



Power of culture

COUNCIL MEETING BOOK

ONE HUNDRED AND FORTY-SIXTH MEETING

OF

MASS CULTURAL COUNCIL

FRIDAY, MARCH 13, 2020

NARROWS CENTER FOR THE ARTS
FALL RIVER, MASSACHUSETTS

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ONE HUNDRED FORTY-SIXTH MEETING OF
MASS CULTURAL COUNCIL
FRIDAY, MARCH 13, 2020
TABLE OF CONTENTS

	<u>Page</u>
<u>Agenda</u>	<u>1</u>
<u>Resolutions</u>	<u>3</u>
<u>Open Meeting Statement</u>	<u>4</u>
<u>2. Minutes of 145th meeting</u>	<u>5</u>
<u>3b. Agency Updates</u>	<u>14</u>
<u>3b supplemental CultureRx One-pager</u>	<u>31</u>
<u>3c FY21 State Budget Advocacy Plan</u>	<u>33</u>
<u>4. FY20 Budget and Spending Plan Update-TO COME</u>	<u>39</u>
<u>6. Social Prescription Pilot</u>	<u>40</u>
<u>6. Fall River Cultural District</u>	<u>49</u>

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**ONE HUNDRED AND FORTY-SIXTH MEETING
OF MASS CULTURAL COUNCIL**

FRIDAY, MARCH 13, 2020: 12:30 TO 3:30 PM

**NARROWS CENTER FOR THE ARTS
16 ANAWAN STREET
FALL RIVER, MASSACHUSETTS**

**LIGHT LUNCH: NOON
COUNCIL MEETING: 12:30 to 3:30 P.M.
RECEPTION: 3:30 P.M.**

AGENDA

VOTE

-
1. Call to Order, Welcomes and Open Meeting Law Notice
 2. Minutes of 145th Council Meeting X
 3. Reports
 - a) Chair Report
 - b) Executive Director's Report
 - i. Agency Updates
 - c) Advocacy Committee Report-FY21 State Budget
 4. FY20 Financial Update
 5. Arts Integration Exercise with Fall River Educator Terry Wolkowicz
 6. Grants Committee Report
 - a) CultureRx Social Prescription Pilot Program X

- 7. Fall River Cultural District Designation **X**
- 8. Adjourn
- 9. Reception



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ONE HUNDRED FORTY-SIXTH MEETING OF MASS CULTURAL COUNCIL

FRIDAY, MARCH 13, 2020

NARROWS CENTER FOR THE ARTS
FALL RIVER, MASSACHUSETTS

RESOLUTIONS

Section 2- Minutes

RESOLVED: To approve the minutes of the One Hundred Forty-Fifth Meeting of the Mass Cultural Council

Section 6a- CultureRx Social Prescription Pilot

RESOLVED: To adopt the recommendation of the Grants Committee and approve the Social Prescription Pilot (including the proposal from Franklin Park Zoo-Harvard Street Neighborhood Health Center) and any adjustments to said pilot or other proposals addressing the same or similar goals, as described in a memo presented to the Council at its March 13, 2020 meeting.

Section 7- Fall River Cultural District

RESOLVED: To approve the designation of a cultural district in Fall River, Massachusetts in accordance with the memorandum presented to the Council Meeting.

Notice as to Open Meeting Law

(To be read at the beginning of any meeting where parties other than Mass Cultural Council members or staff are present)

Please note that this meeting is an open meeting of a public body subject to the Massachusetts Open Meeting Law. A notice of this meeting together with the agenda was posted on Mass Cultural Council's website 48 or more hours ago (excluding weekends and holidays).

This meeting shall be open and accessible to all members of the public except at such times when this body has voted to go into closed executive session under the Open Meeting Law.

Please note that this body has invited the staff of Mass Cultural Council and other invited guests to participate in today's meeting

Mass Cultural Council welcomes members of the public to attend its meetings. Under the Open Meeting Law, however, this is not a public hearing and public testimony will not be taken. Individuals may not address the meeting without permission of the chair.

Draft minutes of the open session of this meeting shall be kept and shall be posted on Mass Cultural Council's website no later than 30 days after the meeting provided that such minutes shall not be considered official until they have been approved by this body in open session. Individuals asserting a violation of the Open Meeting Law may file a complaint with this body within 30 days or with the Attorney General's office thereafter.



Power of culture

MINUTES OF THE ONE HUNDRED FORTY-FIFTH MEETING
OF
MASS CULTURAL COUNCIL

TUESDAY, JANUARY 28, 2020

VILLAGE HALL ON THE COMMON
2 OAK STREET
FRAMINGHAM, MASSACHUSETTS

Chair Nina Fialkow called the meeting to order at 1:05 P.M.

Council Members Present

Nina Fialkow, Chair
Marc Carroll, Vice Chair
Victoria Marsh
Barbara Schaffer Bacon
Troy Siebels
Sherry Dong
Matthew Keator
Sandy Dunn
Allyce Najimy
Kathy Castro
Ann Murphy

Staff members present were Anita Walker, David Slatery, Jen Lawless, Bethann Steiner, Ann Petruccelli, Angelina Lupini, Kelly Bennett, Dan Blask, Maggie Holtzberg, Luis Cotto, Verónica Ramírez Martell, Carina Ruiz-Esparza and Ricky Guillaume. Also present were Mayor Yvonne Spicer of Framingham, Emily Ruddock of MASS Creative and representatives of the MetroWest Daily News.

Nina Fialkow opened the meeting by causing the following to be read into the record.

Prepared on 3/6/20

Please note that this meeting is an open meeting of a public body subject to the Massachusetts Open Meeting Law. A notice of this meeting together with the agenda was posted on Mass Cultural Council's website 48 or more hours ago (excluding weekends and holidays).

This meeting shall be open and accessible to all members of the public except at such times when this body has voted to go into closed executive session under the Open Meeting Law.

Please note that this body has invited the following persons to participate in today's meeting

Staff of Mass Cultural Council and representatives of Framingham and the Framingham Centre Common Cultural District

Mass Cultural Council welcomes members of the public to attend its meetings. Under the Open Meeting Law, however, this is not a public hearing and public testimony will not be taken. Individuals may not address the meeting without permission of the chair.

Draft minutes of the open session of this meeting shall be kept and shall be posted on Mass Cultural Council's website no later than 30 days after the meeting provided that such minutes shall not be considered official until they have been approved by this body in open session. Individuals asserting a violation of the Open Meeting Law may file a complaint with this body within 30 days or with the Attorney General's office thereafter.

Minutes and Reports

The Chair then called for a vote on the 144th Council Meeting minutes. Upon motion duly made and seconded, with Barbara Schaffer Bacon and Matthew Keator abstaining, it was

RESOLVED: To approve the minutes of the One Hundred Forty-Fourth Meeting of the Mass Cultural Council.

Nina then welcomed everyone today to the Village Hall in Framingham and introduced Framingham Mayor Yvonne Spicer. Mayor Spicer welcomed the Council to this historic site, Village Hall, which was just

finished recently (including some Cultural Facilities Fund grants). Mayor Spicer spoke of Framingham's wonderful assets and history including the new proposed cultural district in this area. Mayor Spicer mentioned the rich culture of Framingham which included African- American and Native American culture.

Nina thanked the mayor and asked Anita Walker for the Executive Director's report. Anita mentioned the wonderful visit she had to the proposed Framingham cultural district and the work of the local committee. She then asked Deputy Director Dave Slatery to address an update to the Council's remote participation policy. Dave recommended the Council update the Council's current remote participation policy to reflect the current regulations and referred to the detailed memo contained in the Council Meeting Book

Nina called for a vote. Upon motion duly made and seconded, it was

RESOLVED: To amend the Council's remote participation policy adopted in May 2012 in accordance with the terms of the Attorney General's regulations contained in 940 CMR 29.10 so as to permit members at Council chair's discretion to participate remotely in Council committee meetings by teleconference or telephone if the member's attendance at such meeting would be unreasonably difficult.

Nina asked Anita to continue with the Executive Director's report. Anita wished the Council a happy 2020 and took the opportunity to introduce some new staff members who had joined the Council- Carina Ruiz-Esparza, Program Assistant working with the Creative Youth Development team and Ricardo "Ricky" Guillaume and Verónica Ramírez Martell, each new Program Officers on the Community Team. Anita said all three had recently started and had hit the ground running.

Anita reminded the Council that we were at the start of a new budget season and that Communications Director Bethann Steiner will be reporting on that later as part of the Advocacy Report. Anita also reported that after a year of work, the Commonwealth had passed the Final Deficiency Budget in December which contained technical corrections to enable the funds set aside in the 2011 Casino Law for special programs to be administered by Mass Cultural Council to actually be transferred to the Council. Anita emphasized that these funds are separate from the Council's annual state budget appropriation. The

gaming funds can only be used for special programs not for our base programs. The gaming funds have no effect on our annual state budget appropriation.

Anita then recounted the recent rollout event of the new CultureRx initiative with the state Health Connector and mentioned that Council member Barbara Schaffer Bacon had attended. Louis Gutierrez, head of Health Connector is a big fan of the ConnectorCare Card to Culture program and wants to take the idea nationally. Barbara commented that this was a great example of collaboration.

Anita referred to the large "Agency Updates" section of this Meeting Book and highlighted the Fair Saturday effort- an international event which tied in our state cultural districts which were also connected to the "Shop local" day (the day after Thanksgiving). This year's effort involved 56 individual events involving over 100 artists. Massachusetts ranked #4 internationally in Fair Saturday participation.

Anita then highlighted the STARS program noting that we had increased the funding for it every year for almost a decade (it has increased from \$40,000 per year to \$1.15 Million and 283 schools this year). When the grant opportunity was opened last fall, more than amount available had been applied for in just over 30 minutes.

Anita asked for questions. Matthew Keator referring back to the discussion on the gaming funds asked what the "organizational support program" referred to in the statute was. Anita responded that this was the CultureRx Social Prescription Pilot. The Council generally discussed the program and the importance of showing impact. Anita reinforced that the purpose of the program was not to "medicalize" the cultural sector. She also reported meeting the head of the Mass Gaming Commission who was excited about this program and mentioned its potential connection o the mental health aspects of the casino law(each facility must have a social worker on duty).

Nina then asked for the Advocacy report. Troy and Sherry, co-chairs of the committee asked Bethann to present.

Bethann noted that while she had attended the Council Retreat in October, this was her very first Council Meeting. From the retreat, she knew that members wanted to elevate the Council's public profile and her aim was going to be for increased communication to members and

to make sure our legislative partners are aware of what the Council is doing by highlighting all of our social media platforms as well as relating on traditional media in the form of press releases and advisories.

Bethann thanked member Ann Murphy for her help in rolling out our CultureRx initiative earlier this month- especially the connection to CBS. There was literally a "week of Anita" speaking about CultureRx. Bethann also thanked member Kathy Castro for setting up an interview with the Fall River media in advance of the March meeting.

Turning to legislative matters, Bethann reported on the process for developing the FY21 state budget request for the Council. The Advocacy Committee convened with partners, MASS Creative and Mass Humanities in December to discuss options and then Anita and Bethann met in January with Chairs McMurtry and Kennedy of the legislature's Joint Committee on Tourism, Arts and Cultural Development.

