongly rooted in their communities and generate local jobs.
- They induce additional spending beyond the visitors' purchase of tickets.
- They attract other businesses, such as restaurants and shops, to the area.

The analysis used well-respected models from *Americans for the Arts* and *New England Foundation for the Arts*. It calculates the total economic impact of six leading Framingham cultural organizations (below) based on factors including operating budget, out-of-county attendance, and capital investment.

- Amazing Things Arts Center
- Danforth Museum of Art
- Framingham History Center
- Framingham Public Library
- Garden in the Woods/New England Wild Flower Society
- Performing Arts Center of MetroWest

**These organizations have a combined current operating budget of \$6.3 million, yet provide nearly double the economic value to the community or \$11.4 million annually as their spending and that of their visitors ripples through the economy.**

Over 10 years, these six organizations will have a combined economic impact of \$126.8 million, conservatively assuming level staffing and operating budgets.

These arts and cultural organizations are seeking capital investments of \$20 million over the next 10 years to improve facilities and to better serve the community. The analysis indicates that the investment would:

- Increase the organizations' economic impact by \$36 million
- Increase the number of jobs generated by their activity by 27%
- Offer a healthy 56% return on investment

The economic impact study forcefully concludes that "in every measure the proposed investment yields impressive gains."

If you have questions regarding the *START Partnership* Economic Impact Study, please contact Anne Murphy, Executive Director, Framingham History Center, 508-626-9091, or email: [director@framinghamhistory.org](mailto:director@framinghamhistory.org).

The mission of the *START Partnership* is to strengthen community life in Framingham and to contribute to the cultural and economic vitality of the town by broadening, deepening and diversifying participation in the arts and cultural activities.