



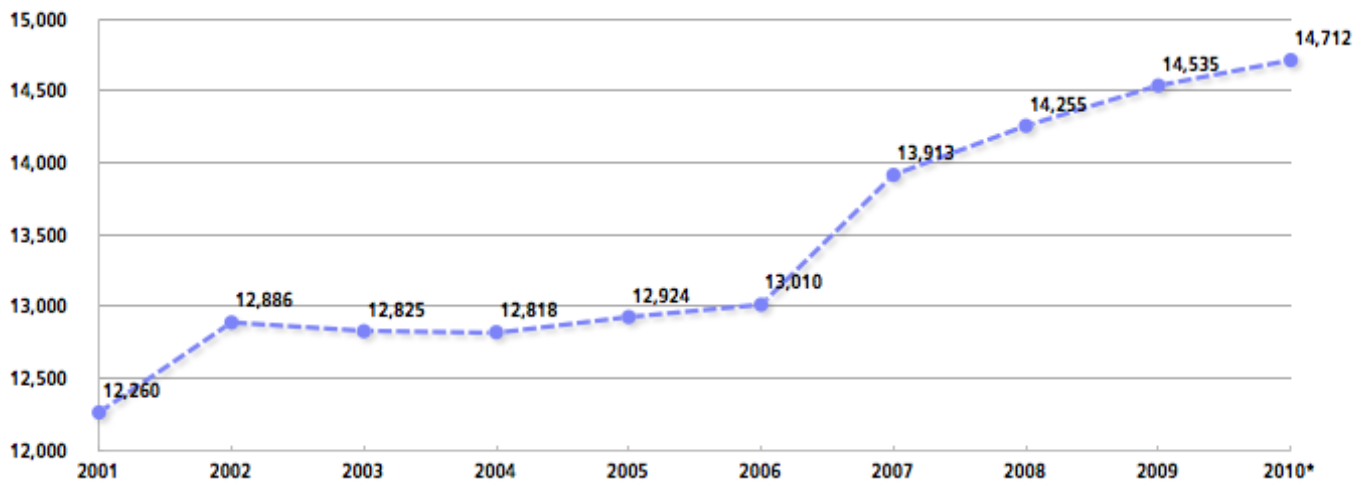
Arts, Entertainment, and Recreation Industry

The arts, entertainment, and recreation industry is one of the smaller industries in Boston, making up 2.2% of total employment in Boston in 2010. This ranks the arts, entertainment, and recreation industry 13th amongst the 20 major industrial sectors identified by the Bureau of Labor Statistics (BLS)¹. The arts, entertainment, and recreation industry includes activities such as spectator sports, museums, parks, and historical sites, and performing arts companies.

Employment

Today, Boston's arts, entertainment, and recreation industry employs over 14,700 people. Overall, the industry employment has increased over the last decade. Since 2001, the arts, entertainment, and recreation industry in Boston has increased by about 20%, or 2,400 jobs. This industry was unaffected by the 2008 economic recession. It added about 450 jobs in the two years since 2008.

Number of Arts, Entertainment, and Recreation Jobs



Source: Massachusetts Department of Workforce Development, US Bureau of Economic Analysis, Boston Redevelopment Authority (BRA) Research Division Analysis.

*2010 employment data is a preliminary estimate based on 2010 annual data from DWD and 2009 BEA data.

1. Industry sectors were selected according to their 2-digit North American Industry Classification System (NAICS) codes. LINK: <http://www.census.gov/eos/www/naics/>

The largest occupations in the arts, entertainment, and recreation industry in Boston include fitness trainers and aerobics instructors; landscaping and grounds keeping workers; amusement and recreation attendants. Below is a list of the top ten arts, entertainment, and recreation occupations in Boston by employment. These ten occupations make up approximately 42% of the arts, entertainment, and recreation industry.