The Governor put out his budget (H2) in January which funded the Council at \$16.3 million- less than the \$18 million contained in the current FY 20 state budget (but consistent with the Governor's proposed budget for last year). We have spoken with legislators and believe that notwithstanding H2, there is appetite for an increase to the Council in FY21.

The Way & Means Committee hearings will be February 24 at Roxbury Community College. We will be meeting with legislators to ask for support and our joint committee chairs will act as champions- they seem bullish on a \$20 million request for next year. The House budget comes out in April and the Senate in May. Our chairs would also like to promote and publicize our ConnectorCare Card to culture program. Emily Ruddock from MASS Creative was recognized and also spoke as to the advocacy efforts

Kathy hoped that the members would be out speaking with their own legislators. It was noted that the legislators seem to appreciate personalized letters as opposed to form letters. Allyce Najimy said it was always a good practice to take photos with legislators and bring tchotchkes emblematic of your cause. Matthew and Barbara hoped that in future years we could positively communicate with Governor's office so we could start from a better place.

Financial Report

Nina then asked Deputy Director, Dave Slatery to give the Financial Report. Dave referred to the memo contained in the meeting materials, noting that the agency was at or near target in most accounts. Dave then described that thanks to the passage of the Final Deficiency Budget in December as described by Anita earlier, the Council is now receiving funds from the Massachusetts Casino Gaming Law. To date just over \$3.7 million has been received and these monies are strictly dedicated to legislatively-mandated programs. Under the vote to be presented later in this meeting, it would mean that in 2020, \$2.58 million would be available for the Gaming Mitigation Program, \$860,000 for the "organizational support" program (which staff is proposing to be the CultureRx Social Prescription Pilot which will be presented to the Council for approval in March) and \$259,000 would be available for operational expenses. An annual report will be due to the Ways & Means Committees on March 1. The first report due in a few weeks will be somewhat simple as no funds yet have been expended.

Gaming Mitigation Program.

Nina asked for the Grants Committee report. Victoria Marsh as chair of the committee noted that the Grants Committee had reviewed the Gaming Mitigation program proposal on January 7 and recommended approval and then asked Dave and Jen Lawless to summarize it. Troy Siebels indicated he would recuse himself from all discussion and abstain from the vote on this item. Dave referred back to the financial report for the availability of funds for the program. Jen referred to the materials contained in the meeting book and described the new program, the guidelines, formula for funding and eligibility. Sandy Dunn said it would be interesting to know if we find out about any institutions that weren't eligible. Upon motion duly and seconded, with Troy's abstention noted, it was

WHEREAS, pursuant to Chapter 23K of the Massachusetts General Laws, as most recently amended by sections 3 and 4 of Chapter 142 of the Acts of 2019, provides that Mass Cultural Council will receive 2% of the Commonwealth's gross gaming tax revenue from casinos into the Massachusetts Cultural and Performing Arts Mitigation Trust Fund (the "Fund") to be managed by Mass Cultural Council;

WHEREAS, staff of Mass Cultural Council have presented a plan (the "Plan") for usage of Fund revenues by memoranda to the

Council on January 28, 2020 pursuant to which Mass Cultural Council will upon receipt of access to said Fund, dedicate 7% of the assets therein as of such date to the administrative and operational expenses of managing the Fund (and programs associated with it), and dedicate the remainder as follows- 75% to grants under the Gaming Mitigation Program and 25% to payments under the Culture Rx "social prescription" program in each case pursuant to guidelines reviewed by the Mass Cultural Council Grants Committee and approved by the full Council, with the understanding that any additional revenues received by the Fund thereafter shall (including interest earned thereon) will accumulate until the following December 31, at which point, the Fund shall be allocated in the same manner; and

WHEREAS, such Plan has been reviewed by the Executive Committee and recommended for approval by the Council; and

WHEREAS, staff of Mass Cultural Council have developed a Gaming Mitigation Program over the past two years and have described said program in a memoranda to the Council presented on January 28, 2020,

WHEREAS, such Gaming Mitigation Program has been reviewed by the Grants Committee and recommended for approval by the Council.

NOW THEREFORE, it is hereby

RESOLVED: that the Council adopt the recommendation of the Executive Committee to adopt the Plan presented to the Council at its January 7, 2020 Meeting, and

RESOLVED: To adopt the recommendation of the Grants Committee approve the parameters of the Gaming Mitigation Program as described in a memo presented to the Council at its January 28, 2020 meeting.

Artists Fellowships.

Victoria then introduced the FY20 Artists Fellowship recommendations in the disciplines of Drawing & Printmaking, Poetry and Traditional Arts and that Grants Committee had reviewed these recommendations on January 7 and recommended them for approval. She then introduced

the following staff members Dan Blask, Kelly Bennett and Maggie Holtzberg to describe the programs and the recommendations. Dan spoke about the Poetry recommendations, Kelly as to the Drawing & Printmaking recommendations and Maggie as to Traditional Arts.

Upon motion duly made and seconded, it was

RESOLVED: To approve the FY 20 Artist Fellowship grant awards in the disciplines of Drawing and Printmaking, Poetry and Traditional Arts as recommended by the Grants Committee at its January 7, 2020 meeting.

It was noted that the second round of Artists Fellowships in FY20 would come before the Grants Committee and Council in May. Maggie then took the opportunity to let the Council know that in order to allow for the Traditional Artists Apprenticeship program to get started over the summer this year, we would be bringing the FY21 recommendations to the Committee and Council in May although the actual grants would not be actually awarded until the FY 21 Budget approval at the August meeting.

Cultural District

Nina then asked Anita to present the Framingham Cultural Districts. Anita stated before the Council was a recommendation for the approval of the Commonwealth's 49th Cultural District in Framingham. Anita noted that today's meeting in Village Hall was located in the center of the new proposed Cultural District. She referred to the earlier remarks from Mayor Spicer about the District and noted a few interesting facts

- The first normal school was located in Framingham
- *The Battle Hymn of the Republic* was first sung in a church in the district.
- Crispus Attucks, the first American casualty of the American revolution in the Boston Massacre was from Framingham as is the current US House Judiciary Committee Chair Adam Schiff who has been in the news recently.

A slide show showing scenes of the proposed district showed in the background. Anita asked the Council to help further shine a light on this historic part of Framingham and recommended the approve designation of the district.

Nina then called for a vote. After a motion duly made and seconded, it was

RESOLVED: To approve the designation of a cultural district in Framingham, Massachusetts in accordance with the memorandum presented to the Council Meeting.

Engagement Task Force

Vice Chair Marc Carroll then announced that at the Council Retreat in October and a follow-up survey, two broad themes emerged- members wanted 1) a greater opportunity to engage with each other and 2) a way in to connect with the Council's work out in the field- especially in their hometowns and regions. Marc stated the "Engagement Task Force" represents an effort to work on these matters through a Council-led initiative and referred to goals of the task force listed in the memo contained in the meeting materials. As an exercise, the Council at this point broke up into three small groups of 3 and 4 to discuss these goals.

After meeting in small groups, the Council came back together and addressed what had been discussed. (*Notes of each small group were then circulated to the task force members- copies available upon request*)

The immediate outcomes of this exercise were as follows

- Marc would be chair of the task force and a sign-up sheet was circulated
- Marc would share some standard language that members could include about their Council membership or LinkedIn and other social media pages.
- Victoria discussed having requirements for members to attend panels and site visits to get a closer idea of the Council's work
- Sandy Dunn asked about opportunities for Council members to go out into their regions to meet with constituents with the regional staff representative

At the conclusion of the discussion, there being no more business to come before the Council, Nina as Chair then reminded the Council members that there would be a reception immediately downstairs and then adjourned the meeting.



Power of culture

To: Mass Cultural Council
Fr: Staff
Dt: March 13, 2020
Re: Agency Updates

EXECUTIVE

Welcome to the second meeting of 2020. As this meeting, due to the quirks of scheduling, comes a short six weeks after the Council's January meeting, this update will be a good deal shorter than the update delivered in January.

Transition. As the Council members and staff learned last week, Anita Walker announced that she would be retiring as Executive Director of the Council effective June 30, 2020. The Chair will further address this matter at today's Council meeting.

Committees. The Executive Committee met on March 3 at Mass Cultural Council's office to review and approve the agenda for today's Council meeting. The Advocacy Committee and Grants Committee also met on that date. Minutes from these meetings will be posted on our website.

Upcoming Dates/Website. A reminder that our website includes an "Agency Dates" page at <https://massculturalcouncil.org/culture-now/agency-dates/>. Here we will have a single page from which to share our most pertinent dates. On the "Programs" side is a list of grant application open dates and deadlines and on the "Events" side is where a list of the agency's various webinars, info sessions, pop-up events, regional meetings, etc., will appear. At the March 3 Grants Committee meeting, a listing of upcoming site visits, panels and other Council events was made available to the members and we will provide an updated copy at the Council meeting.

COMMUNICATIONS, ADVOCACY AND LEGISLATIVE

FY21 State Budget: The state Fiscal Year 2021 Budget Crafting Process is underway! **Mass Cultural Council is seeking a \$20M in FY21, representing a \$2 million increase to our line item appropriation from the current fiscal year (FY20).**

In order to support this request, in mid-February the Council released its [Case Statement](#), explaining the impact of our programs and services in 2020.

On February 24, 2020 executive director Anita Walker, communications director Bethann Steiner, and representatives of two cultural organizations (Zoo New England and Artists for Humanity) testified before the **Legislature's Joint Committee on Ways & Means during the Housing and Economic Development FY21 Budget Hearing at Roxbury Community College**. The hearing was chaired by Senator Nick Collins (D- South Boston) and Rep. Liz Malia (D- Jamaica Plain), the two cultural organizations that joined our panel are from the chairs' Districts. Anita explained the Council's budget request, the cultural partners provided examples of why Mass Cultural Council support is so important to their organizations. The Committee members were largely supportive. We did not receive many questions but Rep. Paul Schmid (D- Fall River) stated publicly *"Mass Cultural Council is everywhere. When I call the Agency, they respond, and they show up. You are always in Fall River. Frankly, Anita, I think Mass Cultural is punching above its weight and does a lot with the funding that we provide you."*

During February, March and April Anita and Bethann are meeting with key members of the House and Senate to build a network of support in the Chambers for our budget request. If an amendment is necessary to increase the line item appropriation our TACD Committee chairs, Rep. Paul McMurry (D- Dedham) and Sen. Ed Kennedy (D- Lowell) have agreed to file them. **As we meet with key legislators, we are presenting the case statement, providing an updated report on currently investments the Council is making in their Districts, and then asking them to 1) make Mass Cultural Council a priority when they meet with Ways & Means and 2) agree to co-sponsor an amendment during the budget debate, if one is necessary.**

We have met or are scheduled to meet with: HWM Chair Aaron Michlewitz; TACD Chair Paul McMurry; Rep. Sarah Peake (D- Provincetown); Rep. Mary Keefe, Cultural Caucus chair; Rep. Smitty Pignatelli (D- Lenox); Rep. Mindy Domb (D- Amherst); Rep. Natalie Blais (D- Sunderland); Rep. Ann-Margaret Ferrante (D- Gloucester); Rep. Andy Vargas (D- Haverhill); Rep. Sean Garballey (D- Arlington); Rep. Denise Garlick (D- Needham); and Rep. Liz Malia. We are actively working to schedule time with Speaker DeLeo and Rep. Todd Smola (R- Palmer). Each of these Representatives were chosen because of their past support for arts and culture, their Committee assignments, or their Leadership roles in the House.

