THE BOSTON SYMPHONY ORCHESTRA’S ECONOMIC IMPACT ON THE COMMONWEALTH OF MASSACHUSETTS EXCEEDS $261 MILLION, REPRESENTING AN INCREASE OF MORE THAN 40%—$74 MILLION—OVER PREVIOUS 2008 STUDY

REGIONAL ANALYSIS OF BSO’S ACTIVITIES ACROSS THE STATE SHOW AN IMPACT OF $148 MILLION IN SUFFOLK COUNTY AND $103 MILLION IN BERKSHIRE COUNTY—REFLECTING THE BSO AS A KEY ECONOMIC FORCE IN BOTH EASTERN AND WESTERN MASSACHUSETTS

THE BOSTON POPS FOURTH OF JULY SPECTACULAR TWO-DAY EVENT GENERATES $23 MILLION FOR SUFFOLK COUNTY; THIS IS THE FIRST ECONOMIC IMPACT STUDY TARGETING THE JULY 4 EVENT

NEW DATA COMES FROM A RECENT INDEPENDENT ECONOMIC IMPACT STUDY FROM STEPHEN SHEPPARD, PROFESSOR OF ECONOMICS AT WILLIAMS COLLEGE

The Boston Symphony Orchestra’s performance and operations activities have more than a $261 million impact on the economic activity of the Commonwealth of Massachusetts, according to findings of a new third-party study by Stephen Sheppard, Professor of Economics at Williams College. This number
represents an inflation-adjusted increase of approximately 40% ($74 million) when compared to a similar independent study completed in 2008; it was reported at that time that the BSO’s economic impact in the region was $167 million. Professor Sheppard accredits the 40% increase in the BSO’s economic impact on the state to several factors, including a 13% increase in the BSO’s operating budget (after factoring in the effects of inflation) and a significant increase in visitor spending, particularly at Tanglewood where, since 2008, the total number of visitors has increased by 11% and the average spending by visitors in general has increased by 51%. It also factors in approximately $4.5 million in expenses for the Boston Pops Fourth of July Spectacular now attributable to the BSO since assuming full responsibility for the event in 2017.

In addition to his statewide findings, Professor Sheppard did an analysis of the BSO’s impact on the two main regions in which the orchestra operates, showing an impact of $148 million in Suffolk County and a $103 million in Berkshire County, and reflecting the BSO and Tanglewood as key economic forces in their respective regions of the state. During the period of construction of the new four-building complex in support of the Tanglewood Music Center and the new Tanglewood Learning Institute scheduled to open in summer 2019 (link to press release), the festival’s economic impact is expected to rise to $127 million per year, an 110% increase over the $60 million economic impact number from the 2008 study. Also of note from the recent study, The Boston Pops Fireworks Spectacular (BPFS) events on July 3 and 4 generate an estimated $23.1 million increase in economic activity for the Suffolk County and $15 million for the Commonwealth of Massachusetts, significant numbers considering they reflect activities that take place over a period of only two days; this is the first economic impact study for the July 4 event.

With an operating budget of just under $100 million in the 2017-18 season, the Boston Symphony Orchestra’s activities—including 327 concerts and 340 tour performances, lectures, educational, and other events on average each year—generate a live audience exceeding 1.2 million annually. Of this number, approximately 20%, or 270,475, are individuals who traveled from outside of Massachusetts to attend a BSO concert or event; the expenditures of these visitors have resulted in $45 million in additional economic activity within the Commonwealth of Massachusetts. Furthermore, Boston Symphony Orchestra, Inc., contributes 2,385 jobs to the state’s labor force in a variety of industry sectors, generating more than $94.4 million in labor income within the state and at least $48 million in federal, state, and local tax revenue. A summary of the findings of the economic impact report is available at www.bso.org/economicimpact.

Professor Sheppard (link to bio) was a lead researcher and economic analyst for the 2008 Mount Auburn Associates study. Mr. Sheppard’s full 2017 report, analyzing the economic impact of the Boston Symphony, Boston Pops, and Tanglewood both statewide and on their respective regions, is available by contacting the BSO press office.

QUOTE FROM STEPHEN SHEPPARD, PROFESSOR OF ECONOMICS AT WILLIAMS COLLEGE
“My analysis indicates that, in addition to bringing outstanding music and performing arts to Massachusetts, the Boston Symphony Orchestra brings economic activity, jobs, tax revenues and income to the communities of the commonwealth. Our models suggest that, directly or indirectly, nearly 2400 jobs in Massachusetts exist because of BSO operations and the visitors attracted by BSO programming. These jobs are in hundreds of different economic sectors - obviously in the performing arts but also in such diverse sectors as building services, retail and wholesale trade, insurance, health care, and data processing. Relative to previous analysis, the overall impact of the BSO has risen about 40%—about $74 million—after adjusting for inflation, reflecting recovery from the great recession and continued growth in Massachusetts tourism. The Commonwealth is very fortunate to have the BSO here as a major force in the local economy."