Top Ten Arts, Entertainment, and Recreation Occupations by Employment

<u>Job Title:</u>	<u>Total</u>
Fitness Trainers and Aerobics Instructors.....	1,299
Landscaping and Groundskeeping Workers.....	863
Amusement and Recreation Attendants.....	821
Waiters and Waitresses.....	751
Bartenders	422
Ushers, Lobby Attendants, and Ticket Takers	398
Receptionists and Information Clerks	341
Cashiers	319
Office Clerks, General	301
Laborers and Freight, Stock, and Material Movers, Hand	294

Source: Labor Market Assessment Tool 2.0, (BRA) Research Division Analysis.

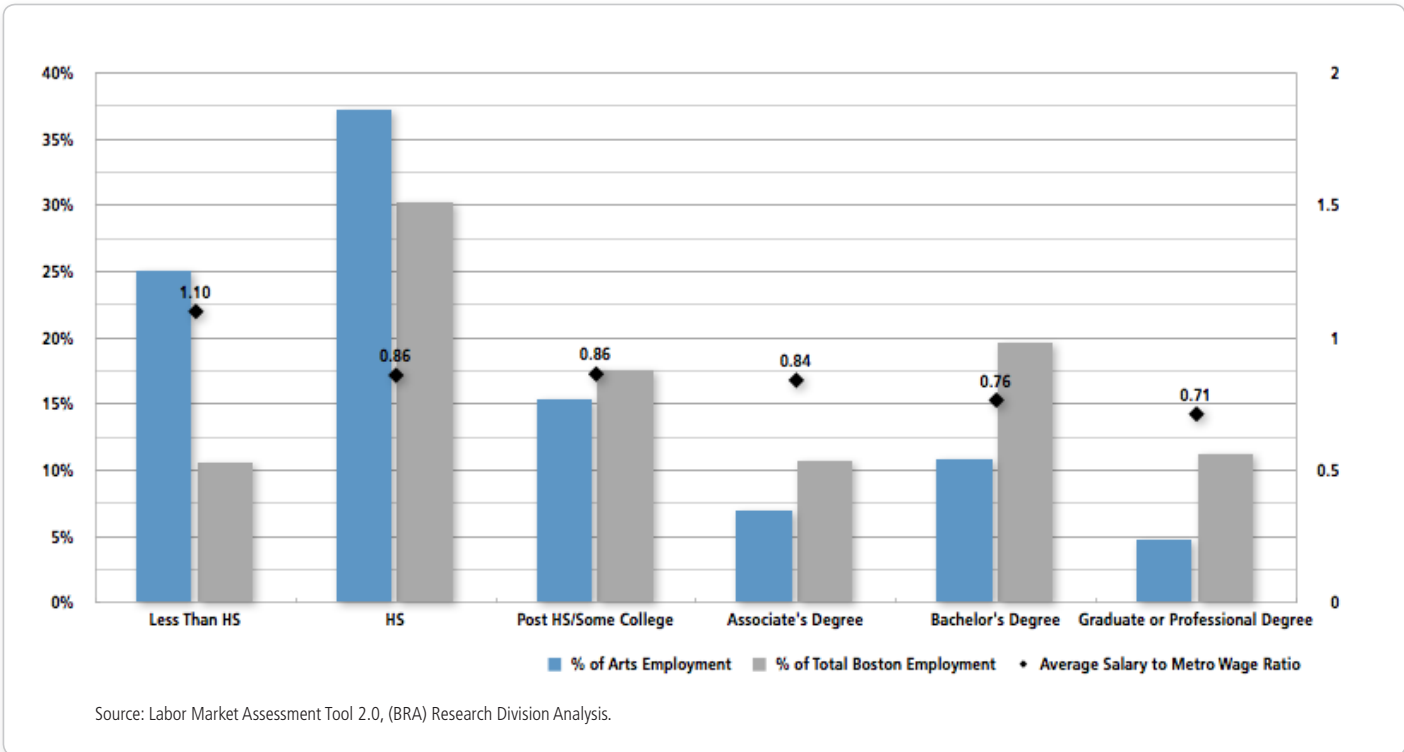
Major Employers in Arts, Entertainment, and Recreation Occupations

The city's largest employers in the arts, entertainment, and recreation industry include Museum of Fine Arts, the Boston Red Sox, TD Bank Gardens, Suffolk Downs, and the Boston Pops Symphony Hall. Arts, entertainment, and recreation establishments are scattered across the city, in particular their concentrations are in the Theater Districts and Fenway area. The attached map depicts the arts, entertainment, and recreation establishments by size in Boston.

