



---

# MASS MoCA Economic Impact Study

---

Final Report

---

September 2025

---

# Report Summary

## Authors

Ann Furbush, Cambridge Econometrics – [amf@camecon.com](mailto:amf@camecon.com)

Dan Hodge, Cambridge Econometrics – [dh@camecon.com](mailto:dh@camecon.com)

## Contact Person

Dan Hodge, Cambridge Econometrics – [dh@camecon.com](mailto:dh@camecon.com)

## Acknowledgements

This report was developed in collaboration with MASS MoCA, and in particular Morgan Everett, Jennifer Lees, Jen Falk, and Tracy Moore who provided guidance, support, and detailed data to make this analysis possible.

# Contents

1	Introduction and Overview	5
2	Data and Methodology	7
3	Economic Contribution	14
4	Summary of Findings	17

## Executive Summary

*MASS MoCA's economic contribution to Berkshire County includes*

522

Jobs

\$23.6

Million in earnings

\$46.2

Million in value added

\$83.5

Million in total economic impact (output)

MASS MoCA (The Massachusetts Museum of Contemporary Art) is a **globally renowned contemporary art museum and fabrication center** and a hallmark of the Berkshires' reputation as an arts and culture destination. In addition to its world-class visual art, MASS MoCA is also a destination for performing arts, hosting concerts, theater, dance, film screenings, and festivals that draw internationally touring and emerging artists alike. The museum also hosts a wide range of public programs and special events, including artist and author talks, symposia, educational workshops, weddings, retreats, and conferences. In 2023 and 2024, the years encompassed by this report, MASS MoCA directly **employed about 170 people** (both part-time and full-time), generated about **\$18.2 million in annual revenue** and, invested on average **\$670,000 in capital improvement projects each year**.

The museum's impact extends well beyond the activity on its 24-acre campus in North Adams. With more than **177,000 visitors annually**, including 153,000 museum attendees and 24,000 event guests, MASS MoCA brings significant new spending and economic activity into Berkshire County. MASS MoCA visitors spend an estimated **\$33.4 million each year** at local businesses, supporting restaurants, hotels, shops, and entertainment venues across the region.

This analysis seeks to quantify the museum's economic impacts in the region, capturing the direct economic activity of MASS MoCA and its visitors as well as the ripple effects (i.e., multiplier effects) through the economy. To measure these broader economic activities supported by MASS MoCA, this analysis uses Cambridge Econometrics' proprietary [REACT](#) input-output model. The analysis considers both the economic contribution of the museum's operations as well as the impacts of museum guests' spending at other businesses and establishments in the county during visits. The model provides an assessment of multiplier effects, including supply chain (indirect) and household income (induced) impacts.

Results illustrate the substantial economic contribution of the museum to the Berkshires' economy:

- The **museum's operations and events** support **218 jobs** that pay **\$11.8 million in wages** and generate **\$17.6 million in value added** and **\$32.3 million in output** each year.
- **Visitors to MASS MoCA** support **304 jobs**, **\$11.8 million in earnings**, **\$28.6 million in value added**, and **\$51.3 million in output** in the regional economy.
- **In total**, MASS MoCA is estimated to support **522 jobs** in Berkshire County that pay **\$23.6 million in wages** and generate **\$46.2 million in value added** and **\$83.5 million in total economic impact** each year.

# 1 Introduction and Overview

MASS MoCA, located in North Adams, is one of the largest centers for contemporary art in North America, known for its expansive galleries, fabrication facilities, and innovative use of a former 19th-century mill building factory complex. The museum showcases large-scale, immersive installations and rotating exhibitions that highlight contemporary, visual artists across a wide range of media, often featuring ambitious works that few other venues can accommodate. In addition to its world-class visual art, MASS MoCA is also a destination for performing arts, hosting concerts, theater, dance, film screenings, and festivals that draw internationally touring and emerging artists alike. The museum also hosts a wide range of public programs and special events, including artist and author talks, symposia, educational workshops, weddings, retreats, and conferences. With its contemporary blend of exhibitions that emphasize bold creative exploration, live performances, events, and community programs, MASS MoCA serves as a cultural anchor for the region and a destination for visitors from around the world.