QUOTE FROM MARK VOLPE, EUNICE AND JULIAN COHEN BSO MANAGING DIRECTOR

“The Boston Symphony Orchestra’s $261 million economic impact on the Commonwealth of Massachusetts—an increase of more than $74 million since the last study in 2008—represents a 10-year period of institutional growth that is robust and gratifying on so many levels.

All of us at the BSO strive to create performances and provide educational, community access, and training programs at the highest level of excellence through our concert offerings at Symphony Hall and Tanglewood. The BSO’s education and community programs including “BSO In Residence,” just launched this past October in Jamaica Plain, and last fall’s free joint BSO/Pops concert at Franklin Park with our conductors Andris Nelsons, Keith Lockhart, and Thomas Wilkins, touch the lives of thousands of people who might have limited access to the orchestra’s concerts in Symphony Hall. We are also proud of the 43-year tradition of the Boston Pops Fireworks Spectacular—a two-day event that generates $23 million toward the economic well-being of the City of Boston. The fact that Tanglewood is expected to generate $127 million per year to the Berkshire County economy in 2018 and 2019 with the construction of the new four-building Tanglewood Learning Institute/Tanglewood Music Center, is particularly impressive.

As an iconic cultural institution known the world over, the Boston Symphony Orchestra, Inc. maintains its vital influence on the citizenry of the Common Wealth of Massachusetts and all the visitors who come to experience the many musical and educational gifts the BSO, Pops, and Tanglewood have to offer. It is wonderful to have quantifiable verification of the degree to which the BSO makes a significant contribution to the Massachusetts state economy. This news is sure to serve as an added inspiration for all of us to continue our work to share our music-making with an ever-growing and wide-ranging audience now exceeding 1.2 million each year!”

Brief Overview of Boston Symphony Orchestra, Inc.

As one of the world’s premier performing arts organizations, the Boston Symphony Orchestra (BSO) is considered one of the greatest cultural organizations in the City of Boston, the Berkshire region, and the entire Commonwealth of Massachusetts. In addition to the world-class Boston Symphony and the beloved Boston Pops, Boston Symphony Orchestra, Inc., also encompasses Symphony Hall, the home of both groups and visiting artists/ensembles since 1900, and Tanglewood, one of the world’s most preeminent summer music festivals and the summer home of the BSO since 1937. In addition, the BSO operates the Tanglewood Music Center, a fully-funded fellowship program for the world’s most promising emerging musicians, and the all-volunteer Tanglewood Festival Chorus. The BSO also invests several million dollars annually in education and community engagement and access programs that serve tens of thousands of individuals each year, with many programs free for participants to enjoy. As an example of one of many such programs, the Boston Symphony Orchestra launched “BSO In Residence” in Jamaica Plain this October, introducing a new paradigm for building creative collaborations between an orchestra and its surrounding communities (click here for the
press release about “BSO In Residence”). To celebrate the launch of "BSO In Residence" and mark the orchestra’s renewed focus on the greater Boston community, the Boston Symphony Orchestra and the Boston Pops, in partnership with the City of Boston, presented a special free concert in Boston’s Franklin Park, led by Andris Nelsons, Keith Lockhart, and Thomas Wilkins. The BSO also offers a wide variety of discounted ticket programs including the $25 College Card, $20 tickets for patrons under the age of 40, Open Rehearsals, and Rush Tickets, and, at Tanglewood, free lawn tickets for those 17 and under. Tanglewood also offers many different programs for families and children, including “Watch and Play,” an engaging and interactive musical performance program, “Kids’ Corner,” an arts and crafts program, and, introduced in summer 2017, Summer Sundays, offering kid-friendly events including face painting, musical arts and crafts activities, and a fun interactive musical presentation, along with adult offerings, including wine and food tastings throughout the grounds, back massage services, and yoga or Qigong. Further details on the BSO’s performance, education, family and children, and ticketing programs are available at www.bso.org, which receives approximately 20 million visitors annually and has generated over $134 million in revenue since its launch in 1996. Franklin Park.

FURTHER DETAILS FROM PRELIMINARY FINDINGS OF 2017 ECONOMIC IMPACT STUDY

ECONOMIC IMPACT OF THE BOSTON SYMPHONY ORCHESTRA ON SUFFOLK COUNTY
The Boston Symphony Orchestra generates an estimated $148 million contribution to the overall economy for the City of Boston (Suffolk County). This number for Suffolk County reflects the economic impact of the activities of the BSO, Boston Pops, and Boston Symphony Chamber Players held at Symphony Hall and other local venues, as well as the free July 3 and 4 Boston Pops Fireworks Spectacular concerts performed on the Charles River Esplanade, along with other non-ticketed events held at outdoor locations. The number also reflects the activities of the BSO’s education and community engagement programs, which serve tens of thousands of children and families annually, as well as events held at Symphony Hall by outside presenters.

Key Findings of BSO’s Economic Impact on Suffolk County
*The BSO’s economic impact supports more than 1191 jobs in Suffolk County, resulting in an increase of $65.7 million in labor earnings. The jobs that are generated provide an average income in excess of $55 thousand per year.