We have also met or are scheduled to meet with: SWM Chair Mike Rodrigues; TACD Chair Ed Kennedy; Sen. Eric Lesser (D- Longmeadow); Sen. Adam Hinds (D- Pittsfield); Sen. Jason Lewis (D- Winchester); Sen. Jo Comerford (D- Amherst); Sen. Joan Lovely (D- Beverly); Sen. Harriette Chandler (D- Worcester); Sen. Bruce Tarr (R- Gloucester); Sen. Cindy Friedman (D- Arlington); Sen. Michael Brady (D-

Brockton); Sen. Anne Gobi (D- Spencer); Sen. John Keenan (D- Quincy); Sen. Brendan Crighton (D- Lynn); Sen. Pat Jehlen (D- Somerville); Sen. Walter Timilty (D- Milton); Sen. Jamie Eldridge (D- Acton), Sen. Joe Boncore (D- Winthrop) and Sen. Sal DiDomenico (D- Everett). We are actively working to confirm meeting times with Senate President Spilka, Sen. Will Brownsberger (D- Belmont); Sen. Julian Cyr (D- Truro) and Sen. Mike Moore (D- Worcester). Each of these Senators were chosen because of their past support for arts and culture, their Committee assignments, or their Leadership roles in the Senate.

The House Committee on Ways & Means will release their budget plan the week of April 13th. If an amendment is necessary to increase our line item, we will work with Rep. McMurry to draft, file and collect co-sponsors. Our advocacy partners, MASSCreative and Mass Humanities will help us engage the sector statewide to encourage Representatives to sign on to the amendment. Mass Cultural Council will use social media and E newsletters to the sector to raise awareness of the process as well.

Advocacy Committee Meeting: On March 3, 2020 the Mass Cultural Council Advocacy Committee met to discuss the FY21 budget process. MASS Creative executive director Emily Ruddock joined the meeting (Brian Boyles from Mass Humanities was out of state and could not attend). The Committee was briefed on the FY21 hearing and legislative budget meetings (outlined above). Then we discussed how and when Council members could engage their legislators during the budget process. The Advocacy Committee chairs are going to reach out to their Council colleagues with the following information:

1. **Council members should email their State Rep and State Senator now** to share the Mass Cultural Council FY21 budget request and case statement and ask them to make it a priority. It would be helpful to let them know that you are gubernatorially-appointed members of the Mass Cultural Council's governing Board. They should be aware that their constituent serves in this statewide leadership role. Bethann can help you identify your state legislators and provide email contacts.

[Budget request](#)

[Case Statement](#)

2. **Council members should be ready to email their State Rep. in April** to ask them to co-sponsor the House budget amendment if one is necessary.
3. **Council members should be ready to email their State Senator in May** to ask them to co-sponsor the Senate budget amendment if one is necessary.

4. **If Council members are interested in meeting with their state legislators, they should be requesting those meetings now.** Bethann is happy to help facilitate. The meetings can be in the District or at the State House.
5. **Council members should be ready to email their State Rep, State Senator, and members of the Budget Conference Committee in early June** if the House and Senate final budgets differ regarding the Council's line item. We will want to urge them to adopt the higher appropriation and there could be legislative language in the line item that we may wish to address as well.

CultureRx Legislative Briefing: On March 4, 2020 Mass Cultural Council provided a legislative briefing for legislators, staff and cultural organizations on our CultureRx Initiative. The event was hosted by our TACD Chairs Rep. McMurtry and Sen. Kennedy and Senate Public Health Committee chair Sen. Comerford. Each of the host legislators spoke, Anita Walker gave a high-level outline of CultureRx, Louis Gutierrez, Health Connector Executive Director provided insight on his support for the ConnectorCare Card to Culture Program, and then Anita moderated a panel discussion with CultureRx partners:

- **Audrey Gasteier**, Chief of Policy and Strategy, Massachusetts Health Connector
- **Dr. Christopher Zimmerman**, Medical Director, Harvard Street Neighborhood Health Center
- **Dr. Eric Baitchman**, VP for Animal Health and Conservation Zoo New England
- **Mary A. Berle**, Chief Educator, Norman Rockwell Museum
- **Dr. Deb Buccino**, Lead Pediatrician, Macony Pediatrics
- **Adrien Conklin**, RN and Collaborative Care Coordinator, Macony Pediatrics

A one-page summary of the CultureRx initiative is attached to these Agency Updates.

A general note on legislative outreach and increased visibility: In order to accomplish a stated goal of the Council: increased visibility of our programs and services in the media, within the Legislature, and among our Council members, the Communications Department has tried to be increasingly robust in its outreach across all platforms. When grant opportunities or public events are taking place the Communications Director shares the information with Council members and state legislators via email. This is proving to be useful. We have noticed several state legislators, and some Council members, promoting the information on their social media pages and in their local press. One key example: in early February our Education program manager noted that there was still plenty of money available for [Big Yellow School Bus](#) grants (which provide funds for field trip transportation costs for school students visiting cultural

nonprofits). We drafted an alert for our TACD chairs to circulate among their House and Senate colleagues. Within 2 weeks of that State House email blast, Mass Cultural Council received 26 new Big Yellow School Bus grant applications!

Legislative Report on Gaming Funds. As was discussed with the Council at the January meeting, Deputy Director Dave Slatery filed with the House and Senate Committees on Ways & Means first ever annual report (due each March 1) concerning the Massachusetts Cultural and Performing Arts Mitigation Trust Fund. This fund is the mechanism by which 2% of the gaming tax revenues collected by the Commonwealth are transferred to the Council for administration and operation of certain legislatively-mandated programs- The Gaming Mitigation Program (which the Council approved in January) and the CultureRx Social Prescription Pilot which was referred to January and is included in today's Council Meeting Book for approval. As the Fund was only created in December and the required programs are just getting under way and no funds have yet been expended, the report was fairly basic. Copies were distributed to each of the Council members.

LinkedIn wording for Council members: A reminder that during the January Council meeting vice chair Marc Carroll suggested that Council members who use LinkedIn add their Council membership to their personal profiles. We suggest the following wording and you can tag us at @masscultural so our logo pops up on your profile:

Board Member, Mass Cultural Council
(insert dates of service)

Appointed by Governor XX in (insert year). Mass Cultural Council is a state agency that promotes excellence, inclusion, education, and diversity in the arts, humanities, and sciences to foster a rich cultural life for all Massachusetts residents and contributes to the vitality of our communities and economy. The Council pursues this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools. Mass Cultural Council is governed by a board of private citizens appointed by the Governor. Board members represent various regions of the state and have demonstrated distinguished service, creativity and/or scholarship in the arts, humanities, or sciences.

We believe in, and collectively work to advance the #powerofculture in Massachusetts.

CULTURAL INVESTMENT PORTFOLIO (CIP)

GRANTMAKING

Gateway. Ninety-one organizations submitted complete and eligible applications for the January 31st deadline of the third cycle of the Gateway program. The Gateway program is designed to lead organizations into the ongoing operating support as Portfolio grantees, after multiple successful Gateway applications. Applicant organizations ranged in size from budgets of \$57,000 to \$7.3 million. Site Visits for the Gateway applicants will take place between now and the panel meetings in the second week of June 2020.

Gaming Mitigation. The application form for the Gaming Mitigation program is now open for organizations to submit their information. On February 25, Jen Lawless and Sara Glidden presented a webinar to assist organizations in understanding the process.

Projects. Staff discussed the CIP Projects program with the Grants Committee on January 7 and again of March 3 to address possible changes. Based on the Committee's comments and subsequent conversations, it was determined that any changes to the Projects program would preserve the following:

- Projects shall remain open to a broad applicant pool.
- Projects shall remain open to a wide range of projects in the arts, humanities, sciences.
- The process for grant applications will continue to support smaller organizations and organizations that reach diverse populations.

Any changes to the Projects program will be focused on ensuring that the application and review process requires an amount of effort that is reasonably proportional to the amount of the grant and includes the following:

- Simplified eligibility requirements.
- Simplified application process, with fewer questions.
- Clearer questions, particularly about how the project achieves Diversity, Equity, Inclusion and Access (DEIA) goals.
- Streamlined evaluation process, which allows for quicker turnaround from application deadline to grant notification.
- Scoring process which supports diverse geographic representation in the grant awards.

SERVICES

CIP staff continued to provide services to grantee organizations. Many service activities (marked with *) are also open to organizations that are not current grantees. These include activities that fulfill grant requirements, programs that are in response to current concerns in the not-for-profit field, and programs that are part of the Capacity Accelerator Network, which provides capacity building activities for financially stressed organizations.

- Required Engagement Activities
 - Peer Consultation Visits (4)
 - One-on-One sessions with Executive Leaders (5)
 - CIP Staff strategic planning or capacity building sessions (11)
 - Other consultancies (2)
- Capacity Accelerator Network (CAN)
 - Financial Management Workshop* in Holyoke
 - Consultancies for CAN organizations (3)
 - CAN "office hours" partnering with NonProfit Finance Fund for advising sessions
- Other Sessions
 - "Small Shop" convenings in Worcester and Springfield* (2)

COMMUNITY INITIATIVE

Staff are currently working with communities within their regions to complete their annual reports and distribute their allocations. In addition, the Community team has been visiting several of the Local Cultural Councils (LCCs) in their communities and holding site visits to assess a community's arts and culture engagement, understanding of the LCC program and understanding of Mass Cultural Council. Through these conversations, the team is learning a lot more about the richness of arts and culture in communities as well as the desire on behalf of LCCs to be more hands on with the grantees they have funded. Many are seeking ways to help promote the work they are funding and connecting with their municipal governments to let them know the extent of the impact LCC funding has on their communities. In addition, we are seeing an increase in interest from councils around the idea of producing their own council programs as well as working with others in their communities to produce festivals, shows and events.

The Community Team has also been hard at work in collaborating with other organizations who are working in communities around arts and culture. We meet regularly with Mass Creative and have begun to meet with the regional planning agency for Greater Boston, the Metropolitan Area Planning Commission (MAPC) in order to better understand the work that is being done on their behalf and where we can support or enhance that work for the good of the community. In addition, the Community Team will be meeting with the Commonwealth's Regional Tourism Councils to provide them with a better understanding of the arts and culture offerings in their region to provide further assets for marketing and promoting their region. We continue to reach out to and work with Community Foundations doing arts and culture work in communities as well as serve as conveners bringing municipalities and the cultural community together. We attended and had a table at the Mass Municipal Association Meeting in January, as we do every year, providing us

with an opportunity to meet one on one with municipal leaders and talk about the importance of arts and culture in their community as well as the work of their Local Cultural Council.