Beyond its cultural influence, this activity at the museum contributes to the local Berkshire economy, both through operations and events at the museum itself as well as the vast range of visitors it attracts. This analysis estimates the museum's economic impacts in the region, capturing the direct economic activity of MASS MoCA and its visitors as well as the ripple effects (i.e., multiplier effects) through the economy. To assess these broader economic impacts, including supply chain (indirect) and household spending (induced) impacts, this analysis uses Cambridge Econometrics' (CE) [REACT](#) input-output model, customized to Berkshire County.

Results demonstrate the substantial economic contribution of MASS MoCA to the economy of the Berkshires. The museum's operations in the county, combined with the offsite spending of MASS MoCA's guests (including overnight visitors), supports 411 direct jobs that earn \$16.8 million in wages and generate \$29.8 million in value added and \$52.4 million in output. This direct activity catalyzes indirect and induced impacts, totaling in 110 additional jobs, earning \$6.8 million in wages and generating \$16.4 million in value added and \$31.1 million in output. **In total, MASS MoCA is estimated to support 522 jobs in Berkshire County that pay \$23.6 million in wages and generate \$46.2 million in value added and \$83.5 million in total economic impact (output).**

**Employment** is the count of filled jobs, including both full- and part-time and temporary and permanent employees.

**Value added** refers to the net output (sales) of a sector after subtracting the value of intermediate inputs. It is a similar concept to GDP, capturing the contribution of labor and capital to the production process.

**Output** refers to the total value of goods and services produced by an industry or sector within an economy. Output is the sum of intermediate input and value added and can be thought of as the total sales or total expenditures.

Table 1.1 Total Economic Contribution of MASS MoCA

	<b>Direct Economic Activity</b>	<b>Indirect Impact</b>	<b>Induced Impact</b>	<b>Total Impact</b>
<b>Employment</b>	411	58	52	522
<b>Earnings (millions)</b>	\$16.84	\$3.80	\$3.01	\$23.64
<b>Value Added (millions)</b>	\$29.79	\$10.13	\$6.31	\$46.23
<b>Output (millions)</b>	\$52.41	\$17.76	\$13.34	\$83.51

Source: Cambridge Econometrics REACT model

Most of the economic activity spurred by the museum falls within the arts, entertainment and recreation sector (which includes museums), followed by accommodations and food services and retail.

## 2 Data and Methodology

### 2.1. Data

The economic impacts of MASS MoCA stem from both the **museum operations** as well as the **spending of museum visitors in the community**. This section outlines the data indicators, sources, and estimation approach for both of these impact categories.

#### Museum Operations

MASS MoCA provided detailed information on their operations, events, and revenues, including annual:

- Employees
- Revenues
- Capital expenditures

To account for annual fluctuations and to represent a typical recent year at the museum, data from 2023 and 2024 were averaged for each of the above indicators. Averaging across two years also smooths over events that occur biannually such as Wilco's Solid Sound festival. **In total, MASS MoCA employs about 170 people (both part-time and full-time),<sup>1</sup> generates about \$18.2 million in annual revenue and spends about \$670,000 on capital improvement projects each year.** These operational indicators serve as the key input to the REACT model described below.

#### Visitors and Offsite Spending

Visitor spending in the community is another way the museum generates economic impacts. People traveling to Berkshire County to visit the museum or attend its events also spend money on food, accommodation, shopping, and transportation, generating revenues for other businesses and supporting local jobs.

To support the visitor spending analysis, MASS MoCA provided data on both museum guests as well as event attendees, including visitors to shows, festivals, weddings, and more. **In total, MASS MoCA draws over 177,000 people each year, including 153,000 museum attendees and 24,000 event guests.** This economic analysis excludes the roughly 37,000 annual visitors to Kidspace<sup>2</sup> but includes all other museum, program, and event visitors. After this exclusion, museum attendance totals about 116,000, and annual visitors (to the museum and events) total 141,000.

Attendance information broken down by visitor ZIP code allows disaggregation of MASS MoCA visitors across three categories:

---

<sup>1</sup> In total, MASS MoCA employs over 210 people each year. However, some of these jobs are short-term (e.g., for the summer) or temporary. To account for this dynamic, we estimate the full-time and part-time equivalent of jobs based on a 40- and 20-hour work week, leading to a total employment estimate of about 170 people.

<sup>2</sup> Kidspace is a creative laboratory at MASS MoCA focused on experiential learning and inspiring curiosity in the arts. Admission to Kidspace is always free and activities are inspired by the museum's rich array of exhibitions, performances, and artist residencies. Kidspace visitors are excluded from the analysis because there may be overlap between museum visitors and Kidspace attendees and this younger demographic has less spending impact.

