



FOR IMMEDIATE RELEASE
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CULTURAL ECONOMIC DEVELOPMENT RESOURCE LAUNCHED BY NEW ENGLAND FOUNDATION FOR THE ARTS, CENTER FOR CREATIVE COMMUNITY DEVELOPMENT, AND CULTURAL LOGIC.

(Boston, MA) New England Foundation for the Arts (NEFA), the Center for Creative Community Development (C3D) and Cultural Logic announce the launch of a new online tool for generating cultural economic development analyses at the community level.

Counting on Culture is an interactive, online tool that uses property tax information and IRS data from a sample group of nine communities in Massachusetts to measure the impact of cultural growth on communities. Tool users will be able to specify geographic parameters and hypothetical scenarios that will then generate an analysis of the impact that scenario might have on their community. For example, a policy-maker who is considering bringing a museum to her town will be able to generate statistics that tell how that museum would affect employment, income and property values in that community.

Part of NEFA's New England Cultural Database (www.newenglandarts.org), the Counting on Culture tool is the latest development in NEFA's ongoing efforts to conduct creative economy research and provide advocacy tools to the cultural sector.

Counting on Culture is funded by the Massachusetts Cultural Council's John and Abigail Adams Arts Program, the Boston Foundation, and Cabot Family Charitable Trust.

NINE MASSACHUSETTS COMMUNITIES & LOCAL LEADERSHIP

Nine communities were studied to provide the baseline data necessary to create the Counting on Culture Tool, and leaders from each of those communities participated on the project's advisory board. The communities were chosen to represent a diversity of demographics and geography in the Commonwealth. The nine communities and advisory committee members are:

Brockton: Representative Geraldine Creedon, Massachusetts State Representative

Holyoke: Daniel Ross, Executive Director, Nuestras Raices, Inc.

Lenox/Lee/Stockbridge: Laurie Norton Moffatt, Director, Norman Rockwell Museum

Lexington/Concord: John Ott, Executive Director, National Heritage Museum

Lowell: Niki Tsongas, Dean of External Affairs, Middlesex Community College

North Adams: Nancy Ovitsky, Chair, Massachusetts College of Liberal Arts (MCLA)

Northampton: Terri Anderson, Economic Development Advisor, City of Northampton

Provincetown: Hunter O'Hanian, Executive Director, Fine Arts Works Center

Sandwich: Lucy S. Bukowski, Deputy Director for Administration, Heritage Museums and Gardens

Other advisory members are: Ann Galligan, Professor, Northeastern University; and Greg Wassall, Professor of Economics, Northeastern University, Boston

COMMUNITY WORKSHOP

The Counting on Culture tool will officially launch on **November 30 at a workshop at the Massachusetts Museum of Contemporary Art in North Adams**. The workshop content will include an introduction of the tool, demonstration of its uses, and potential applications for advocacy. Workshop leaders will facilitate small group work and brainstorming among participants about its uses at the community level. Teams from cities and towns in the Commonwealth that include representatives from the cultural, public, planning and economic development sectors are encouraged to attend. Contact Jane Preston, NEFA Director of Programs at 617-951-0010x20 for details.

PROJECT PARTNERS

New England Foundation for the Arts creatively supports the movement of people, ideas, and resources in the arts within New England and beyond, makes vital connections between artists and audiences, and builds the strength, knowledge, and leadership of the region's creative sector. NEFA is a 501c3 that operates with funding from the National Endowment for the Arts, the New England state arts agencies, and from corporations, foundations, and individuals. www.nefa.org

The Center for Creative Community Development (C3D) is a joint project of Williams College and MASS MoCA made possible through a major grant from the Ford Foundation. C3D serves as a national focal point for research, education and training on the role of the arts in community re-development. www.c-3-d.org

Cultural Logic is a consulting firm that provides technical and research services to the cultural sector. It specializes in building online information services and managing team-based research projects.

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