NEW BEDFORD WHALING MUSEUM

Economic Contribution to Southeastern Massachusetts

The New Bedford Whaling Museum Contributes to the Regional Economy in Many Ways

- **Employs local residents**
- **Purchases goods and services from local businesses**
- **Attracts visitors to the region**

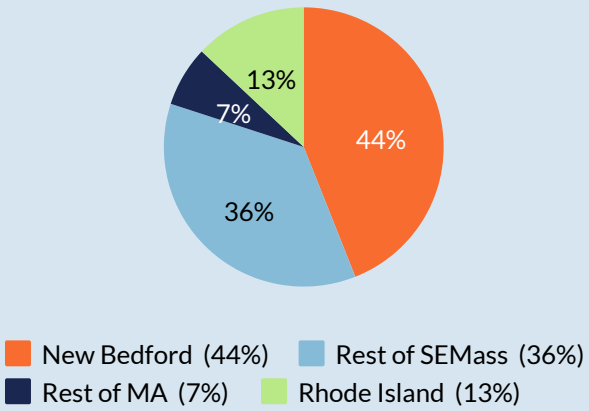
→ **Economic ripple effects**

Impact of Museum Operations

Employing local residents

- 70 full- and part-time workers in 2019
  - 80% reside in Southeastern MA
  - 44% reside in New Bedford

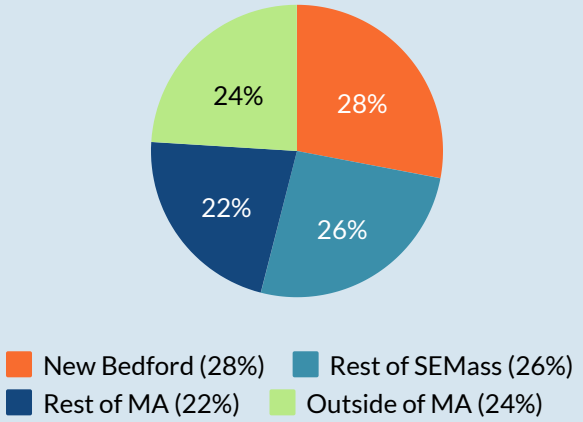
Employee Residence



Purchasing goods and services from local businesses

- $1.26 million in goods and services purchased from the region's businesses
  - Over $650K with 196 individual New Bedford vendors

Museum Purchases By Region



Economic Ripple Effects (Indirect and Induced Effects)

The Museum spending described above circulates through the economy and supports additional spending and job creation.

These economic ripple effects in the regional economy supported an additional:

24 jobs

$2.8 million in economic output

The Whaling Museum Attracts Visitors to the Region

The Whaling Museum attracts new dollars and retains local dollars from Museum visitors who patronize local businesses.

The Whaling Museum had nearly 87,000 admissions in 2019.

- 25% of admissions were from New Bedford residents.
- 46% of admissions were from Southeastern Massachusetts residents.



Whaling Museum visitors spent nearly $2.81 million in the regional economy.

-$743,694 for in-region attendees and $2.1 million for out-of-region attendees.

- This amount does not include purchases made at the Museum, including admission and gift shop purchases.

Visitor spending supported 48 jobs and $4.5 million in economic output in the regional economy.

- Visitor spending supported many businesses that were most impacted by the COVID-19 pandemic, particularly restaurants and small retail establishments.

Total Economic Contribution

Spending by the Whaling Museum, combined with visitor spending, supported in the region:

128 jobs

$10.1 million in economic output

Total Economic Contribution

Economic Output				Employment			
Museum Spending		Visitor Spending	Total	Museum Spending		Visitor Spending	Total
$ 5,623,296	+	$ 4,502,823 =	$ 10,126,119	80	+	48 =	128

Impact of Volunteers

Volunteers are an essential asset in the Museum's operations.

- The Whaling Museum has a dedicated corps of volunteers who volunteered 24,460 hours in 2019.

- This represents a total donation value of nearly $786,000 for the Museum's volunteers.

Other Impacts

Contributing Revenue to New Bedford and the State

- $15,634 in direct payments to the City in 2019. The City also received an estimated $100,000 in revenue from visitor parking.

- $12,277 in direct payments to the state for meals taxes; $12,668 for sales tax.

Leveraging Partnerships

- The Whaling Museum leverages additional economic impact through its partnerships with other institutions and artists.

- The Museum has dozens of community partners that foster collective impact, both intrinsic and financial.

- Partnerships have become increasingly important as more emphasis is placed on measurable impact, strengthening the connection with the community, and leveraging limited resources.

Infographic Prepared By
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