Education, Skill Requirements, and Wages

Overall, the educational requirements for the arts, entertainment, and recreation industry are modest. Close to 79% of jobs in arts, entertainment, and recreation require some college or less. This is higher than Boston as a whole, where approximately 58% of jobs require some college or less. The Industry-to-Metro wage ratio shows how wages by educational requirement look different between an industry and the Metro Boston average for the same education level. In general, the average wages for jobs in arts, entertainment, and recreation are lower than all jobs in the region by educational requirement.

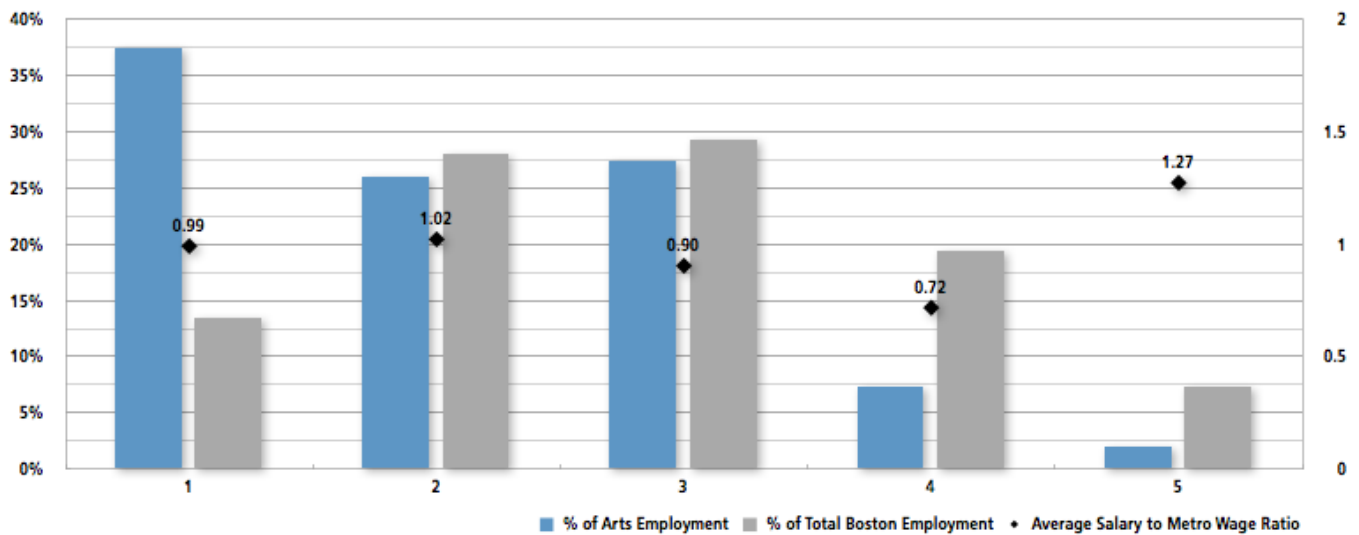
Education Requirements and Wages



The Boston Redevelopment Authority’s Labor Market Assessment Tool (LMAT)² also has different measures for job training, called job zones. The lower the job zone number, the less training, education, and previous work experience needed to perform the job. Overall, close to 92% of jobs in arts, entertainment, and recreation are in job zones 1, 2, and 3. This indicates the industry overall requires modest skills. Most occupations in the arts, entertainment, and recreation industry require some preparation, such as a high school diploma and previous experience in the arts.