Local Cultural Councils. LCCs are in the process of holding grant receptions and allocating funds for projects that have received approvals. The LCC team will be attending those receptions as they occur. We have currently sent out a survey to all LCCs to get an idea of what their top needs are in their communities. Once we gather that information, we will assess where we might need to hold a convening on a certain topic or topics to help support the work they are doing.

Festivals Program. The Festival Program is currently accepting applications for its Spring/Summer grant period. These are festivals that take place between March 1 and August 31. Grants are \$500 and awards are made by the festival in house staff based on eligibility requirements. There is no panel for these grants. Grants are given to support producers of festivals and can range from a festival/fair taking place in a town common to a larger festival like the Lowell Kinetic Sculpture Race.

In addition, the Festival Program continues with its audience lab pilot program where 10 festivals are taking part in a program to increase and diversify their audiences through a series of measures from online advertising to reviewing their current outreach methods and assessing their marketing materials to ensure inclusive language as a way of broadening their reach. Each of the participating festivals received \$2,000 to participate. The pilot program runs through August 2020 at which time we will assess their new practices. From what we have learned, a resource guide will be created and made available to all our festival grantees on best practices around audience development.

CULTURAL DISTRICTS

Preliminary Discussions. Staff continually meets with stakeholders from different communities to discuss the Cultural Districts Program. What it is? What could it mean for your community? What are the steps? Are the bulk of areas covered? During this quarter, staff has had preliminary discussions with stakeholders in Chicopee, Holyoke, and Fitchburg. These are exciting possibilities as all have taken major steps to enhance their cultural capacity. In Chicopee's case, the incoming Mayor attended an initial meeting and stated the full support of the municipality in a potential application. We look forward to keeping the Council abreast of these possibilities. Staff has also scheduled a similar meeting with the town of Mansfield.

While these are initial conversations, staff continues to monitor and assist the ongoing status of proposals in Brookline, East Somerville, Cummington and have planned a daylong session with Harwich to get them "over the hump" with their

Cultural Compact commitment of submitting two separate applications in their historic town center and port area.

Re-designation Process. This first quarter of the year is when staff visits with districts up for renewal. Currently, of the four districts up for renewal (Beverly, Boston's Literary District, Plymouth and Worcester). Boston has responded with an initial NO for renewal, while the other cities have expressed interest in renewing. Note that last year, we had two districts who initially expressed no interest in renewing and changed their minds after a sit down with staff. We'll similarly follow up with Boston to ascertain concerns and see how we can respond to them. Staff has thus far met with Beverly to discuss next steps and will meet with Worcester and Plymouth.

New Cultural Districts. Currently we are considering three new municipalities for designation before the end of the Fiscal Year. We will present Fall River today (see Section y of this Council Meeting Book) and we're at the tail end of the process with the town of Bedford (home of the Bedford Flag!) and a proposed Little Saigon Cultural District in Boston's Field's Corner neighborhood. We hope to have formal site visits in April. There are now currently 49 cultural districts in the state of Massachusetts.

ARTISTS

FY20 Artist Fellowships: The deadline for the second Artist Fellowships cycle in FY20, for the categories of Choreography, Fiction/Creative Nonfiction, and Painting, was January 27, 2020. The Artist Department is currently processing applications. These totals may change pending applicant eligibility review, but currently, there are 60 applications in Choreography, 603 in Fiction/Creative Nonfiction, and 559 in Painting.

Panel meetings for these categories will take place in April: Choreography is Friday, April 17, 2020, 9:30 AM; Painting is Monday, April 27, 2020, 9:30 AM; and Fiction/Creative Nonfiction is Wednesday, April 29, 2020, 10 AM. Panel meetings take place at Mass Cultural Council's office and generally last until mid-to-late afternoon. Council members are welcome. Please contact David Slatery if you plan to attend a meeting.

Award recommendations from the above-mentioned panel meetings will go to the May 2020 Grants Committee meeting and Council meeting.

In the Field: On February 3, 2020, Kelly Bennett attended the New England Foundation for the Arts *Taxes for Artists* info session led by Hannah Cole.

Kelly Bennett will serve as a Portfolio Reviewer for the Cambridge Art Association (March 21-22). *This is an all-media portfolio review for New England-based artists.*

On February 4, 2020, the Department of Conservation and Recreation's Public Art Working group met with Anita Walker, Kelly Bennett, and Luis Cotto to discuss their public art programming and initiatives.

Dan Blask continues to serve as Mass Cultural Council's representative in the New England Foundation for the Arts' New England States Touring (NEST) program. On Wednesday, April 15, 2020, he will participate in a panel meeting to decide Spring 2020 NEST awards.

FOLK ARTS & HERITAGE

Traditional Arts Apprenticeships: Since 2001, Mass Cultural Council has awarded Traditional Arts Apprenticeships every other year. We recently posted updated [apprenticeship guidelines](#) online. Changes include moving from a 10-month to 2-year grant period. The rationale for the change is twofold; it provides annual funding for the passing on of traditional arts (rather than every other year) and it allows grant recipients to take advantage of the summer months. Requiring a two-year commitment from master and apprentice should attract more serious applicants who are truly dedicated to sustaining traditional arts. Maggie has been busy getting the word out, taking calls from potential applicants, and counseling applicants through the online application process.

Lowell Folk Festival: Folk Arts & Heritage Program Manager Maggie Holtzberg selected "Musical Instrument Makers" as the theme for the Folklife area of the 2020 Lowell Folk Festival. She has identified and confirmed 12 musical instrument makers to demonstrate at the festival, including makers of concertinas, pipe organs, fifes violins, bows, sarangis, steam-bent custom drums, Wampanoag water drums and rhythm sticks, ukuleles, and guitars. She is also lining up several musicians who can demonstrate the sound of the instruments being made throughout the festival weekend. Next up is interviewing, writing up copy for press and signage, and working with festival staff via monthly meetings.

Fieldwork: Recent fieldwork included interviewing several musical instrument makers, meeting with potential apprenticeship applicants (timber framing, embroidery, Greek/Anatolia singing) and interviewing film subjects (see below). A highlight was documenting the Plymouth Tapestry Project and master embroiderer Elizabeth Creeden, of Plymouth.

Living Traditions film project: Maggie is working with videographer Daniel Jacobs to produce three short documentary videos featuring Massachusetts master traditional craft artists. To date, we have filmed interviews and shot B-roll with Aquinnah Wampanoag weaver and wampum maker Elizabeth James-Perry of Dartmouth and stone carver and letterpress printer Jesse Marsolais of Harwich. Next up will be wooden boatbuilding and restorer Harold Burnham of Essex. Both James-Perry and Burnham are recipients of MCC artist fellowships. Marsolais was

mentored to letterpress printer John Kristensen through a Mass Cultural Council Apprenticeship.

Partnership with BSO: In 2016 and 2018, we produced two showcase concerts in partnership with Rockport Music at the Shalin Liu Performance Center. We initiated a new partnership with the BSO, working with Sue Elliot, Director of Programming at the new Linde Center for Music and Learning at Tanglewood, a.k.a. TLI <https://www.tli.org/>. We bring in-depth knowledge of world-class traditional musicians and dancers that our Folk Arts & Heritage Program has documented, presented, and funded over the years. TLI provides all contracting of artists, marketing, logistics, and production in a world class venue.

Upcoming on May 28, 2020 is a free afternoon African dance workshop and a ticketed showcase concert "[Around the World](#)" featuring the music of Mali, Nepal, and Greece. The performers, Balla Kouyate, Shyam Nepali, and Vasilis Kostas, have all received artist fellowships and or apprenticeships.

CREATIVE YOUTH DEVELOPMENT (CYD)

The Music Educator and Teaching Artist (META) Fellowship is coming to the end of its second cohort. The current group of 51 educators from more than 30 schools and non-profits will be presenting their learning and contributions to the field April 7 from 4-6pm in the Black Box Theater at New England Conservatory. The event is open to the public and will give each attendee and opportunity to participate in a dialogue around music learning led by the Fellows.

The Creative Youth Development Teaching Artist Pilot Program, which mirrors the META Fellowship but invites teachers across disciplines, is also nearing the conclusion of it's one year pilot. We have been in conversation with Lincoln Center in New York City who, in partnership with NEC, has offered to design and lead the final session for this group of extraordinary artist educators

Finally, following a *kaizen*-based redesign of YouthReach, the longest running Creative Youth Development granting program in the United States, the new guidelines have been drafted. They will be built into our new grants management system and released in the Fall of 2020. Highlights to the revisions include an application that more closely mirrors our broader support for the field by including a section to be completed by Teaching Artists and a section to be completed by youth.

CULTURE RX

Social Prescription Pilot Program. We have also just completed the design for the next phase of **CultureRx**, [Social Prescription Pilot](#). The design draws on the strength of existing partnerships in the field to continue to explore best practices in connecting health and human services providers with opportunities in the

cultural sector. The response to our first survey included more than 200 organizations contributing inform us of the kind of work they are doing and their readiness to engage in deeper work in the area. Our Springfield Pilot will help to inform our support for developing partnerships and our work in the Berkshires and with the Zoo will inform our work with existing partnerships as we broaden the reach of the program. This program was reviewed by the Grants Committee on March 3 and recommended for approval by the Council. For more information, please see Section 6 of the Council Meeting Book.

Other Initiatives. Massachusetts Health Connector and the Department of Transitional Assistance help deliver the protective factor of arts and culture to low-income people across the state through Card to Culture. We are engaging with professional care providers through a few local pilots. In those communities, doctors, social workers, community health workers, therapists, and teachers are connecting clients with cultural experiences in their own communities.

Springfield Pilot. Our Springfield pilot is centered around the patients of the Caring Health Center. This pilot is focused on bringing cultural organizations together with patients from the Nepalese, Vietnamese, and LatinX community to understand more deeply cultural experiences that are relevant to these often unheard groups. The Pilot is built around a series of Advisory Committee meetings that bring together health professionals, cultural organizations, patients, and community partners. This pilot will form the basis of our work in building new partnerships in the future.

Berkshires Pilot. In the Berkshires, five organizations are currently participating in a social prescription program with Macony Pediatrics. We are tracking the number of prescriptions offered, the number filled, and the number of people that attend with each pass. We are also evaluating the experience of clients who visit the cultural organizations with a brief exit survey. We look forward to our evaluators synthesizing this information into a report at the end of the fiscal year that will inform future work in CultureRx.

EDUCATION

Early Childhood Initiative. This month, Phase II of our Early Education Pilot on the Cape starts its arts-based family groups. These groups are collaborations between community organizations who serve high need families with children ages 0-5 (funded by our partner, the Department of Early Education and Childcare,) and the Cape Conservatory who is providing teaching artists in art, dance, and music. We have tweaked our program model based on learning from Phase I last year. This time, we will bring Conservatory teaching artists to the play groups rather than ask families to travel to the Conservatory for classes. With this change, we hope to reduce barriers to participation that families experienced in Phase I. The classes are designed to engage both children and

caregivers in arts-based learning, and to help parents bring that learning back home with them.

Our new consultant, AnLar, will conduct an evaluation on this phase of the pilot to learn what does and doesn't work and bring those lessons to the design of a new Early Education initiative later this spring.