- **Local visitors**, whose primary residence is within a 10-mile radius of the museum
- **Day visitors**, who live 10 to 60 miles from the museum
- **Overnight visitors**, who live more than 60 miles from the museum<sup>3</sup>

Distinguishing between these three types of visitors is important because each visitor type is associated with a distinct spending profile. For example, overnight visitors tend to spend more than local visitors, and their spending includes accommodations such as hotel nights. As shown in Table 2.1, an estimated **29,000 local visitors, 41,000 day visitors, and 71,000 overnight visitors** come to MASS MoCA each year.

Table 2.1 MASS MoCA Visitors by Visitor Type and Trip Purpose

	Museum Admission	Single-Day Event	Multi-Day Events	Total
Local	23,252	4,058	1,917	<b>29,227</b>
Day Visitor	34,148	3,833	2,924	<b>40,905</b>
Overnight Visitor	58,894	6,228	5,493	<b>70,615</b>
Total	<b>116,294</b>	<b>14,120</b>	<b>10,335</b>	<b>140,748</b>

Source: Cambridge Econometrics with data provided by MASS MoCA  
 Note: Kidspace visitors are not included.

While local and day visitors’ trips only last one day, overnight visitors spend multiple days in Berkshire County. According to the Massachusetts Economic Impact of Visitors report (2023),<sup>4</sup> the average trip length for overnight visitors to Berkshire County is 1.9 nights. To calculate the total number of visitor days (e.g., the number of visitors multiplied by the total number of days spent in Berkshire County), that 1.9-night average is applied to the overnight visitors to the museum or single-day events. As a result, the 65,000 overnight visitors to the museum and its single-day events spend a total of 124,000 visitor days in Berkshire County.

However, not all of these visitor days can be fully attributed to MASS MoCA – some overnight guests would still have visited the county in the absence of the museum. Therefore, for overnight visitors to the museum and its single-day events, the share of the trip attributed to the museum is assumed to be about 75 percent, leading to a total estimate of 93,000 visitor days attributed to MASS MoCA.

Multi-day events at MASS MoCA tend to span a full weekend, from Friday evening through Sunday. For these events, we use an average trip length of 2.5 days for all visitor types and assume 100% of the trip is attributed to the event.

Altogether, the 141,000<sup>5</sup> people who visit MASS MoCA each year account for an estimated 184,000 visitor days in Berkshire County (as shown in Table 2.2). These visitor days represent time spent in the region that would not occur without MASS MoCA.

<sup>3</sup> While not everyone traveling from these distances will fit exactly into these three categories (e.g., a visitor may travel from 70 miles away for a day trip or a visitor living 50 miles away may stay overnight), this is the best strategy available to group visitors and estimate their respective spending.

<sup>4</sup> Massachusetts Executive Office of Economic Development. 2023. The Economic Impact of Visitors.

<sup>5</sup> This value is not including Kidspace visitors.

Table 2.2 Visitor Days Attributed to MASS MoCA by Visitor Type and Trip Purpose

	Museum Admission	Day Events	Multi-Day Events	Total
<b>Local</b>	23,252	4,058	4,792	<b>32,102</b>
<b>Day Visitor</b>	34,148	3,833	7,311	<b>45,292</b>
<b>Overnight Visitor</b>	83,924	8,875	13,733	<b>106,532</b>
<b>Total</b>	<b>141,323</b>	<b>16,766</b>	<b>25,836</b>	<b>183,926</b>