*The additional tax revenues to local, state, and national governments, resulting from the jobs generated by the BSO’s economic impact, add up to $17.6 million for Suffolk County.

*Of an estimated 846,000 people who attended Boston-based events, including July 3 and 4 concerts, approximately 76.6% came from outside of Suffolk County and 11.3% from outside of Massachusetts.

*Visitor spending related to the BSO’s activities described above resulted in an increased economic impact of $33.9 million.

ECONOMIC IMPACT OF BOSTON POPS FIREWORKS SPECTACULAR ON SUFFOLK COUNTY AND THE COMMONWEALTH OF MASSACHUSETTS: INFO AVAILABLE FOR THE FIRST TIME
The Boston Pops Fireworks Spectacular (BPFS) events on July 3 and 4 generate an estimated $23.1 million increase in economic activity for the City of Boston (Suffolk County) and $15 million for the Commonwealth of Massachusetts, significant numbers considering they reflect activities that take place over a period of only two days. The Boston Pops Fireworks Spectacular is one of the country’s premier Independence Day celebrations, drawing hundreds of thousands of people to the Hatch Shell and the banks of the Charles River Esplanade to participate in an extraordinary July 4 event. In addition to a live audience, the event has been broadcast on television and streamed online, reaching millions of additional viewers over the years. Following the retirement of David Mugar, longtime Executive Producer of the event, the Boston Symphony Orchestra and Boston Pops took responsibility for producing the event beginning in 2017.

**Key Findings of BPFS’s Economic Impact on Suffolk County and the Commonwealth of Massachusetts**

*The BPFS’s economic impact supports more than 259 jobs in Suffolk County, resulting in an increase of $12 million in labor earnings. The jobs that are generated provide an average income in excess of $45 thousand per year.*

*Additional tax revenue attributable to local, state, and national governments is $3.2 million per year.*

*Of an estimated 454,000 attendees at the Boston Pops Fireworks Spectacular events, approximately 78% came from outside of Suffolk County and 8% outside of Massachusetts.*

**ECONOMIC IMPACT OF TANGLEWOOD ON BERKSHIRE COUNTY (PREVIOUSLY RELEASED INFORMATION:** [LINK TO PRESS RELEASE]

Tanglewood's performance and operations activities have more than a $103 million impact on the economic activity in the state and in the Berkshire region, as previously announced in summer 2017 as part of Sheppard’s third-party study. ([Link to press release.]) This number represents an increase of over $40 million when compared to the previous independent economic impact study in 2008; it was reported at that time that Tanglewood's economic impact in the region was $60 million. Professor Sheppard accredits the 70% increase in the economic impact of Tanglewood on the Berkshire region to several factors, including: an increase in the festival's overall attendance; an increase in the amount people spend per visit; an increase in the length of time people stay in the area per visit; and a growing perception of Massachusetts, in general, and Berkshire County, in particular, as a vibrant tourist destination. During the period of construction of the new four-building complex in support of the Tanglewood Music Center and the new Tanglewood Learning Institute scheduled to open in summer 2019 ([link to press release]), the festival’s economic impact is expected to rise to $127 million per year, an 110% increase over the $60 million 2008 number.

More than 350,000 people attend Tanglewood concerts each summer, with nearly 84% visiting from outside of Berkshire County and 49% visiting from outside the state; the average visitor to Tanglewood spends 3.8 days in the Berkshires. Overall visitor expenditures contribute more than $43 million in economic activity to Berkshire County. Tanglewood visitors also patronize many other Berkshire area institutions and take part in various activities throughout the area, helping to contribute to the region's
overall vitality. As an example, 13.4% of Tanglewood patrons visit attend the Norman Rockwell Museum and 14.2% the Clark Art Institute. In addition, second-home owners attracted to the region primarily by their interest in Tanglewood pay more than $13 million per year in residential property taxes to communities throughout Berkshire County, a number that represents an important source of revenue for local governments.

The BSO at Home at Symphony Hall in Boston and at Tanglewood in Lenox and Stockbridge, MA
The Boston Symphony Orchestra, founded by Henry Lee Higginson in 1881, performs late September through early May in internationally acclaimed Symphony Hall (301 Massachusetts Avenue, Boston, MA), which opened in 1900 and is widely regarded as one of the top three concert halls in the world. The orchestra’s summer season takes place at Tanglewood—this country’s preeminent music festival and the summer home of the Boston Symphony Orchestra since 1937—located in the Berkshire Hills between Stockbridge and Lenox, MA; details of the 2017 Tanglewood season are available at www.tanglewood.org.

Music lovers can follow Tanglewood via its social media accounts on Facebook at www.facebook.com/TanglewoodMusicFestival/, on Twitter @TanglewoodMA, and on Instagram @TanglewoodMusicFestival. The Boston Symphony is on Facebook at www.facebook.com/bostonsymphony, on Twitter @bostonsymphony, and on Instagram @bostonsymphony. The Boston Pops is on Facebook at www.facebook.com/thebostonpops, on Twitter @thebostonpops, and on Instagram @thebostonpops.

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