Poetry Out Loud. The Massachusetts Poetry Out Loud 15th anniversary competition takes place this month – regionals are Feb 29-March 2 and state finals are Sunday, March 8. Poetry Out Loud is the national recitation competition for high school students created by the National Endowment for the Arts and the Poetry Foundation. The Huntington Theatre Education Department runs the program in Massachusetts for Mass Cultural Council. POL brings poetry into the lives of more than 20,000 young people across Massachusetts each year. The young people experience the power of the written and spoken word by making three poems their own and bringing them to life through performance. They dig deep into their rich literary heritage, develop critical thinking and public speaking skills, and build self-confidence. Through all this, they bring the power of culture into the lives of their teachers, their families, and their friends.

We have 80 schools participating in the regionals. Five students from each regional will progress to the state finals at the Old South Meeting House on March 8. Our state winner then travels in April to compete with the other state winners from across the country at the national finals in Washington, D.C.

National History Day in Massachusetts. In March, we have another statewide national competition. [History Day](#) in Massachusetts is an affiliate of [National History Day](#), the competition sponsored by the National History Day organization and supported by the National Endowment for the Humanities. Middle and high school students do deep research related to the annual theme, analyze and interpret their findings, and capture their findings in a research paper, exhibit, documentary, performance, or web site. 5-6,000 students participate statewide. This year, regional semi-finals are March 7 and 8; state finals are April 4. About 70 Massachusetts winners go to national finals in June in Maryland. This year's theme is "Breaking Barriers in History." Current and former Mass Cultural Council staff members will be volunteering as judges this year.

Last year, we introduced a Massachusetts Cultural Council "Youth in History Award" for "the student or group of students who demonstrate with the highest excellence a profound understanding of the role of young people in making history." The award comes with a \$1000 grant to the student's school to support civic education.

Mass Cultural Council provides a grant to the Massachusetts Historical Society for Mass History Day to grow access to the program by students and teachers statewide.

Leadership in Arts Integration Institute. March 13-14 at Lesley University we are hosting the ["Institute on Leadership in Arts Integration "](#) with partners Lesley University, Arts| Learning, and the Department of Elementary and Secondary Education. Teachers, administrators, cultural organizations and teaching artists will convene to share models and strategies to make arts integration a central component of education at schools statewide. Jeff Riley, MA Commissioner of Education, a champion of the arts, will talk about the "Importance of Art in the Direction of Massachusetts Schools." Jamie Kasper, Director of the Arts Education Partnership in Washington, D.C., will speak to AEP's role supporting arts integration in K-12 schools.

CULTURAL FACILITIES FUND (CFF)

On January 10 the Cultural Facilities Fund received 153 applications for the 12th Round of the Cultural Facilities Fund. The requests by grant category were as follows:

- Capital Grant requests: 121
- Feasibility and Technical Assistance requests: 28
- Systems Replacement Plan requests: 4

The total dollar request to the Fund was \$25.2 million. The combined total development costs of all the projects in this round was \$221 million. This round the Fund has \$10 million to grant.

Application Review Process. From March 5th through 10th, the Mass Cultural Council will convene four panels to review and score the applications. Staff enlisted 23 expert panelists drawn from a variety of fields including: non-profit business planning, real estate development, capital fundraising, community development, arts administration, architecture and historic preservation. In order to give the panelists enough time to review the materials, applications were sent to the panelists four weeks in advance of the meetings. Each panelist was carefully instructed to assess the materials in accordance with the published CFF guidelines and review criteria.

The panelists numerically score each application. Cultural Facilities Fund Program Director, Jay Paget, will facilitate each panel discussion to ensure that all applications received a thorough review based on the criteria in the published guidelines. CFF Program Officer Miranda Cook and Program Coordinator Lani Weil will facilitate the visual presentations and note taking during each panel.

Grant Approval Process. The next step in the process is to bring the panel recommendations to the Cultural Facilities Fund Advisory Committee for discussion and approval. After the Advisory Committee, the final step is a vote by the MassDevelopment Board which is scheduled for mid-May.

Following the MassDevelopment Board, the Mass Cultural Council and MassDevelopment will issue grant notifications, press releases, and legislative notifications. A series of grant announcement ceremonies will be scheduled in various geographic regions across the state to celebrate the grants.

UP -UNIVERSAL PARTICIPATION INITIATIVE.

UP Award. The UP Award is a **\$10,000 prize** that will be presented at a public ceremony on Wednesday April 29 at the WGBH Yawkey Theater. The UP Award Finalists are:

- Abilities Dance (Boston)
- Wheelock Family Theatre (Boston)
- The Discovery Museum (Acton)
- ArtsEmerson (Boston)
- Tower Hill (Boylston)
- Legacy Recognition: Open Door Arts (formerly VSA Mass)
- Regional Council Recognition: South Shore Conservatory (Duxbury), Barrington Stage (Pittsfield)

Innovation Fund Grants Fifteen \$3,000 grants have been awarded to the following organizations:

- Tower Hill Botanic Garden (Boylston): Staff Training
- Springfield Museums (Springfield): Institutional Vision
- American Repertory Theater (Cambridge): Staff Training
- Gore Place (Waltham): Institutional Vision
- Abilities Dance (Boston): Institutional Vision
- Discovery Museum (Acton): Engaging User/Experts
- The Mount (Lenox): Staff Training
- Our Space, Our Place (Boston): Engaging User/Experts
- Open Door Arts (Boston, Worcester): Innovation
- Eric Carle Museum (Amherst): Institutional Vision
- Mass Audubon (Lincoln): Engaging User/Experts
- Partners for Youth with Disabilities (Somerville): Staff Training
- Cape Cod Theatre Company (Harwich): Engaging User/Experts
- Boston Landmarks Orchestra (Boston): Engaging User/Experts
- Community Access to the Arts (Great Barrington): Innovation

LEAD Stipend Grants. Organizations with UP Designation are eligible for a \$1000 professional development grant. Applications now open with allocations to support 10 organizations.

IDEA Pilot Program. The IDEA Pilot, an innovative approach to diversity, inclusion, and equity work and one that centers the non-attending public as museum critics and consulting experts, launched with the Fitchburg Art Museum (Fitchburg) and the Williams College Museum of Art (Williamstown). We are contracting with two artists through their company, Look AT Art, Get Paid LLC to implement this program.

Card to Culture. EBT Card to Culture, guided by Kalyn King, Program Officer, completed its third cycle on December 31, 2019. There were **111,832 EBT and WIC visitors** to cultural organizations in the last 6-month cycle, with 206/209 organizations reporting. There have been **480,338 visitors through the program to date.**

Building on the success of EBT Card to Culture, we have fostered two new partnerships: ConnectorCare Card to Culture with the Massachusetts Health Connector, and WIC Card to Culture with MassWIC(Women, Infants & Children Nutrition Program). All Card to Culture partnerships run January 1, 2020 – December 31, 2020.

UP Education/Consultation. We have provided consultative or educational services to the following:

- Mount Auburn Cemetery.
- Cultural Humility Webinar.
- deCordova Museum and Sculpture Park.
- Berklee College.
- MassArt.
- Open Door Theater.
- Boston Area Network of Teaching Artists (BANTA).
- UP Cohort quarterly convening.

Leadership/Branding Activities.

- **Cultural Access New England (CANE)**
 - Social Media Access: Thursday March 19 at the Boston Public Library
 - Emergency Preparedness: Friday May 1 at Link Center, Cambridge
- **Arts Equity Summit**
- **ABLE Assembly**

LEAD Conference: Charles Baldwin has made a request to the Executive Committee to attend the August 2020 conference with proposals to present

with the Smithsonian and the National Endowment for the Arts. Last year the Council was recognized with a Community Asset Award from LEAD.



Power of culture

CultureRx

IMPROVE HEALTH AND WELL-BEING IN MASSACHUSETTS THROUGH CULTURAL PARTICIPATION

Vision

In Massachusetts the arts and culture are as important to well-being as nutritious food, exercise, adequate sleep, and medical care. Everyone should have access to the things that contribute to a healthy life.

Mission

We can improve health and well-being, lower health care costs, and strengthen the cultural sector through *unrivaled access*, *strategic partnerships*, and *social prescription*. This is how we engage more people in the protective factors that prevent serious medical conditions.

The Approach

- **Unrivaled Access** - Hundreds of thousands of people who may be unable to afford a family outing at a children's museum, an evening of extraordinary music, the thrill of discovery in a science program, or the laughter and mystery of theater, are now experiencing all of these. Our first-in-the nation EBT and ConnectorCare Card to Culture programs have made this possible by putting arts and culture in the hands of our most vulnerable populations through free and reduced admissions. When people create, socialize, and have fun, they protect themselves from the epidemic of loneliness that leads to serious health consequences.
- **Strategic Partnerships** - We are working with partners across sectors to reach people where they are. The Health Connector and Department of Transitional Assistance help deliver the protective factor of arts and culture to low-income people in Massachusetts. Social workers, community health workers, therapists, and teachers connect clients with cultural experiences in their own communities. Together, we're making life better for people at risk of depression or isolation.
- **Social Prescription** - Social prescription is common in other countries. Massachusetts will lead the practice here. Doctors, social workers, teachers, and others will *prescribe* cultural engagement as a protective, healthy habit. The Mass Cultural Council will reimburse cultural organizations for the *prescriptions* they fill and the services they provide. This improves health and well-being and strengthens the cultural sector.

Learn more at MassCulturalCouncil.org/CultureRx

The Research

- Arts and cultural participation are both *effective* and *cost-effective* according to a World Health Organization survey of nearly 1,000 studies in 2019.
- People who attended a cultural event in the last 12 months are 60% more likely to report good health, according to research in the UK.
- Arts and cultural participation can prevent anxiety and depression, according to a Norwegian study of 50,000 adults.