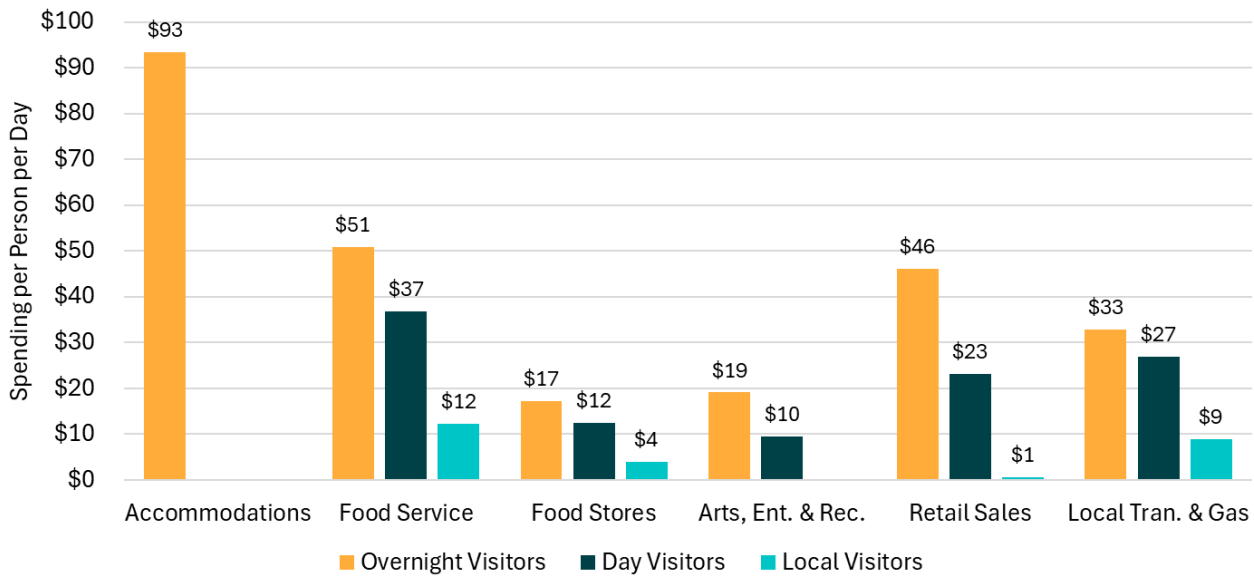
Source: Cambridge Econometrics with data provided by MASS MoCA  
 Note: Kidspace visitors are not included.

The next step in the economic analysis is to estimate the average amount each person spends during their visit. These data are based on the 2023 Massachusetts Economic Impact of Visitors study and modified slightly for the North Adams context. *Importantly, the estimated amount spent directly at MASS MoCA is subtracted from the visitors’ estimated daily spending.* This exclusion ensures there is no double-counting of visitor spending. For example, a visitor’s spending on museum admission is considered revenue to the museum and thus is captured in the museum operations analysis. Counting that spending in both the visitor spending and museum operation analysis would lead to impact estimates that are too high. To avoid any double-counting, the average ticket price is subtracted from visitors’ spending, as well as the average spending at the museum retail stores.<sup>6</sup>

As shown in Figure 2.1, overnight visitors spend substantially more than day or local users, largely due to spending on accommodations, which has an average cost per person per day of \$93. Overnight visitors also spend more on all other spending categories, particularly food services (\$51) and retail (\$46). In total, the average overnight user is estimated to spend \$260 per day. Alternatively, day visitors spend an average of \$109 per person per day and local users spend relatively less, totaling \$26 per person per day.

<sup>6</sup> The museum café is owned and operated independent of the museum so spending at this establishment is not subtracted from the visitor spending profiles.

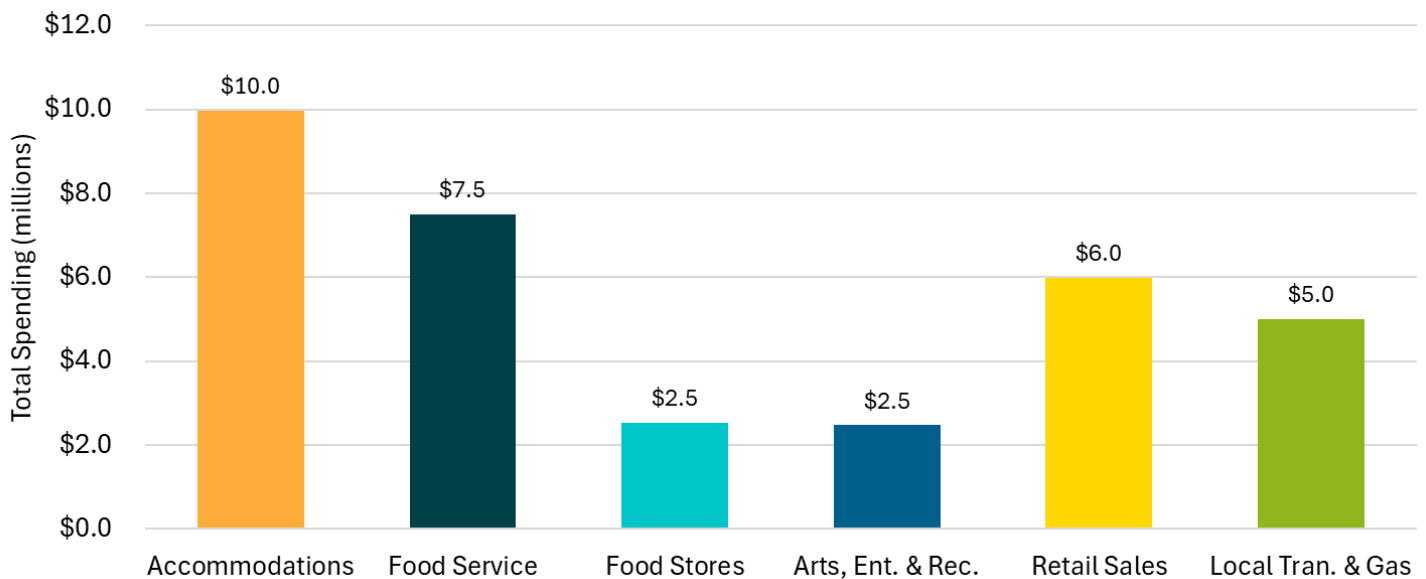
Figure 2.1 MASS MoCA Visitor Spending per Person per Day by Visitor Type



