

ONE HUNDRED AND FORTY-SIXTH MEETING OF MASS CULTURAL COUNCIL

TUESDAY, APRIL 7, 2020: 1:00 TO 3:15 PM

(Reschedule of Cancelled March 13, 2020 Meeting)

ON-LINE MEETING

(CALL-IN INSTRUCTIONS POSTED AT
<https://massculturalcouncil.org/about/board/>
UNDER "APRIL 7, 2020 COUNCIL MEETING")

AGENDA	VOTE
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- | | |
|--|----------|
| 1. Call to Order, Welcomes and Open Meeting Law Notice | |
| 2. Minutes of 145 th Council Meeting | X |
| 3. Reports | |
| a) Chair Report | |
| b) Executive Director's Report | |
| c) Advocacy Committee Report | |
| d) Financial Report | |
| 4. Grants Committee Report - Reallocation of Resources to and Approval of New Programs and Modification of Existing Programs | X |
| i. COVID-19 Emergency Initiative for Cultural Organizations to be called "Safe Harbors and Soft Landings." | |
| ii. COVID-19 Relief Fund for Artists and Cultural Educators. | |
| iii. Social Prescription Pilot/Gaming Mitigation | |

5. Adjourn

OPEN MEETING LAW STATEMENT

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 staff of Mass Cultural Council to be present at the meeting.

Mass Cultural Council welcomes members of the public to attend its public 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.

Any member of the public may record this meeting provided that they first notify the Chair and must not interfere with the meeting. The Chair will then inform the members of the meeting that they are being recorded.

This meeting is a virtual meeting held under the Open Meeting Law as modified by the Governor's recent emergency declaration. Only Committee members, Council members and invited staff will be able to address the meeting. All other persons will be muted. Please note that anyone attempting to disrupt the meeting may be muted, have their ability to project video images shut off or even removed from the meeting, at the discretion 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.

**TIPS FOR PARTICIPATING IN A VIRTUAL OPEN MEETING USING VIDEOCONFERENCING
WHEN THERE ARE SEVERAL PARTICIPANTS
(adapted from several sources)**

- In order to minimize background noise, please mute microphone when not speaking.
- Please raise hand in order to be recognized by the chair.
- In order for all members to have an opportunity to speak and be heard, please wait to speak until specifically recognized by the chair.
- If there are questions, please direct them to the chair and the chair will then recognize the appropriate person to respond.
- Please limit statements to three minutes.
- The chair will reserve the right to limit discussion in order to allow sufficient time for every member to be heard who wishes to speak.

ONE HUNDRED FORTY-SIXTH MEETING OF MASS CULTURAL COUNCIL

TUESDAY, APRIL 7, 2020

RESOLUTIONS

Minutes

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

Reallocation of Resources

WHEREAS, the Council approved a FY20 Spending Plan for the Council's operations which contained approval of several different grant and service programs and related activities; and

WHEREAS, due to extreme nature of the COVID-19 crisis, staff has proposed to amend said approval to reallocate \$225,000 of the funds approved as part of said Spending Plan toward funding a newly-designed COVID-19 Relief Fund for Artists and Cultural Educators as described in memoranda presented to the Council at its April 7, 2020 meeting; and

WHEREAS, 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; and

WHEREAS, staff of Mass Cultural Council had presented a plan (the "Plan") for usage of Fund revenues by memoranda to the Council on January 28, 2020 which Plan was reviewed and approved by the Council; and

WHEREAS, due the extreme nature of the COVID-19 crisis, staff has proposed a one-time amendment to said Plan to make use of all of the monies currently in the Fund so as to increase the amount of funds available to the Gaming Mitigation Program in 2020, deploy the resources of the Fund on a more accelerated basis to, among other things, fund a COVID-19 Emergency Initiative for Cultural Organizations to be called "Safe Harbors and Soft Landings" in the amount of \$990,000 and also to allocate \$120,000 to the CultureRx Social Prescription Pilot;

NOW THEREFORE, it is hereby

RESOLVED: To adopt the recommendation of the Executive Committee and approve the re-allocation of resources and amendment of the Plan as presented to the Council at its April 7, 2020 Meeting.