CultureRx Snapshot

Unrivaled Access



ConnectorCare
Card to Culture
130+ sites



EBT Card to Culture
250+ sites
370,000 Served



WIC Card to Culture
100 sites

Strategic Partners

Springfield:
Bringing cultural programming to the community health center with:

- Caring Health Center, Springfield
- Enchanted Circle Theatre, Holyoke
- Community Music School of Springfield
- Springfield Museums

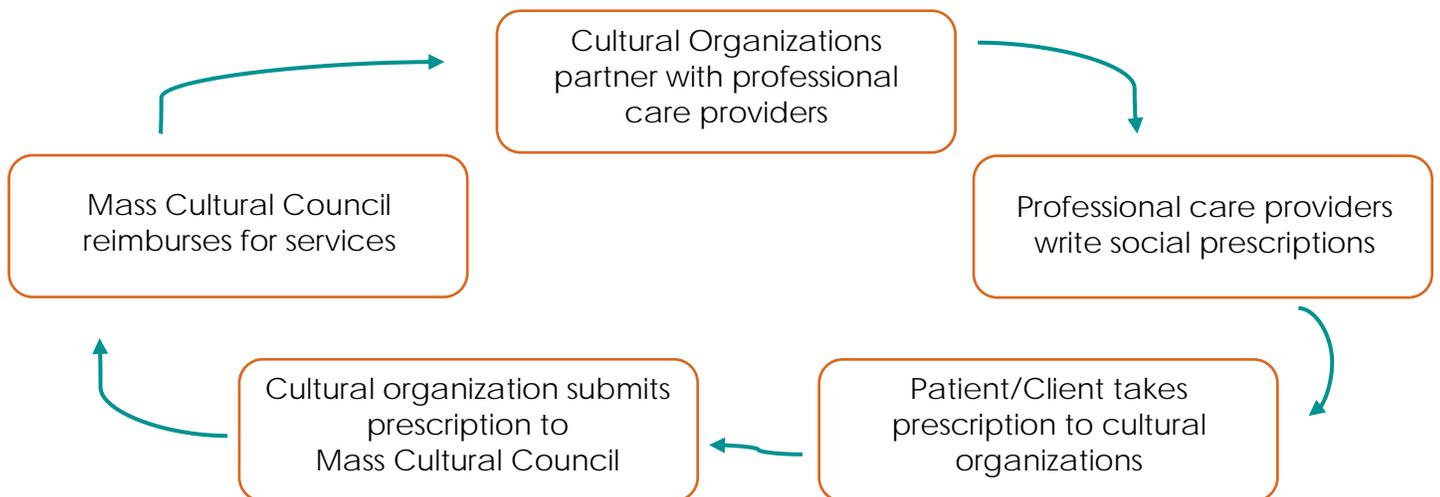
Berkshires:
Cross-sector social prescribing with:

- Macony Pediatrics
- Norman Rockwell Museum
- MASS MoCA
- Berkshire Theatre Group
- Mass Audubon
- Community Access to the Arts

Boston:
Improving health for new moms & babies through social prescribing with:

- Franklin Park Zoo
- Harvard St. Neighborhood Health Center

Social Prescription





Power of culture

FY21 State Budget Advocacy Plan As presented to the Mass Cultural Council Advocacy Committee Meeting – March 3, 2020

Key Dates in the FY21 Budget Timeline:

January 22, 2020 - Governor Releases FY21 Budget Recommendation – H2 reduces Mass Cultural Council line item (0640-0300) by 9.5%, to \$16.3M. Mass Cultural Council releases an advocacy blog post/social media update to engage the field: <https://massculturalcouncil.org/blog/governors-budget-cuts-funding-for-the-arts-humanities-sciences/>

February 13, 2020 – Mass Cultural Council releases its Case Statement for increased public investment in Arts & Culture, requesting a \$20M appropriation from the House and Senate. This figure represents a \$2M increase from the current fiscal year (FY20) and a \$4M increase from the Gov's H2 FY21 recommendation. <https://massculturalcouncil.org/blog/our-case-statement-for-increased-public-investment-in-arts-culture-2020/>

February 24, 2020 – Anita Walker, Bethann Steiner, and 2 cultural organizations (Zoo New England and Artists for Humanity) testify before the Joint Committee on Ways & Means FY21 budget hearing at Roxbury Community College.

February – April 2020 – Anita Walker and Bethann Steiner meet with key state legislators, sharing the budget request, case statement, and report of current investments being made in their Districts. The ask is twofold: to make Mass Cultural Council's line item a priority when they meet with Ways and Means and to be ready to co-sponsor a budget amendment for our line item, should one be necessary, when their Chamber debates the budget. TACD Chairs Rep. McMurtry and Sen. Kennedy are confirmed to be our lead budget amendment sponsors.

In the House we have met or are scheduled to meet with:

HWM Chair Aaron Michlewitz; TACD Chair Paul McMurtry; Rep. Sarah Peake (D- Provincetown); Rep. Mary Keefe, Cultural Caucus chair; Rep. Smitty Pignatelli (D- Lenox); Rep. Mindy Domb (D- Amherst); Rep. Natalie Blais (D- Sunderland); Rep. Ann-Margaret Ferrante (D- Gloucester); Rep. Andy Vargas (D- Haverhill); Rep. Sean Garballey (D- Arlington); Rep.

Denise Garlick (D- Needham); and Rep. Liz Malia. We are actively working to schedule time with Speaker DeLeo and Rep. Todd Smola (R-Palmer). Each of these Representatives were chosen because of their past support for arts and culture, their Committee assignments, or their Leadership roles in the House.

In the Senate we have met or are scheduled to meet with:

SWM Chair Mike Rodrigues; TACD Chair Ed Kennedy; Sen. Eric Lesser (D-Longmeadow); Sen. Adam Hinds (D- Pittsfield); Sen. Jason Lewis (D-Winchester); Sen. Jo Comerford (D- Amherst); Sen. Joan Lovely (D-Beverly); Sen. Harriette Chandler (D- Worcester); Sen. Bruce Tarr (R-Gloucester); Sen. Cindy Friedman (D- Arlington); Sen. Michael Brady (D-Brockton); Sen. Anne Gobi (D- Spencer); Sen. John Keenan (D- Quincy); Sen. Brendan Crighton (D- Lynn); Sen. Pat Jehlen (D- Somerville); Sen. Walter Timilty (D- Milton); Sen. Jamie Eldridge (D- Acton), Sen. Joe Boncore (D- Winthrop) and Sen. Sal DiDomenico (D- Everett). We are actively working to confirm meeting times with Senate President Spilka, Sen. Will Brownsberger (D- Belmont); Sen. Julian Cyr (D- Truro) and Sen. Mike Moore (D- Worcester). Each of these Senators were chosen because of their past support for arts and culture, their Committee assignments, or their Leadership roles in the Senate.

Week of April 13th - House Ways & Means expected to file their FY21 budget. Mass Cultural Council will be ready to publicly respond to the spending recommendation for our line item. Will draft an amendment for Rep. McMurtry to file and will work with advocacy partners to build support and collect co-sponsors.

Week of April 27th – This is expected to be House budget debate week. At the conclusion of the House budget debate Mass Cultural Council will publicly respond to the funding amount the House provided to our line item.

Early May - Senate Ways & Means expected to file their FY21 budget. Mass Cultural Council will be ready to publicly respond to the spending recommendation for our line item. Will draft an amendment for Sen. Kennedy to file and will work with advocacy partners to build support and collect co-sponsors.

Week of May 18th - This is expected to be Senate budget debate week. At the conclusion of the House budget debate Mass Cultural Council will publicly respond to the funding amount the Senate provided to our line item.

Early June – It is expected that the Speaker and Senate President will quickly appoint members of the FY21 budget conference committee, who will be responsible for creating a final budget report. If the final House and Senate budget differ on the Mass Cultural Council line item, we will be a “conferencable” item. Mass Cultural Council will work with our advocacy partners to engage the field and have them reach out to their state legislators, the conference committee members, and the Speaker and Senate President to urge them to retain the higher appropriation. Further, we will be ready to react to any legislative language that is included in either Chamber’s budget.

July 1, 2020 – First day of FY21. The formal legislative session ends at midnight, July 31, 2020. The Legislature will need to enact the conference committee and get it to the Governor before the end of July, or they will not be able to consider any vetoes that he could make. Should our line item be vetoed, we would again need to engage our sector to have legislators reach out to the Speaker, Senate President, and chairs of Ways & Means to urge them to schedule the veto up for override.

A note: Typically, House and Senate members use the budget process to file amendments to secure funding for priority local projects or advance policy. Mass Cultural Council will be looking for any such amendments that may affect the sector and/or earmark our line item.

Request of Advocacy Committee Chairs

Being a gubernatorially-appointed member of the Mass Cultural Council is a state leadership position. Council members can connect with their state legislators and legislative leadership during the budget process, engage them, and help advocate for the Council’s appropriation.

Would the Advocacy Committee chairs be comfortable with making the following asks of their Council colleagues? Email text can be drafted by Bethann at each step, and contact information can be provided for every Council member’s legislators.

1. **Council members should email their State Rep and State Senator now** to share the Mass Cultural Council FY21 budget request and case statement and ask them to make it a priority. It would be helpful to let them know that you are gubernatorially-appointed members of the Mass Cultural Council's governing Board. They should be aware that their constituent serves in this statewide leadership role. Bethann can identify your state legislators and provide email contacts.

Budget request:

https://massculturalcouncil.org/documents/Mass_Cultural_Council_FY21_Budget_Request.pdf?x90852

Case Statement:

<https://massculturalcouncil.org/blog/our-case-statement-for-increased-public-investment-in-arts-culture-2020/>

2. **Council members should be ready to email their State Rep. in April** to ask them to co-sponsor the House budget amendment if one is necessary.
3. **Council members should be ready to email their State Senator in May** to ask them to co-sponsor the Senate budget amendment if one is necessary.
4. **Council members should be ready to email their State Rep, State Senator, and members of the Budget Conference Committee in early June** if the House and Senate final budgets differ regarding the Council's line item. We will want to urge them to adopt the higher appropriation and there could be legislative language in the line item that we may wish to address as well.
5. **Council members should be ready to engage with the State Rep, State Senator, Speaker, Senate President and Ways & Means chairs in July** to urge them to overturn any gubernatorial vetoes that affect Mass Cultural Council's line item.

Request of our Advocacy Partners, MASS Creative and Mass Humanities

As the budget process continues, will you use your platforms to engage your members and urge them to advocate for the Mass Cultural Council budget line item?

In any meetings with legislators between now and July will the Mass Cultural Council line item budget appropriation be a talking point?

As Anita and Bethann meet with legislators this spring, we are curating a list of House and Senate members who are affirming their support and committing to co-sponsoring budget amendments for the Council. This list will be shared with our lead sponsors, Rep. McMurtry and Sen. Kennedy, as well as with our advocacy partners so members in those Districts can make sure to thank their legislators for being an Arts Champion. These lists will hopefully help us target key legislative offices and ensure we have a robust list of co-sponsors during both the House and Senate debates.

Sample Email Council Members can send to their state legislators now:

Dear Senator XX and Representative xx:

My name is XX. I live in your District and serve as the gubernatorially-appointed member of the Mass Cultural Council's governing board for XXX County. I have served in this position since XXXX. I am reaching out to highlight my service on the Council and to make you aware of my deep interest in the vitality of the Commonwealth's arts and culture sector.

Mass Cultural Council is the state's arts agency. We promote excellence, inclusion, education, and diversity in the arts, humanities, and sciences, foster a rich cultural life for all Massachusetts residents, and contribute to the vitality of our communities and economy. The Council pursues this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools.

The Council is making key investments in our community, right now. In fact, you can review a current list of FY20 grants in your District online:

<https://massculturalcouncil.org/about/funding-lists/>

As you prepare for the FY21 budget debate, I wish to be on record with your office as a staunch supporter of the Council. It is my hope that you will be an

Arts Champion and will support the Council's FY21 funding request, which is a \$2M increase over the FY20 appropriation.

Mass Cultural Council is seeking \$20M in FY21. You can learn more about the Council's FY21 budget request here:

https://massculturalcouncil.org/documents/Mass_Cultural_Council_FY21_Budget_Request.pdf?x90852

And you can see our Case Statement on why robust funding for arts and culture in Massachusetts is important: <https://massculturalcouncil.org/blog/our-case-statement-for-increased-public-investment-in-arts-culture-2020/>

Thank you for your consideration. I would be happy to meet or speak with you to further discuss the Council at any time.