Source: Cambridge Econometrics with data from the 2023 Massachusetts Economic Impact of Visitors study

Multiplying these spending profiles by the corresponding number of user days yields the total spending by visitors to MASS MoCA. In total, visitors spend over \$33.4 million per year at establishments in Berkshire County as a result of the museum, including \$10 million on accommodations, \$7.5 million on food services, and \$6 million at retail stores (see Figure 2.2).

Figure 2.2 Total MASS MoCA Visitor Spending by Industry



Source: Cambridge Econometrics with data from MASS MoCA and the 2023 Massachusetts Economic Impact of Visitors study

These spending totals by industry serve as the key input to the REACT model described below.

## 2.2. Economic Impact Methodology

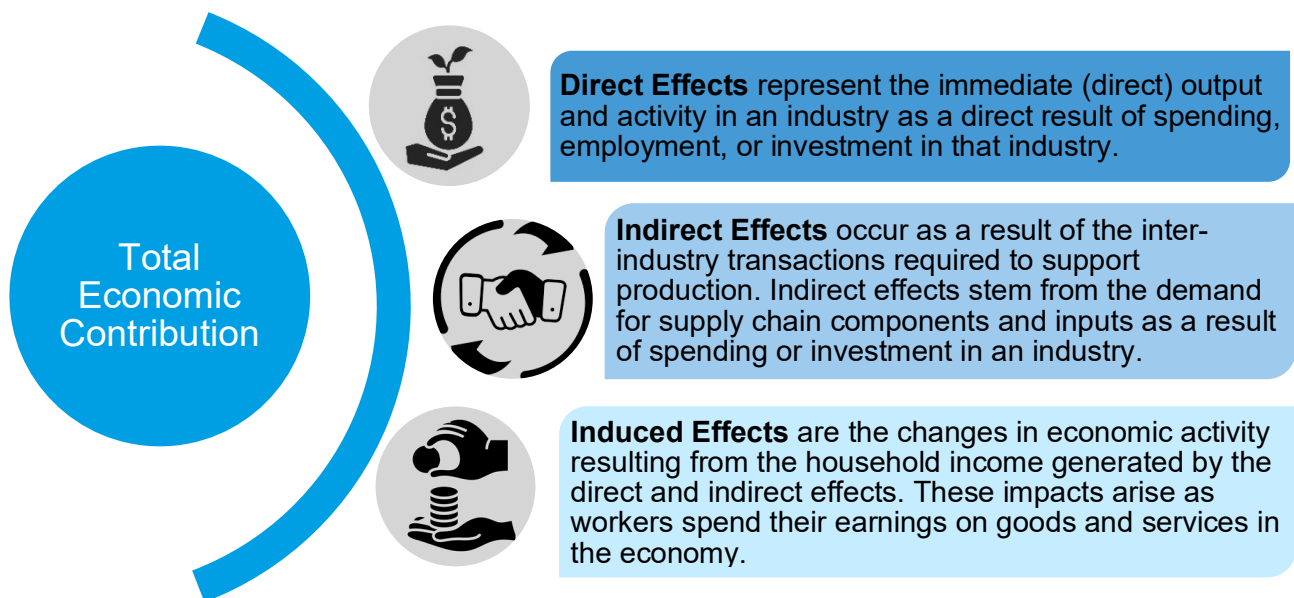
The direct economic impacts of MASS MoCA are thus categorized as:

- Total museum revenues (i.e., output), including capital expenditures
- Offsite visitor spending in the Berkshires economy

Together, these two categories of direct activity total \$52.4 million. This direct spending, disaggregated by sector, serves as the inputs for the broader economic impact analysis (along with customization based on MASS MoCA's known direct employment and wage earnings).