Approval of COVID-19 Response Programs

RESOLVED: To adopt the recommendation of the Grants Committee and approve the Safe Harbors and Soft Landings COVID-19 Emergency Initiative for Cultural Organizations, the COVID-19 Relief Fund for Artists and Cultural Educator and the CultureRx Social Prescription Pilot Program (as modified from its original March 3 Grants Committee approval) and the modifications to the Gaming Mitigation Program as described in memoranda presented to Council at its April 7, 2020 meeting.

To: Mass Cultural Council
From: Anita Walker, David Slatery
Date: April 7, 2020
Re: COVID-19 Response-Re-Allocation of Funds

In reaction to the current COVID-19 crisis and necessary public health response, Mass Cultural Council staff has developed two new programs and modifications to existing programs to respond to the devastating impact this has had on cultural organizations and individual artists and cultural educators. These programs are described on the attached memos. These actions require the immediate repurposing of the Council's existing financial resources from previous approvals. These requests have been reviewed and recommended by the Executive Committee and the programs referenced herein have been reviewed and recommended by the Grants Committee.

We are requesting the following actions by the Council. Please note that all of these requested actions are directly related to the need to respond quickly to the COVID emergency and represent one-time changes to previously approved FY20 programs.

1. Reallocate \$225,000 from items approved by the Council in August 2019 as part of the FY21 Spending Plan toward funding a COVID-19 Relief Fund for Artists and Cultural Educators.
2. Amend the approval voted by the Council at the January meeting on the use casino tax revenues in the Massachusetts Cultural and Performing Arts Mitigation Fund under M.G.L. Chapter 23K (the "Fund") to
 - a. Make use of all monies collected through February 29, 2020 to fund the Gaming Mitigation Program in 2020 (Previously the Council had voted only to use what was collected through the end of 2019 for grants in 2020 and to let 2020 collections fund activities in 2021.) Given the nature of the crisis, staff is recommending using all funds available now. Please also note that in order to get the grant funds into the hands of grantees quickly, staff has also requested the special one-time

ability to provide the Gaming Mitigation Program grants within two weeks after the deadline for responses on April 17 without the need to come back to Grants Committee and the Council to vote on the final list.

- b. Repurpose the majority of funds previously discussed in concept at the January Council Meeting and later recommended for approval by the Executive and Grants Committee on March 3 for the CultureRx Social Prescription Pilot Program (and also to make use of the funds collected through February 29) to fund a COVID-19 Emergency Initiative for Cultural Organizations to be called "Safe Harbors and Soft Landings." Approximately \$990,000 is requested to be made available for the new program while retaining \$120,000 to fund certain parts of the CultureRx Social Prescription Pilot.

These changes are described in further detail below.

COVID-19 Relief Fund for Artists and Cultural Educators. This new program will consist of 225 emergency grants to individual artists and cultural educators throughout the Commonwealth who have lost their livelihood in the past weeks as the COVID-19 crisis has unfolded. To fund this program, we request taking \$119,000 from the following previously approved grants

- a. \$49,500 from the upcoming Round 2 of the artist fellowship program awards which will be presented to the May Board meeting. We would award 3 fewer fellowships and finalist awards. NOTE- these were additional awards made possible by the FY 20 budget increase.
- b. \$5,000 from the Cultural District Grant program- we will defer approving any additional districts until next year.
- c. \$30,000 in Cultural Compact grants which we will defer to next year.
- d. \$4,500 in Big Yellow School Bus and STARS grants which were not made yet or reverted by the grantees.
- e. \$15,000 in teaching artist grants not yet made in the so-called "expanded META" program.
- f. \$15,000 from the preliminary social prescription pilot program in Pittsfield and Springfield which will not be used due to the fact that cultural organizations are currently closed.

Additionally, we request that \$106,000 be reallocated from various spring convenings and consultant contracts that will now not occur.

We are requesting that the Council vote to approve re-allocating these \$225,000 in funds to the new Relief Fund.