Sincerely,

XXX

Mass Cultural Council

Insert Home Address

Insert Phone Number

Insert Email



Power of culture

To: Mass Cultural Council Board
Fr: Anita Walker and David Slatery
Date: March 13, 2020
Re: FY20 March Financial Update

We are now eight months through the fiscal year, and our spending is on target or below in most accounts. Spending usually catches up in the final months of the year. Any funds unspent in this fiscal year will be applied to the annual allocation we pay to Mass Humanities (with the balance to be paid in the fall of FY21).

Following this memo is a budget spreadsheet for FY20. It consists of three parts. Part one is the typical "one pager" (though it has expanded over the past few years as our activities have expanded). Part two is a list of "new grants"- these are fourteen separate items totaling \$360,000 that were voted to be treated as grants by the Council at the August 2019 meeting where the FY20 Spending Plan was approved. Part two is reflected in the aggregate on Part one in line 44 "Other New Grants" under the "GRANTS AND STIPENDS (PP)".

The third part consists of reporting of the funds Mass Cultural Council is receiving from casino tax revenues through the Massachusetts Cultural and Performing Arts Mitigation Trust Fund pursuant to the Massachusetts Casino Gaming Law (Mass. General Laws Chapter 23K). For ease of reference these will be called the Chapter 23K funds. As the Council has just received the initial proceeds in January and is still in the process of approving the implementation of the legislatively-mandated programs required by the law, no expenditures have been made from the Fund yet. The only figures to report currently are the collections to date and the allocation to expenses and the programs voted by the Council in January. It is our intention to account for the spending of the Chapter 23K funds separately from the Council's other spending so as to reinforce the fact that the Chapter 23K funds are separate from and do not support the Council's general activities.

Other matters.

Travel. The Executive Committee on March 3 approved out of state travel to Charles Baldwin to the LEAD (Leadership Exchange in Art and Disability) conference in Raleigh, NC in August. Charles has proposed presenting two

workshops on accessibility issues. The Committee also approved a request from our Folk Arts & Heritage Program Manager Maggie Holtzberg to attend the American Folklore Society in Tulsa, OK in October where she will present a paper concerning one of our grantees (approval was sought now due to registration and refund deadlines). Both conferences were also approved by the Council last year. Combined costs are estimated at about \$2750.

Staff also presented (but did not recommend) two other conferences to which staff was invited to present – Anita was requested to speak about our success with Fair Saturday last November (see minutes from January meeting) to the international organization in Bilbao, Spain and CYD Program Manager Erik Holmgren was invited to present at the International Teaching Artist conference in Seoul, South Korea in September. Neither of these requests were recommended but staff wished to present them as evidence of the international esteem in which the Council's work is held.

CFF Expenses. As is typically noted, we are relying on receiving approximately \$325,000 in expense reimbursements from MassDevelopment for administration of the Cultural Facilities Fund (CFF). The current CFF round (Round12) is currently in process, the panels having met in our offices last week. Under the statutory formula, expenses cannot be paid until the new round of CFF grants have been approved by both the CFF Advisory Committee and by the MassDevelopment board (typically scheduled for May/June). We anticipate this will occur as it does every year.

MASSACHUSETTS CULTURAL COUNCIL		FY 19	FY 20	FY 20
FY 20 BUDGET		FINAL BUDGET	BUDGET	EXPENDED
Council Meeting- March 13, 2020			PLAN	TO MARCH 5, 2020
NON GRANT/NON PROGRAM EXPENSES-SALARIES, SPACE, AND ADMINISTRATION (DOES NOT INCLUDE CH 23K EXPENSES)				
1	AA: Salaries	\$ 2,620,283	\$ 2,725,220	\$ 1,790,589.92
2	AA: Fringe & Indirect (Salaries & Contracts Paid Thru Fed. or Trust Accounts)	78,252	80,000	
3	BB: Employee Related Expenses	34,295	26,500	19,764
4	CC: Interns and Contracted Employees	25,348	24,700	7,092
5	DD: Pension and Insurance Related Expenditures (State Chargebacks)	44,480	58,650	11,478
6	EE and FF: Administrative Expenses (NPS)	135,776	138,132	39,696
7	GG: Space Rental and Utilities	353,010	354,010	204,569
8	HH: Consultant Service (NPS) Contracts	76,543	116,145	67,850
9	JJ: Operational Services	14,603	33,200	3,182
10	KK: Equipment Purchases	-	1,000	-
11	LL: Equipment Leases and Maintenance (Non-IT)	27,310	33,969	16,288
12	UU: Information Technology Expenses	448,736	210,609	80,455
13	SUB-TOTAL NON GRANT/NON PROGRAM EXPENSES	3,858,636	3,802,135	2,240,964
14				
15	PROGRAM & SERVICES EXPENSES			
16	EE: Administrative Program Expenses	106,371	197,850	34,023
17	HH&JJ: Consultants & Panelists	456,026	557,610	129,351
18	LL&UU: P&S Tech and Equipment	10,592	5,000	-
19	SUB-TOTAL P&S EXPENSES	572,989	760,460	163,374
20				
21	GRANTS AND STIPENDS (PP)			
22	Cultural Districts	230,000	265,000	216,000
23	Artist Fellowships	543,000	652,500	192,500
24	Cultural Investment Portfolio	5,010,000	6,030,000	4,689,340
25	Media	120,000	130,000	
26	Festival	110,000	110,000	39,000
27	Local Cultural Council Program	3,400,000	4,154,000	4,006,400
28	Mass. Cultural Data Project	47,500	47,500	
29	Poetry Out Loud	17,500	17,500	
30	Traditional Arts Apprenticeships	70,000		
31	Big Yellow School Bus	140,250	150,000	90,000
32	STARS	946,500	1,150,000	803,200
33	CYD -YouthReach	832,000	988,000	744,800
35	CYD-SerHacer	352,000	418,000	288,800
36	CYD: META (KFF-Funded)	151,900	191,000	104,721
34	CYD-Amplify	15,000	22,500	1,500
37	UP Program Stipends/Challenge Grants	70,000	70,000	
38	Compact Grants	40,000	30,000	
39	Other New Grants (list in Section 2))		360,000	181,400
39	SUB-TOTAL GRANT EXPENSES	12,095,650	14,786,000	11,357,661
40				
41	PARTNERSHIPS, RE-GRANT AND PROJECT FUNDING PROGRAMS			
42	Massachusetts Foundation for the Humanities	605,229	679,397	
43	NEFA Project	55,000	60,000	

OTHER NEW GRANTS (NEW PP)			EXPENDED THROUGH 3/5/20
Art Week		25,000	\$ 25,000
Fair Saturday		20,000	\$ 15,000
Audience Lab		20,000	\$ 16,000
CIP Capacity Accelerator Network (CAN)		10,000	
Health Initiative		55,000	
Early Education and Childcare		5,000	
Creative Minds Out of School		40,000	\$ 13,000
Mass History Day		20,000	\$ 20,000
Instrument Program		30,000	
META Expansion (AET)		50,000	\$ 17,400
Foster Families Pilot		20,000	\$ 20,000
Holyoke Arts Ed Task Force		5,000	
Kennedy Library		35,000	\$ 35,000
Network of Arts Administrators of Color		25,000	\$ 20,000
<i>SUBTOTAL NEW GRANTS</i>		360,000	\$ 181,400

CHAPTER 23K (GAMING) FUNDS	AMOUNT	ALLOCATION FOR CURRENT YEAR (2020)	COMMITTED THROUGH 3.13.2020	EXPENDED THROUGH 3.13.2020
INITIAL DEPOSIT- JANUARY 2020	\$ 3,702,411		\$ -	\$ -
COUNCIL ALLOCATION 1.28.2020				
EXPENSES (7%)		\$ 259,169	\$ -	\$ -
GAMING MITIGATION (75 % AFTER EXPENSES)		\$ 2,582,431	\$ -	\$ -
ORG. SUPPORT -SOC. PRESCR (25% AFTER EXP)		\$ 860,810	\$ -	\$ -
ADDITIONAL DEPOSITS SINCE JANUARY 2020	\$ 713,162			
TOTAL	\$ 4,415,572			



Power of culture

To: Mass Cultural Council
From: : Anita Walker, Dave Slatery, Jen Lawless, Erik Holmgren
Date: March 13, 2020
Re: Social Prescription Pilot Program

As was discussed at the January Committee and Council meetings, late last year, Governor Baker signed into law a technical fix to the Massachusetts Casino Gaming Law which provides a workable mechanism for 2% of the Commonwealth's gaming tax revenues to be transferred to Mass Cultural Council which are dedicated to the implementation of two new legislatively-mandated programs.

The first such program, the Gaming Mitigation Program (which will receive 75% of such gaming tax revenues (after expenses)) was approved by the Council in January. Staff is now bringing to the Committee for review and recommendation the second program required by the statute dedicated to organizational support. The statute allocates the remaining 25% of such tax revenues to this program. As was stated in the Financial Report delivered to the Council last month, there will be **\$860,810.47** available for this purpose in 2020.

We are proposing a pilot program to support cultural organizations through the practice of social prescription. In this pilot, organizations will be reimbursed for arts and cultural activities prescribed by care providers for a variety of conditions. This approach meets the statutory requirement of supporting organizations. There is no requirement in the statute this program specifically address issues related to legalized gambling (though some of the participants in the program may address addiction or social isolation issues).

Under this "Social Prescription Pilot," Mass Cultural Council will seek out cultural organizations interested in participating in a one-year pilot program designed to positively affect the health and wellbeing of the people of Massachusetts and the fiscal health of our non-profit cultural organizations.

Prepared on 3/6/20

The intention is to further develop cross-sector partnerships, that demonstrate the protective and therapeutic effect of cultural and arts participation, and to create a model where the services provided by cultural organizations are funded.

As part of this pilot we will test the effectiveness of engaging professional care providers to become “social prescribers.” They will write prescriptions for their patients and clients to participate in specific programs in our cultural organizations to help alleviate or prevent social isolation, loneliness, and depression; enhance family relationships; improve physical fitness, agility and/or mobility; and increase happiness and a sense of wellbeing.

Further details of the Social Prescription Pilot are contained on **Exhibit 1** in a call for interest document (which is also currently posted on our website and will be implemented upon approval of the Social Prescription Pilot by the Council).

Additionally as a more specific program building on some of the goals of the Social Prescription Pilot and in order to test out the reimbursement process and data collection, we are also bringing forward a collaborative proposal from Franklin Park Zoo and Harvard Street Neighborhood Health Center (a description of which is also attached as **Exhibit 2**). This proposal is ready to go fairly quickly (hence we are advancing its implementation prior to the kickoff of the main pilot program) and it would provide incentives to families to achieve health milestones while simultaneously to increasing access for families within the community to the zoo. Franklin Park Zoo and Harvard Street Neighborhood Health Center would collaborate to offer one-year family memberships to the families of Harvard Street patients who had successfully specific health milestones.

This zoo proposal funding will be provided on a reimbursement basis between now and June 30, with a maximum obligation of up to **\$15,625**. This pre-pilot does not prohibit Franklin Park Zoo from requesting to be part of the full Social Prescription Pilot if they choose to submit an expression of interest. The funds for this proposal would come out of the same gaming funds set aside for the Social Prescription Pilot.