The impact analysis uses CE's [REACT](#) model to estimate the broader economic effects of the museum on Berkshire County's economy. REACT is an input-output modeling tool that provides comprehensive and tailored quantitative assessment of how local and regional economies *react* to policy, investment, or industry activity. The model estimates direct, indirect, and induced effects, as described in Figure 2.3 below, shedding light on the supply chain and spending impacts that ripple through the economy.

Figure 2.3 Direct, Indirect, and Induced Impacts



As an economic impact model, REACT is, at its core, a tool for input-output analysis, providing detail on 166 industry sectors. For any given economic activity or investment (the direct impacts), REACT generates estimates of the wider impacts, based on a sectoral depiction of a region's economy, as represented by input-output tables. These wider impacts capture:

- Local supply chains and import linkages, recognizing that local areas are rarely self-sufficient in productive capabilities, leading to Berkshire-specific *indirect* economic impacts, through those supply chains.
- Employment and income, leading to *induced* economic impacts as a result of income-expenditure effects.

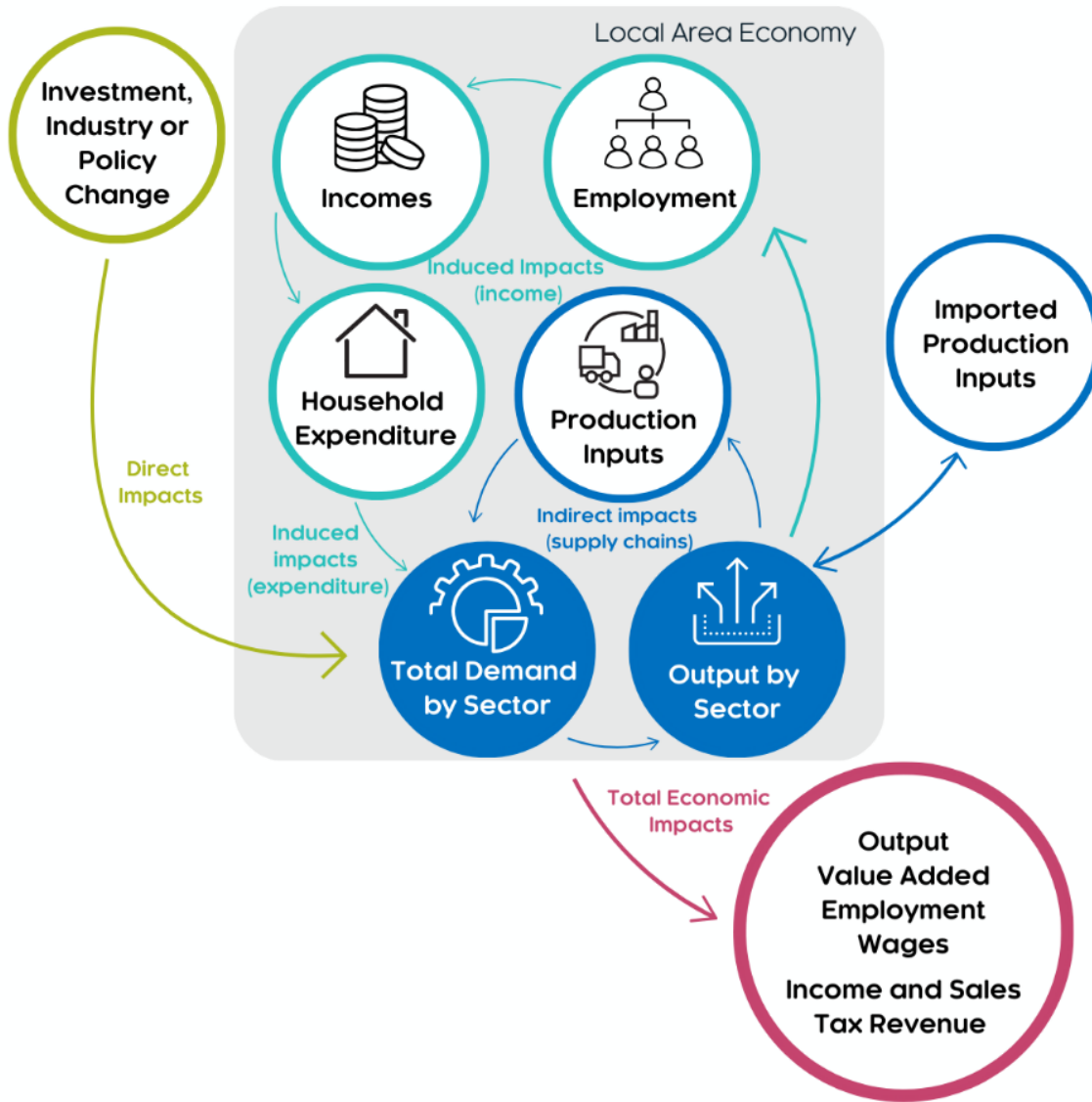
Figure 2.4 shows the core economic logic in REACT, demonstrating how economic activity flows through the economy to produce ripple effects.<sup>7</sup>