Gaming Mitigation Program. In January the Council voted to allocate \$2,582,431.41 to the program. Since then additional casino tax revenues in excess of \$1 million have been collected with more than \$750,000 in additional being available under the statutory formula for this program. Therefore, we request the Council approve the amount of **\$3,339,656.24** be made available from the Fund for the Gaming Mitigation Program in 2020.

Safe Harbors, Soft Landings/CultureRx Social Prescription Pilot Program. At their March 3 meetings, the Executive and Grants Committees originally voted to recommend allocating \$860,810.47 to the CultureRx Social Prescription Pilot as the “organizational support” program under Chapter 23K. The original materials sent out for the meeting scheduled for March 13 contained a request to approve this recommendation. However, since then, the COVID-19 crisis has erupted and also an additional \$252,000 from the 2020 collections into the Fund has become available for “organizational support”. Staff is requesting this prior recommendation be altered so as to only provide \$120,000 to the Social Prescription Pilot and to provide the remainder of the funds (roughly \$990,000) to the Safe Harbors, Soft Landings program. These programs are both described in the accompanying memos.

Note on Expenses. Since the first casino opened in summer of 2018, a total of **\$4,788,038** has been collected from casino tax revenues into the Fund. Under Chapter 23K, the Council is entitled use up to 7% of said revenues in any fiscal year for the costs of operating and administering the Fund and all of the programs associated with it (the Gaming Mitigation Program, the Social Prescription Pilot and the new proposed Safe Harbors, Soft Landings program). In January, the Council voted to set aside **\$259,169** (which is 7% of the amount collected through the end of 2019) for said costs in calendar 2020. Since the beginning of 2020, an additional \$1,085,627 has been deposited into the Fund through February 29 meaning that an additional **\$75,994** has been added to the amount available for expenses so that as of today just over **\$335,000** is available for expenses. At this point, staff is not seeking any vote to change to the earlier approval in amount of expenses to be used in 2020.

Future Revenues. It is important to note that since the Commonwealth's two casinos stopped operating in early March, there has been no further casino tax revenues collected into the Fund and there will be no more until they reopen. Any further revenues contributed to the Fund from this point forward will accumulate until December 31, 2020 (including any interest earned on the Fund) at which point it will be divided as the Council originally voted in January.

We have been in touch with the Joint Committee on Tourism, Arts and Cultural Development and the House and Senate Ways & Means Committees to inform them of our proposed actions and will update our previously filed legislative reports once these changes have been reviewed and approved by the Council

A draft resolution has been included with the meeting materials which staff requests the Council to adopt. As noted earlier these one-time actions developed in response to the unprecedented funding crisis for the field caused by the COVID-19 pandemic have been reviewed and recommended by the Executive Committee.



Power of culture

To: Mass Cultural Council
From: Anita Walker, Dave Slatery, Jen Lawless, Sara Glidden
Date: April 7, 2020
Re: Safe Harbors, Soft Landings-a COVID-19 Emergency Initiative for Cultural Organizations.

Attached for review and recommendation, attached please find a description of the Safe Harbors, Soft Landings program designed to benefit cultural organizations in the midst of the COVID-19 crisis.

We have also elsewhere asked that the Council make a one-time re-allocation of approximately \$990,000 of the funds dedicated to “organizational support” currently in the Massachusetts Cultural and Performing Arts Mitigation Fund under M.G.L. Chapter 23K (the Massachusetts Gaming Law) to fund this effort. Up to \$240,000 would be dedicated to parts 1 and 2 (Instructional Webinars and Individual Coaching Services) as described on the attachment and just over \$750,000 would be available to provide supplemental \$2250 grants to 335 current grantee organizations.

We request the Council approve the program described on the attachment. This program is a special one-time request and was developed to meet the needs of the field during the extraordinary conditions caused by the COVID-19 crisis.

Safe Harbors, Soft Landings Program Proposal
A COVID-19 Emergency Initiative for Cultural Organizations.

