



# MUSEUM OF FINE ARTS, BOSTON: ECONOMIC IMPACT ON THE CITY OF BOSTON

Since its founding in 1870, the Museum of Fine Arts, Boston (MFA), has served the people of Boston, New England, and around the world by making the MFA's great works of art accessible to all. The Museum is a cultural, educational, and community resource where more than one million visitors are welcomed each year, approximately 200,000 of whom are Boston residents. The Museum is also a major tourist destination—drawing some 350,000 visitors from beyond the environs of Boston—who have a positive impact on the city's economy. The following outlines the MFA's annual payments to the City of Boston, and its quantifiable and non-quantifiable contributions to the quality of life in Boston.



The MFA offers free community days each year.

## OVERVIEW

The MFA makes significant economic contributions to Boston in two ways: directly, through annual payments made to the City, and indirectly, through quantifiable annual services and benefits provided to its residents. Together, they total **\$2,302,441** for FY 11. [Additionally, the Museum has made payments totaling **\$918,360** in conjunction with its Building Project (FY 02–FY 11).]

## SUMMARY

<b>Annual payments made to/on behalf of the City of Boston</b>	<b>\$ 174,275</b>
<b>Quantifiable Annual Services and Benefits Provided to the City and its Residents</b>	<b><u>\$2,128,166</u></b>
<b>TOTAL annual contributions made by the MFA to the City of Boston in FY 11</b>	<b>\$2,302,441</b>

## ANNUAL PAYMENTS MADE BY THE MFA TO THE CITY OF BOSTON

Payment in Lieu of Taxes (PILOT)	<b>\$ 55,000</b>
Real Estate Tax Payments	<b>\$ 22,000</b>
Tree Maintenance on Huntington Avenue	<b>\$ 5,000</b>
Governor Endicott Statue and White Memorial Maintenance	<b>\$ 28,700</b>
Landscape Maintenance for the City Land (estimated)	<b>\$ 22,290</b>
Housing Exaction Payment	<b><u>\$ 41,285</u></b>
<b>Total Annual Payments to/on behalf of the City of Boston</b>	<b>\$ 174,275</b>

**QUANTIFIABLE ANNUAL SERVICES AND BENEFITS TO THE CITY OF BOSTON**



Museum Director Malcolm Rogers instituted free admission for youths 17 and under in 1996.

In FY 11, the MFA and the School of the Museum of Fine Arts (SMFA) provided **\$2,128,166** in quantifiable annual services and benefits to the City of Boston, which directly affect the Boston Public Schools, youth and education initiatives, access for city residents, and community partnerships. More than **120,000** Boston residents participated in these opportunities for enrichment offered by the MFA at no cost to the City. They are listed as follows with their corresponding dollar value.

**Boston Public Schools**

- **4,634** BPS students, K-12, from 67 schools received free admission. **\$ 34,755**
- School bus transportation grants in 2010 were awarded to 15 different Boston schools with demonstrated need. **\$ 3,750**

**Youth and Education Initiatives**

- MFA Teen Arts Council has offered 78 paid internships for Boston city teens since its inception in 2006—19 of which were in FY 11; 80% of all TAC participants have been from Boston. **\$ 18,046**
- SMFA Admissions Office participates with the ABCD Parker Hill/Fenway Neighborhood Service Center as a summer job site for two local youths. **\$ 1,920**
- **69,213** students and faculty from Boston colleges and universities were admitted in FY 11 through the MFA's University Members Program (total reflects subsidized university revenue). **\$1,174,126**

**Access for City residents**

- Youths 17 and under receive free admission; of the 58,993 admitted in FY 11, **11,798** were from Boston. **\$ 117,986**
- Three free community days are offered each year; of the 24,598 people admitted in FY 11, **4,919** were from Boston. **\$ 83,633**
- Admission fee is voluntary on Wednesday evenings, and visitors receive free admission during additional open houses; of the 139,612 visitors admitted through these programs in FY 11, **27,922** were from Boston. **\$ 474,681**
- Free Museum passes were provided to 28 Boston Public Library branches; **2,957** Boston visitors used 1,772 passes in FY 11. **\$ 50,269**

## Community Partnership

- The MFA and the National Center of Afro-American Artists (NCAAA) in Boston have been in partnership since 1969, which has greatly assisted in the development of the NCAAA's museum; the MFA provides funding for staffing and for special programming. \$ 169,000

**Total quantifiable annual services and benefits provided to the City of Boston by the MFA** **\$2,128,166**

## NON-QUANTIFIABLE ANNUAL SERVICES AND BENEFITS TO THE CITY OF BOSTON

In addition to the quantifiable services and benefits outlined previously, the Museum continues to have a significant non-quantifiable impact on the quality of life in the City of Boston by engaging in partnerships with schools and community organizations, by providing free programs at the School of the Museum of Fine Arts (SMFA) and teacher workshops at the Museum, and by revitalizing the Fenway and Mission Hill neighborhoods. The MFA also employs 282 Boston residents, who represent 40 percent of the Museum's workforce.