For this analysis, REACT uses Berkshire County-specific data from Mass Economics' Data-Fab, which provides unsuppressed employment and wages data. These unsuppressed data cover all wage employees but do not include self-employed workers. US Census Non-Employer Statistics are used to supplement these data to include all jobs, including both employer and self-employed. REACT's regionalization also leverages US Bureau of Economic Analysis data on value added/GDP by industry to capture the industry mix and strengths of the region.

---

<sup>7</sup> For more information on the REACT model and to read the technical documentation, visit <https://www.camecon.com/react>.

Figure 2.4 REACT Model Economic Logic



To assess the economic impact of MASS MoCA, the process starts with output and spending estimates by industry sector. For the economic impact of the museum operations and events, MASS MoCA’s revenues and capital expenditures are entered into the model.<sup>8</sup> For impacts related to MASS MoCA guests’ offsite spending, total visitor spending by sector serves as the model input. These inputs are run through the REACT model separately to estimate the broader economic effects that stem from each. Later, the economic impacts of both are aggregated to demonstrate the total impacts to the county. The model results include an integrated set of output, value added, employment, and wages by industry sector.

<sup>8</sup> Museum activity is entered under the industry sector museums, historical sites, and similar institutions while performing arts events are split between independent artists, writers, and performers and performing arts companies. Capital expenditures are included in the construction sector.

## 3 Economic Contribution

The direct economic activity and spending by MASS MoCA and its visitors has a ripple effect through the Berkshires' economy deriving from supply chain activities and increased household income. This section outlines the economic impacts of:

- MASS MoCA's operations (museum plus events, performances, and festivals)
- Offsite visitor spending
- The total combined impact on the county's economy

### 3.1. Museum Operations

As discussed previously, MASS MoCA employs about 170 people (both part-time and full-time), generates about \$18.2 million in annual revenue and spends on average about \$670,000 on capital improvement projects each year. These indicators are considered the direct economic activity of the museum's operations. As shown in Table 3.1, this direct activity stimulates supply chain (indirect) and household spending (induced) impacts in Berkshire County, totaling in an additional 46 jobs, \$2.9 million in earnings, \$7.0 million in value added, and \$13.3 million in output each year. **In total, the museum's operations support 218 jobs that pay \$11.8 million in wages and generate \$17.6 million in value added and \$32.3 million in output each year.**

Table 3.1 Economic Contribution of MASS MoCA Operations

	Direct Economic Activity	Indirect Impact	Induced Impact	Total Impact
<b>Employment</b>	172	22	24	218
<b>Earnings (millions)</b>	\$8.92	\$1.50	\$1.38	\$11.81
<b>Value Added (millions)</b>	\$10.57	\$4.12	\$2.90	\$17.59
<b>Output (millions)</b>	\$18.97	\$7.12	\$6.14	\$32.22

Source: Cambridge Econometrics REACT model

### 3.2. Offsite Visitor Spending

Like museum operations, MASS MoCA visitors' offsite spending also has a ripple effect through the economy through supply chain and income effects. The \$33.4 million in spending by MASS MoCA visitors in Berkshire County supports about 240 jobs which pay \$7.9 million in wages and generate \$19.2 million in value added. As shown in Table 3.2, this direct activity stimulates indirect and induced impacts, totaling 64 jobs, \$3.9 million in earnings, \$9.4 million in value added and \$17.8 million in output. **In total, visitors to MASS MoCA are estimated to support 304 jobs, \$11.8 million in earnings, \$28.6 million in value added, and \$51.3 million in output.**