The impact of the COVID-19 crisis on cultural organizations within the Council's Cultural Investment Portfolio (CIP) and their employees has been enormous. While the financial resources that Mass Cultural Council currently has available are insufficient to address that financial need, we know that there is also enormous need for current and accurate information, particularly about how organizations can benefit from the recently passed federal stimulus legislation called the CARES Act, as well as a need for guidance and sound financial advice. We have previously selected the Nonprofit Finance Fund to provide financial assistance and counseling as part of the Council's Capacity Accelerator Network (CAN)- a program designed to address the needs of financially fragile organizations. Staff seeks to expand on the expertise and familiarity with the CIP organizations

Our proposal: **Safe Harbors, Soft Landings Program**, is a package of responses, including in-depth educational programs, a variety of consulting options, and a supplement to our unrestricted operating support grants.

Goals

1. Provide technical assistance for the Massachusetts cultural nonprofit sector on taking advantage of the new CARES Act benefits, including how to complete competitive applications for SBA Paycheck Protection Program Loans.
2. Provide a combination of financial support and technical assistance to Cultural Investment Portfolio organizations to provide a safe harbor and to understand the difficult decisions that might be necessary in the wake of COVID-19 pandemic.

Proposed Three-Part Strategy

Component	Audience	Purpose	Scope
CARES Act Webinar Instructional Series	Massachusetts Cultural Nonprofit Sector: available to all organizations, not just grantees	Help organizations understand the CARES Act and benefits, including SBA loan process, organizational readiness (including cash flow, financial storytelling, etc.), equity in applying for capital, and difficult decisions (and more based on NFF proposal)	Four separate series of 4 webinars each. Each series targeted to differing types of organizations (by budget size and financial complexity), Serving up to 2,000 organizations.

NFF Coaching Services	All Portfolio and Gateway grantees with 501c3 status	Hands on approach to support organizations in crafting competitive applications for SBA lending, understanding their safe harbor and soft landing options. Priority will be given to financially fragile organizations that are part of the Council's CAN program.	500 hours maximum (prep and deliverables)
CIP Supplemental Stipends	All Portfolio and Gateway grantees (335 organizations)	Supplemental unrestricted operating support in a flat amount of \$2250.	

Part 1: CARES Act Webinar Instructional Series

Problem: Organizations need help in understanding and taking advantage of new support measures in the CARES Act. They also need immediate assistance in analyzing and projecting financial implications of suspended operations.

Solution: Wide access to technical assistance webinars that educates organizations on the CARES Act and benefits, the SBA loan process, organizational readiness (including cash flow, financial storytelling, etc.), equity in applying for capital, and difficult decisions that might be necessary (and additional concerns based on NFF proposal). Note that these webinars would be available to all Massachusetts Cultural Nonprofits whether or not they are current CIP grantees

Process:

- Four individual webinar series, each consisting of four, 60-90-minute sessions, designed and hosted by Sandi McKinley and NFF team.
- Webinars are organized and designed by audience. Factors considered in designing the webinar cohorts: Organization budget size; W-2 or 1099 staff; facility ownership; experience in underwriting/financing; financial viability pre-March 1, including current debt.
- Each webinar series is open to a maximum of 500 organizations: 2,000 organizations total, and each webinar series will be recorded for social media channels.

Part 2: NFF Coaching Services

Problem: Grantee organizations need small group, or one-on-one assistance in completing competitive applications for SBA loans, including telling their financial story.

Solution: A variety of coaching formats, working directly with consultant teams at the Nonprofit Finance Fund, to help Portfolio and Gateway organizations understand which CARES Act benefits are appropriate to them, and how to complete SBA applications.

Process: CIP team to design intake survey, and work with NFF to determine appropriate level and format of consulting.

- **Small Group Coaching:** grantees with minimal financial complexity, generally good financial health, which need assistance in short term planning, and completing SBA forms and applications.
- **Traditional Coaching:** Financially sophisticated organizations which simply need guidance on navigating the unfamiliar SBA process.
- **Full-Service Coaching:** Organizations needing complex financial analysis of current financial situation, including the possibility of difficult decisions to be made.
- **Priority:** To be provided to those organizations previously identified as financially fragile under the Council's Capacity Accelerator Network (CAN)

Part 3: CIP Supplemental Stipends

Problem: All Grantee organizations need additional cash to respond to immediate need.

Solution: Provide supplemental unrestricted operating support grants.