2. For more detailed information on LMAT, please see *Introducing the Labor Market Assessment Tool-Boston Redevelopment Authority Research Division-publication 613*.
 LINK: <http://www.bostonredevelopmentauthority.org/PDF/ResearchPublications/LMAT%20Introduction.pdf>

Job Zones and Wages



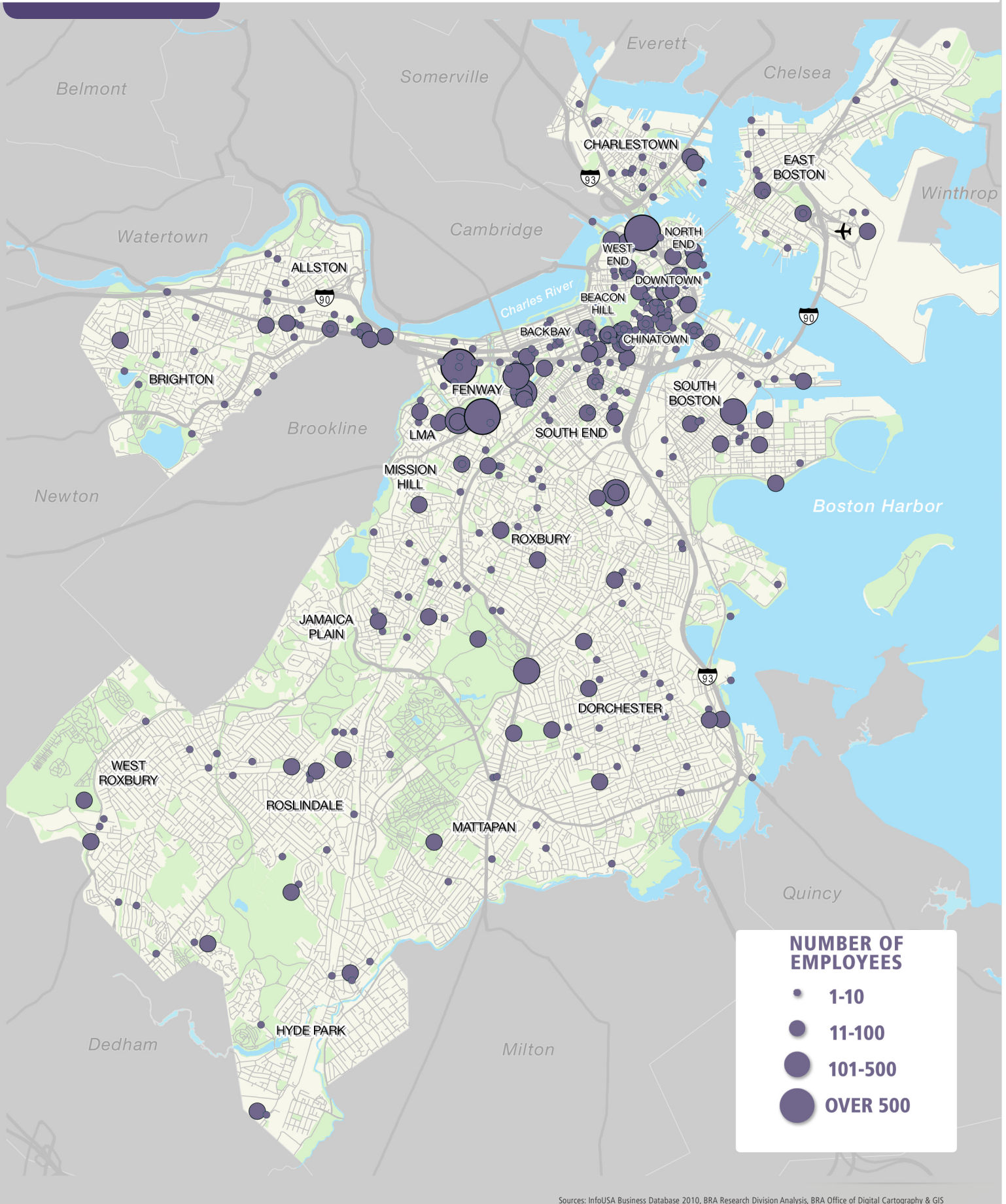
Source: Labor Market Assessment Tool 2.0, (BRA) Research Division Analysis.