### Boston Public Schools

- The MFA has established active partnerships with five Boston Public Schools, employing the innovative Visual Thinking Strategies curriculum.
- The Museum provides space free of charge to the *BPS/MFA High School Scholarship Program*, a century old program offering intensive visual arts classes for free to BPS high school students, which is aligned with the BPS City-Wide Learning Standards and attendance criteria.
- The Museum offers professional development for BPS teachers and administrators, including at least eight free workshops for educators throughout the year; Patty Bode, Director of Art Education at SMFA –Tufts, provides additional professional development and has been appointed to serve on the BPS-Arts Initiative Committee.
- SMFA is working with Myran Parker-Brass, BPS Executive Director for the Arts, to host a training session for Boston Public Schools visual arts teachers at the SMFA.
- As part of Mayor Thomas Menino's **Step-Up Initiative**, each year the joint Arts Education department of SMFA and Tufts facilitates, funds, and implements the Russell School Family Arts Night in Dorchester, attended in 2011 by more than 300 people.
- SMFA staff helped to found the Boston Arts Academy (BAA) and continue to maintain a long-standing relationship by serving on Senior Grant Review Committees, attending award ceremonies, and meeting regularly about how to better serve the school.
- BAA students receive full tuition scholarships to SMFA Pre-College Program and continuing education courses.
- SMFA Admissions sponsors orientation programming for new Boston Arts Academy students and their parents and also participates in a variety of college prep seminars in Boston Public Schools.
- SMFA hosts the Boston Public Schools Arts Initiative.
- SMFA has coordinated teaching placements for MA-Art Education students in eight Boston Public Schools over the past five years.

## Access for City Residents

- The SMFA offers approximately 30 annual public programs, including lectures and exhibitions that are always free and open to the public.
- The SMFA's graduate students (Master of Fine Art Students) have participated in three out the past four years in Roxbury Open Studios and hosted their own MFA Grad program open studios last year at the Mission Hill Building on St. Alphonsus Street, which was free and open to the Boston public.
- **artSource** is a free, on-line publication of art-related employment and internship opportunities, grants, residencies, exhibitions, public art commissions, and community announcements, supporting artists and organizations, run by the SMFA's Artist Resource Center.

## Community Partnerships / Outreach

- Approximately 20,000 children and teachers have been served by the MFA's community arts programming (primarily Artful Adventures and the Community Arts Initiative) in FY 11. These groups include community centers, day camps, after-school programs, Boy and Girl Scout troops, hospitals, and ESOL programs.
- Community partnerships include United South End Settlements; Boys and Girls Clubs, Boston; Chinatown Neighborhood Center; West End House Boys & Girls Club of Allston-Brighton; Inquilinos Boricuas en Accion (IBA) (South End); Vine Street Community Center (Roxbury); Children's Hospital, Boston; CCC (Commonwealth Children's Center) (Beacon Hill); Conservatory Lab School (Brighton); Hurley School (South End); Rafael Hernandez School (Roxbury); Thomas Gardner School (Allston-Brighton); Young Achievers (Jamaica Plain).
- The MFA provides discounts and free admission to various groups in the City including Black Achievers, Little House, YMCA of Greater Boston, Red Oak Summer Camp, West Roxbury Community Center, and Camp Harborview.
- The MFA is a member of the Community Outreach team of the Fenway Alliance.
- The SMFA has hosted multiple events for Discover Roxbury, Boston Youth Arts Evaluation Project.
- In partnership with Children's Hospital and Massachusetts General Hospital (Artful Healing), the Museum offers art-making opportunities directly in the hospitals; additionally, the MFA is collaborating with Harvard Medical School and with Brigham and Women's Hospital in two programs that utilize objects in the MFA collection for medical training.



The Community Arts Initiative, funded by a grant from the Linde Family Foundation, is a collaboration among the MFA, the SMFA, and eight Boston-area after-school community organizations.

## Neighborhood Revitalization and Enrichment

- The MFA's transformative Building Project has created a more vibrant and beautiful urban space with better links between the historic Emerald Necklace and Avenue of the Arts.
- The Museum has revitalized its campus and surrounding area on the Avenue of the Arts, The Fenway, and in Mission Hill, investing in lighting, sidewalks, landscaping, and other improvements, which greatly enhance the livability, safety, and aesthetics of the area.
- As a key player in the Fenway Cultural District, the MFA works to further the entire neighborhood's identity as an exciting cultural destination for current and future residents.
- Each year the MFA and SMFA participate in Opening Our Doors, Boston's largest day of free cultural events.
- The SMFA belongs to the Mission Hill Problem Property Task Force, which addresses neighborhood concerns, and participates in monthly meetings with the Mission Hill Problem Property Owners Association, a group that resolves issues between students living in the neighborhood and local residents.
- Several Boston-based galleries and art venues were founded and are run by SMFA students and alumni or the galleries host the SMFA Master of Fine Arts thesis shows – for benefit of Boston art lovers:
  - Howard Art Project, Fields Corner, Dorchester, is an SMFA alumni and student-run gallery
  - Yes.Oui.Si, Mission Hill, is an SMFA alumni-run multi-disciplinary venue
  - Anthony Greaney Gallery, South End, is an MFA Thesis Show venue
  - Laconia Gallery, South End, is an MFA Thesis Show venue
- The MFA Studio Art Class Program partners with several Boston-based art schools to broaden the range of classes offered to teens and adults:
  - Diablo Glass School, Mission Hill
  - Stonybrook School of Fine Arts, Jamaica Plain
  - Eliot School of Fine and Applied Arts, Jamaica Plain



Recent additions and improvements to the entire MFA environs have revitalized the Fenway area.

## Access to MFA collection

- The MFA regularly loans masterpieces from its collection to the City, which are exhibited in the Parkman House, the State House, and other places of historic or civic importance within Boston.
- The Museum serves as a repository for works of art and archival materials that tell the history of Boston.

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