Process: Using repurposed "organizational support funds" made available from the Massachusetts Gaming Act, which totals approximately \$750,000, distribute grants of \$2250 as supplemental operating support to Portfolio and Gateway organizations. We recognize that this amount is small, and will not make a strategic difference to grantees, but we believe that there is a positive message that is sent by Mass Cultural Council providing additional financial support to all of our grantee organizations. Many of our smallest grantee organizations will not be able to benefit from the provisions of the CARES ACT. For those organizations, even a \$2250 grant will be useful, and the message that we see them as important partners in the cultural sector will be meaningful.

Overview of CARES Act benefits for nonprofits:

- Paycheck Protection Program Loans
- Economic Injury Disaster Loans (EIDL)
- Charitable Giving Incentive
- Employee Retention Payroll Tax Credit
- Delayed Payment of Payroll Taxes
- Economic Stabilization Fund
- Expanded Unemployment Insurance
- Paid Leave Mandates



Power of culture

To: Mass Cultural Council
From: Anita Walker, Dave Slatery, Jen Lawless
Date: April 7, 2020
Re: COVID-19 Relief Fund for Artists and Cultural Educators

Attached please find a copy of guidelines developed by staff to implement the COVID-19 Relief Fund for Artists and Cultural Educators which designed to benefit individual artists & independent teaching artists/humanists/scientists during the COVID-19 emergency.

Please note that staff would retain the ability to modify the guidelines consistent with the parameters described in this memo (which is the same way guidelines are treated in each of the other Mass Cultural Council grant programs.)

Staff requests the Council approve the program described on the attachment. The attached guidelines reflect the comments made by the Grants Committee and have been recommended for approval by the Council. This program is a special one-time request and was developed to meet the needs of individual artists and cultural practitioners during the extraordinary conditions caused by the COVID-19 crisis.

GUIDELINES

COVID-19 Relief Fund: For Individual Artists & Independent Teaching Artists/Humanists/Scientists

Events of all types have been cancelled across Massachusetts to reduce the spread of Coronavirus 2019 (COVID-19). As a result, individuals who earn income partially or entirely through their work within the cultural sector are losing critical opportunities to support their well-being in the Commonwealth.

In response, Mass Cultural Council established the COVID-19 Relief Fund to support individual artists and independent teaching artists/humanists/scientists living in Massachusetts whose creative practices and incomes are adversely impacted by Coronavirus 2019 (COVID-19.)

Through Mass Cultural Council's COVID-19 Relief Fund, grants of \$1,000 are available to individuals who are independent contractors, freelancers, gig workers, and self-employed or sole proprietors who have lost income derived from their work as individual artists and independent teaching artists/humanists/scientists as a direct result of COVID-19 related cancellations and closures in Massachusetts.

Eligibility

You may apply for Mass Cultural Council COVID-19 Relief funding if you are:

1. An individual artist working in any artistic discipline. Artist here is defined broadly to include, but is not limited to artists such as musicians, theatre artists (including those that work on sound, lighting, and costume design), photographers, puppeteers, crafts artists, painters, poets and authors, vocalists, folk and traditional artists, dancers, etc.

OR

2. An individual teaching artist, humanist, or scientist who promotes education in the arts, humanities, or interpretive sciences to people of any age, who typically works in schools or other educational settings.

AND you meet all four of the following requirements:

- You are 18 years or older.
- You are a legal resident of Massachusetts. We define "legal resident" as someone who meets the definition of a "full-year resident" in the Massachusetts tax code. [Visit the Mass Department of Revenue web site to learn more.](#)

- You have reported taxable income related to earnings working as an individual artist and/or as an individual teaching artist, humanist, scientist in your most recent tax return.
- The income you reported earning as an individual artist and/or as an individual teaching artist, humanist, scientist in your most recent tax return represented more than 25% of your total income from all sources.
- You can demonstrate at least \$1,000 of lost income directly related to COVID-19 that is not eligible to be recouped through [Massachusetts unemployment benefits](#). This could include lost revenue due to:
 - Canceled jobs/gigs, classes, performances, exhibitions, shows, residencies, etc.
 - Organizational closures and/or suspended operations
 - Lost sales, commissions, vendor fees from cancelled markets, events, exhibitions, etc.