Sector Trends

A location quotient (LQ) is used to assess the degree of regional specialization in an industry as compared to the national average. An LQ of "1" indicates that an industry is concentrated in a region's economy in a proportion similar to the US overall. An LQ over "1" indicates that the industry is an area of concentration for the region. With a location quotient of 1.00, the arts, entertainment, and recreation industry makes up exactly the same proportion of total jobs in Boston as at the national level.

In the coming years, employment in the arts, entertainment, and recreation industry in Boston is expected to increase. Using New England Economic Partnership (NEEP) projections, we estimate the arts, entertainment, and recreation industry to grow by approximately 9.4 %—or 1,383 jobs—by 2015³. This change would account for 3.1% of the city's total employment change during the 5-year period.

3. Projections for 2010-2015 are based upon the New England Economic Partnership (NEEP) May 2011 forecast.



NUMBER OF EMPLOYEES

- 1-10
- 11-100
- 101-500
- OVER 500

Sources: InfoUSA Business Database 2010, BRA Research Division Analysis, BRA Office of Digital Cartography & GIS

City of Boston - Industry Profiles

Rank Industry:	# OF EMPLOYEES	CHANGE IN JOBS 2001-2010	% OF TOTAL EMPLOYMENT	LOCATION QUOTIENT	AVERAGE WAGES	JOBS ADDED BY 2015
1. Health Care and Social Assistance Industry	122,532	26,390	18.5%	1.67	\$67,333	13,117
2. Public Administration	78,354	(11,619)	11.8%	0.84	\$66,111	2,911
<i>State Government</i>	39,185	12,474	5.9%	1.95	-	1,456
<i>Local Government</i>	22,983	(19,428)	3.5%	0.42	-	854
<i>Federal Government</i>	16,184	1,354	2.4%	1.48	-	601
3. Finance and Insurance Industry	78,407	(5,993)	11.8%	2.28	\$170,624	1,695
4. Professional, Scientific and Technical Services Industry	73,897	1,692	11.2%	1.62	\$108,504	7,550
5. Educational Services Industry	50,247	6,585	7.6%	3.28	\$64,627	5,376
6. Accommodation and Food Services Industry	49,577	6,143	7.5%	1.06	\$25,956	4,622
7. Administrative and Support and Waste Management Remediation Services Industry	32,124	(7,675)	4.9%	1.01	\$46,005	3,286
8. Retail Trade Industry	30,477	(360)	4.6%	0.45	\$30,664	655
9. Other Services (except Public Administration)	29,279	2,967	4.4%	0.89	\$37,933	1,264
10. Real Estate and Rental and Leasing Industry	21,382	2,227	3.2%	0.75	\$80,999	465
11. Transportation and Warehousing Industry	18,537	(5,893)	2.8%	0.88	\$49,115	(426)
12. Information Industry	16,407	(5,844)	2.5%	1.28	\$88,463	1,583
13. Arts, Entertainment, and Recreation Industry	14,712	2,452	2.2%	1.00	\$79,502	1,383
14. Construction Industry	13,864	(5,794)	2.1%	0.41	\$90,825	28
15. Manufacturing Industry	9,545	(8,596)	1.4%	0.20	\$73,448	175
16. Wholesale Trade Industry	9,256	(1,672)	1.4%	0.41	\$79,231	283
17. Management of Companies and Enterprises	6,243	(4,022)	0.9%	0.86	\$122,906	643
18. Utilities Industry	2,441	(249)	0.4%	-	\$102,170	63
19. Agriculture, Forestry, Fishing and Hunting and Mining	180	(1)	0.0%	-	\$51,720	26
Total	657,461	(9,262)	99.3%	-	\$78,375	47,610

- Projections for 2010-2015 are based upon the New England Economic Partnership (NEEP) May 2011 forecast.
- 2010 employment data is a preliminary estimate based on 2010 annual data from DWD and 2009 BEA data.
- Because of low employment, Agriculture and Mining were combined for this table.

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