



1977-2017: 40 Years of Installation Art

### **Study Reveals Mattress Factory's Local Impact**

*Carnegie Mellon's Center for Economic Development examined how the iconic Pittsburgh museum enhances the economy and quality of life in the region.*

**PITTSBURGH, Pennsylvania (October 24, 2017)** – Over the past 40 years, the Mattress Factory has earned a reputation for presenting innovative, site-specific art. Artists from around the world have traveled to Pittsburgh to participate in the museum's residency program, in many cases transforming their work and their careers. But how has the museum transformed its own specific site, in Pittsburgh's North Side? The Mattress Factory asked the Center for Economic Development (CED) at Carnegie Mellon University to investigate.

The CED performed its first economic and community impact study for the Mattress Factory in 2007. The resulting report characterized the museum as “a Swiss Army knife of economic development for the area: improving property; enhancing quality of life; attracting workers and cultural tourists; educating youth, and injecting spending into local businesses.” Ten years later, the Mattress Factory asked the CED to update its findings.

#### **“Mattress Factory: Economic and Community Benefits: An Update”**

incorporates analysis of data on attendance, payments to suppliers and employees, and neighborhood property values, as well as an intercept survey of museum patrons. Additional sources of information include personal interviews of subject-matter experts on the North Side real estate market and qualitative data on education programs, property redevelopment projects and other cultural projects supported by the museum. Researchers used the IMPLAN economic model to measure the museum's impact on local economic output and income.

#### **In terms of sheer volume and reach, the CED found that:**

- The Mattress Factory currently receives more than 28,400 walk-in visitors per year and serves a total of 47,700 patrons per year through memberships, tours, educational programs and community events.
- Visitors from across the country and beyond come to the museum.
- Fifty-seven percent of respondents to the intercept survey resided or attended school outside of the seven-county Pittsburgh region.

The CED also found that the museum contributes numerous benefits to both its neighborhood and the larger region. Specifically, the Mattress Factory:

- helps the region attract and retain talent by enhancing quality of life through its presence, programs, and community events;
- contributes to academic achievement by serving thousands of students and teachers from preschool to high school, nearby and across the Commonwealth, through its educational programs, tours, partnerships and professional development training;
- serves as a builder and attractor for regional cultural tourism; and
- advances development of the Central North Side neighborhood by drawing patron spending and potential residents, by increasing the neighborhood's attractiveness



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through its programs, events, and property redevelopment projects; and by direct and meaningful participation in North Side revitalization initiatives.

Additionally, the CED estimates that spending by the Mattress Factory, its employees and attendees has a total impact of 4.9 to 5.8 million dollars in economic output per year on the rest of the Allegheny County economy, supporting about two million dollars in additional local wages. Taking into account the museum's approximately 2-million-dollar annual budget, for every two dollars the Mattress Factory spends, about five to six dollars is invested in its community. Further, the study finds that, over the past ten years, the community and economic impact of the Mattress Factory has grown significantly.

The authors conclude, "Like the works of art it produces, the economic effects of the [Mattress Factory] vary in complexity and subtlety (and some are easier to understand than others), but they always have an impact."

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**About the Mattress Factory:** Hailed as the best museum for installation art in the U.S., the Mattress Factory invites visitors to experience "art you can get into." Over the past 40 years, the museum has presented and commissioned new installation and performance works by more than 750 artists, both established and emerging, who have challenged themselves and their audiences through the support of the museum's exceptional residency program. The Mattress Factory's outreach programs serve more than 20,000 students, teachers, adults, and families every year, and its activities as a visitor attraction, educator and employer continue to invigorate Pittsburgh's North Side. For more information, call 412.231.3169 or visit [mattress.org](http://mattress.org).