Table 3.2 Economic Contribution of MASS MoCA Visitors Offsite Spending

	Direct Economic Activity	Indirect Impact	Induced Impact	Total Impact
<b>Employment</b>	239	36	28	304
<b>Earnings (millions)</b>	\$7.91	\$2.30	\$1.62	\$11.83
<b>Value Added (millions)</b>	\$19.21	\$6.02	\$3.40	\$28.63
<b>Output (millions)</b>	\$33.44	\$10.64	\$7.20	\$51.29

Source: Cambridge Econometrics REACT model

### 3.3. Total Economic Contributions of MASS MoCA

Aggregating the impacts from the museum’s operations and offsite visitor spending yields the total economic impacts of MASS MoCA, shown in Table 3.3. In total, the \$52.4 million direct economic activity attributed to MASS MoCA ripples through the economy to generate \$83.5 million in total economic impact, supporting 522 jobs in Berkshire County, \$23.6 million in wages, and \$46.2 million in value added.

Table 3.3 Total Economic Contribution of MASS MoCA

	Direct Economic Activity	Indirect Impact	Induced Impact	Total Impact
<b>Employment</b>	411	58	52	522
<b>Earnings (millions)</b>	\$16.84	\$3.80	\$3.01	\$23.64
<b>Value Added (millions)</b>	\$29.79	\$10.13	\$6.31	\$46.23
<b>Output (millions)</b>	\$52.41	\$17.76	\$13.34	\$83.51

Source: Cambridge Econometrics REACT model

As shown in Figure 3.1, the arts, entertainment, and recreation sector (which includes museums) has the largest economic impacts including 195 jobs and \$12.0 million in value added. The accommodation and food services sector accounts for the second most jobs (135) and value added (\$10.5 million) impacts, followed by retail trade (90 jobs and \$7.2 million in value added). These impacts are driven by the high direct spending in these industries, by both MASS MoCA and its visitors. Alternatively, additional jobs created in the transportation and warehousing and administrative and waste services industries are largely driven by indirect and induced impacts.

Figure 3.1 Total Jobs and Value Added Impacts for the Top Five Sectors



Source: Cambridge Econometrics REACT model

## 4 Summary of Findings

MASS MoCA is a **globally renowned, contemporary art museum and fabrication center** and a hallmark of the Berkshires' reputation as an arts and culture destination. Beyond its community and cultural contributions, this report demonstrates the museum's significant position as a regional economic anchor.

MASS MoCA impacts the Berkshires' economy both through its onsite operations and events, as well as the offsite spending of its visitors at other businesses and establishments in the county.

- The museum **employs about 170 people** (both part-time and full-time), generates about **\$18.2 million in annual revenue** and invests on average about **\$670,000 in capital improvement projects each year**.
- With **177,000 visitors annually**, including 153,000 museum attendees and 24,000 event guests, MASS MoCA brings significant new spending into Berkshire County. Visitors spend an estimated **\$33.4 million each year** at local businesses, supporting restaurants, hotels, shops, and entertainment venues across the region.

Inputting these direct impacts into CE's [REACT](#) input-output model demonstrates the broader economic contribution and multiplier effects of the museum's operations and offsite visitor spending. Results illustrate the substantial economic contribution of the museum to Berkshire County's economy:

- The **museum's operations and events** support **218 jobs** that pay **\$11.8 million in wages** and generate **\$17.6 million in value added** and **\$32.3 million in output** each year.
- **Visitors to MASS MoCA** support **304 jobs**, **\$11.8 million in earnings**, **\$28.6 million in value added**, and **\$51.3 million in output**.
- **In total**, MASS MoCA is estimated to support **522 jobs** in Berkshire County that pay **\$23.6 million in wages** and generate **\$46.2 million in value added** and **\$83.5 million in total economic impact** each year.

Most of the economic activity spurred by the museum falls within the arts, entertainment and recreation sector (which includes museums), followed by accommodations and food services and retail.

These findings demonstrate that MASS MoCA is not only a cultural cornerstone but also an economic engine for Berkshire County. Its operations and visitor activity sustain hundreds of jobs, stimulate millions in local business revenue, and reinforce the region's identity as a premier destination for arts and culture. Looking ahead, continued investment in MASS MoCA will further strengthen both the cultural vitality and economic resilience of the Berkshires.