Please note this program will be part of our overall [CultureRx](#) initiative but is being specifically funded out of gaming taxes since they address the legislative mandate set forth in the gaming law. The other elements of that initiative are funded from our regular annual appropriation.

Please note the timelines for the programs contained for the programs on the two attached exhibits. Staff will implement the programs in accordance with these timelines and will report to the Grants Committee and Council at the May meetings as to the status of the programs.

This Social Prescription Pilot program including the zoo proposal was reviewed by the Grants Committee and was recommended for approval by the full Council as well as any similar proposals which may be made to staff addressing the same or similar goals, as described in the resolution provided to this meeting.



Power of culture

EXHIBIT 1

Call for Interest - Social Prescription Pilot

Pilot Description

The Mass Cultural Council is seeking cultural organizations interested in participating in a one-year pilot program designed to positively affect the health and wellbeing of the people of Massachusetts and the fiscal health of our non-profit cultural organizations.

Our intention is to further develop cross-sector partnerships, that demonstrate the protective and therapeutic effect of cultural and arts participation, and to create a model where the services provided by cultural organizations are funded.

Under our [CultureRx initiative](#), we will test the effectiveness of engaging **professional care providers** to become “**social prescribers**.” They will write prescriptions for their patients and clients to participate in specific programs in our cultural organizations to help alleviate or prevent social isolation, loneliness, and depression; enhance family relationships; improve physical fitness, agility and/or mobility; and increase happiness and a sense of wellbeing.

“**Professional care providers**” include, but are not limited to physicians, community health workers, mental health and recovery workers, therapists, geriatric workers, social workers, guidance counselors, and others who interact professionally with patients and clients.

Cultural organizations will provide the program and/or service called for in a **social prescription** to the client free of charge. The cultural organization will then be reimbursed by the Mass Cultural Council for the published admission/participation cost of the program or service the client was provided. Reimbursement will take place at three-month intervals.

Each participating organization will receive a **\$5,000** stipend to help offset the cost of staff participation in the two required trainings.

The pilot will also serve as an opportunity for a cohort of organizations and professional medical providers to share learnings and best practices with each other.

Who should submit an Expression of Interest?

This pilot effort seeks organizations that have an **established relationship** with a professional care provider who is currently referring clients/patients to the organization for services.

We recognize that many organizations are seeking to establish new partnerships with professional care providers in their communities. As we learn from this pilot and the Partnership Pilots in Springfield and the Berkshires, we will be able to offer organizations guidance, resources, and support as they pursue new partnerships that move them towards social prescribing.

Mass Cultural Council is accepting Expressions of Interest from cultural organizations that address the *Key Characteristics of Social Prescription in the Arts*, which are essential for the successful implementation of social prescription programming and *described below*.

Key Characteristics of Social Prescription in the Arts

- **Partnership** – Professional Service Providers and cultural organizations are engaged in the collaborative care of patients/clients, including:
 - a. Clearly stated shared goals of the partnership
 - b. Identifying a point of contact for each partner to keep the lines of communication open
 - c. Use data to learn, adapt, and improve continuously.
- **Preparation** – Professional Service Providers and Cultural organizations take part in ongoing learning around current research and practice at the intersection of culture and health, including the individual and public health impact of cultural experiences and best practices in welcoming new audiences to organizations
- **IDEAS** – An Inclusion, Diversity, Equity, and Access Strategy is in place to ensure clients can access and fully experience cultural opportunities by overcoming barriers, seen and unseen, that may inhibit participation.

Pilot Commitments

Cultural Organizations invited to participate in the pilot will:

- Identify a person in the organization who will serve as the coordinator for the Social Prescription pilot.
- Identify specific programs/services with a published cost (advertised cost, not discount student, senior, or other rates) that the professional care provider will prescribe.
- Submit a written scope of work to the Mass Cultural Council co-authored by the organization and a professional care provider with information about the partnership and services that have been agreed upon.
- Participate in at least two workshops provided by Mass Cultural Council (the coordinator and at least one other person)
- Report on participation to support agency evaluation efforts and to measure program impact in the form of a final report.
- Share experiences and learning with the pilot cohort and the broader cultural field.

Professional Care Providers that have partnered with the selected cultural organizations will:

- Identify a person from the professional care provider who will serve as the coordinator for the Social Prescription pilot.
- Submit a written scope of work to the Mass Cultural Council co-authored by the organization and a professional care provider with information about the partnership and services that have been agreed upon.
- Participate in at least two workshops provided by Mass Cultural Council (the coordinator and at least one other person).
- Report on participation to support agency evaluation efforts and to measure program impact in the form of a final report.
- Share experiences and learning with the pilot cohort and the broader cultural field.

Anticipated Timeline and Pilot Components

March 20, 2020: Expression of interest due

Internal staff review of submissions. It may be necessary to schedule follow-up phone conversations. Mass Cultural Council staff will conduct calls with organizations as needed.

April 15, 2020: Organizations will be notified as to whether they have been selected to participate in the Social Prescription Pilot.

May 15, 2020: Selected pilot organizations will submit their scope of work to the Mass Cultural Council, which details:

- The goals of the partnership.
- The service(s) that will be offered/prescribed.
- The estimated number of prescriptions anticipated.
- The cost of the service(s) that will be offered/prescribed.
- What impact the partners hope to achieve through social prescription.

Scopes will be submitted electronically through an online form. Mass Cultural Council reviews and approves the proposed scopes of work.

June 2020: Contracts finalized and sent to program participants

June/July 2020: Pilot participants attend the required workshops.

July 1, 2020: Reimbursement period begins.

October 30, 2020: First reimbursement period ends, prescriptions reimbursed

February 28, 2021: Second reimbursement period ends, prescriptions reimbursed

June 30, 2021: Third reimbursement period ends, prescriptions reimbursed

July 31, 2021: Final Reports due.

Pilot Flexibility

This is a pilot that has been designed to be responsive and is meant to allow adjustments based on learning and experience gained over the course of the pilot. As a result, the components of the pilot and the timeline may change over the course of the pilot including things such as:

- The number of participating organizations
- The frequency and/or timing of reimbursements
- The process by which reimbursement is requested and/or reporting is completed

The Mass Cultural Council is committed to navigating and negotiating any necessary changes with the participants before making them and to clearly

communicating all pilot expectations. The Mass Cultural Council will also report on any changes to its board at the quarterly Council meetings.

The Mass Cultural Council is requesting Expressions of Interest from cultural organizations that have an established partnership with a Professional Care Provider to take part in a one-year pilot beginning July 1, 2020.

How to Submit an Expression of Interest

Expressions of interest should be submitted electronically using GoSmart no later than March 20, 2020. Interviews with applying organizations, as necessary, will be conducted soon thereafter with final notification coming no later than April 20, 2020.

Please be in touch with [Erik Holmgren](#) with any questions or concerns.

EXHIBIT 2

Proposals for Collaboration between Franklin Park Zoo and Harvard Street Neighborhood Health Centers

Background

The main entrance of the Franklin Park Zoo and Harvard Street Neighborhood Health Center are within direct sight of each other. The Zoo provides a safe and inviting environment where families can walk around, and learn about nature and the environment. Harvard Street provides a wide range of medical services targeted to its surrounding community. The community that Harvard Street serves, which is the same neighborhood where the Zoo is located has high rates of poverty. Poverty is a barrier that prevents community members from accessing the zoo, and from enjoying the benefits it has for themselves and their families.

Proposal

The following proposal would provide incentives to families to achieve health milestones while simultaneously to increasing access for families within the community to the zoo. Franklin Park Zoo and Harvard Street Neighborhood Health Center would collaborate to offer one-year family memberships to the families of Harvard Street patients who had successfully completed either of the following health milestones.

- Children who had successfully completed their primary immunizations between 18 and 24 months of age. Children who complete the vaccinations on time are less likely to contract vaccine preventable diseases or to suffer from the sequelae of these diseases if they receive their vaccinations in a timely fashion.
- Women who successfully have a postpartum visit with their Harvard Street obstetrical providers by six-weeks after delivery. Post-partum care is crucial in assessing the health of the mother and infant as well as an opportunity to assess postpartum depression and address family planning needs.

Upon achieving either of the above health milestones Harvard Street Staff would notify Franklin Park Zoo member services to arrange for the family to receive their membership.

Harvard Street regularly tracks each of these milestones and would report on the impact of this program on its rates of achieving these milestones. Franklin Park Zoo would track the utilization of families who had been awarded memberships through this program.

Currently, there are approximately 125 families each year at Harvard Street who would be eligible to achieve the two identified milestones. The retail price of a Franklin Park Zoo Family membership is currently \$125. To fund this program for one year \$15,625 would be needed with Harvard Street and Franklin Park Zoo each absorbing their respective overhead and other administrative costs.

We envision this as a pilot program with ample opportunities to expand the pool of eligible families by choosing additional health milestones, if additional and sustained funding becomes available in the future.



Power of culture

To: Mass Cultural Council
Fr: Anita Walker, David Slatery, Luis Cotto, Lisa Simmons
Re: Fall River Cultural District
Dt: March 2, 2020

We are pleased to submit a recommendation for the designation of the 50th cultural district for the City of Fall River. This would be the third Cultural District in Southeastern, Massachusetts joining Easton's Shovel Town Cultural District and New Bedford's Seaport Cultural District.

The site visit took place on December 20, 2019 and participants included Paul Coogan, Mayor-elect of Fall River, Bill Roth, City Planner from Fall River, Maria Marasco, Director, Economic Development for the Fall River Redevelopment Authority, Skylar Cowley, Staff Aid for Representative Schmid of Fall River, Steve Camara, Fall River City Councilor/Liaison for Arts & Entertainment, Mike O'Sullivan, Director, Chamber of Commerce, Justin Bond, President of Battleship Cove, Edward Jon Bjornson, Treasurer, Creative Arts Network; Professor at Bristol Community College, David Dennis, Chair of the Board, Creative Arts Network, and Sandy Dennis, Director of the Creative Arts Network (C.A.N.). We were joined in the afternoon by Mass Cultural Council Member Kathy Castro, State Senator Rodrigues, Representative Fiola, and Representative Silvia.

We'd like to thank Sandy Dennis for her stalwart shepherding of this application over the course of the past two years as well as Council member Castro for her informed guidance during this process.

Anita Lauricella was the site advisor for the site visit led by Anita Walker and was assisted by Council staff Mina Kim, Ricardo Guillaume, and Verónica Ramírez Martell.

Excerpted from the site advisor report:

"Fall River has a range of geographic, historical, cultural, and recreational assets that form a strong foundation for the District."

"The District is well-positioned to work with the City and to play a significant role in guiding the disposition and use of large parcels of waterfront property. The thoughtful integration of permanent cultural uses as part of these plans will be essential."

"The waterfront has the most robust sense of place and is an excellent starting point for enhancing physical connections. Specifically, along the waterfront, there are multiple cultural and recreational assets."

"The level of engagement and enthusiasm, evidenced by the attendance at both the morning and afternoon meetings, is a reliable resource for the District."