Applicants may submit one application and will only be awarded one grant during this current FY20 grant opportunity.

Use of Funds

The use of grant funds is unrestricted. The grant is meant to recoup financial losses demonstrated in the application.

Grant Awards, Distribution, and Review

The Mass Cultural Council will award at least 225 \$1,000 grants. If outside funding available becomes available, we will increase the number of grants awarded.

To ensure geographic diversity, grants will be awarded by region proportional to the region's application demand. The regions are as follows:

- Greater Boston
- Central
- Metrowest
- Northeast
- Southeast
- Western

For example, if applications from the Southeast region make up 15% of the total applications received, the Southeast region will be allocated roughly 15% of the grants made.

Within each region, awards will be made to eligible applicants using a randomized selection process.

Grant Payment

In order to receive a grant, grantees must complete the following documentation, and print, sign, and return originals by mail to Mass Cultural Council:

- One-page State Contract
- Electronic Funds Transfer form
- W-9

All the necessary documents will be emailed directly to grantees to complete. Grantees that do not have a bank account that the funds can be transferred to, can notify the Contract Officer at the time of award notification in order to request a mailed check.

Please be aware, grants may be considered taxable income and individuals should seek guidance from their tax professionals/accountants about tax and reporting requirements.

Electronic deposits will be made to the grantee's account (or a check will be mailed) 20 to 45 days after the grantee returns their contract. The Mass Cultural Council will make every effort to expedite payments as quickly as possible.

Requirements

Grantees do not have any formal reporting requirements. In order to continue our advocacy efforts, we will send optional surveys to grantees over time to help tell the story of impact that COVID-19 has had on the cultural sector.

Timeline

April 7:	Council votes to approve program
April 8:	Guidelines posted and application opens
April 15:	Staff review regional distribution of applications and do additional outreach if necessary
April 22:	Deadline to apply
April 27:	Awards finalized; email notifications sent
May 4:	Contracts sent out



Power of culture

To: Mass Cultural Council
From: Anita Walker, Dave Slatery, Jen Lawless, Erik Holmgren
Date: April 7, 2020
Re: Social Prescription Pilot Program COVID-19 Update

This program was previously recommended for approval by the Grants Committee on March 3 and was slated to be submitted for approval to the Council on March 13 before that meeting had to be canceled due to the COVID-19 emergency. (A copy of the original but now superseded memo is attached to describe the program)

Since March 13, COVID-19 has had a tremendous impact on our sector and we have heard from more than 500 organizations through surveys, zoom chats and email, and each and every one is being affected in different ways by the current environment. As it directly relates to the Social Prescription Expression of Interest, we have heard from organizations that are ready and able to think ahead and do programmatic planning and we have heard from organizations who are in no position to plan for the future as the present circumstances threaten their sustainability.

With this in mind, we are proposing that we accept applications on a rolling basis through May 31. We feel this will enable organizations to better engage in visioning their work in this changed world and it will allow for us to update expectations for the timeline of the funding and work within the grant program when the environment is more stable. Following the May 31 deadline, we anticipate growing the program incrementally from the 8 organizations that are currently involved in the pilot to approximately 12 total organizations using the same process outlined in the previous memoranda to the Council. Given the current conditions, we are proposing only reserving \$120,000 of the Chapter 23K funds (originally, we had proposed spending \$860,810 for the program in 2020) for the purposes of growing what is an exciting and essential stream of work.

Prepared on 4/8/20

The Grants Committee reviewed and recommended this revision of their earlier recommendation of this program. This revision to the previous recommendation was necessitated by the need to re-allocate resources to other initiatives during the pendency of the current COVID-19 crisis. We request the Council approve this revised version of the Social Prescription Pilot.



Power of culture

ATTACHMENT TO APRIL 7 MEMO

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

PREVIOUS MEMO-SUPERSEDED BY APRIL 7 MEMO (INCLUDED FOR CONTEXT)

people of Massachusetts and the fiscal health of our non-profit cultural organizations.

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

PREVIOUS MEMO-SUPERSEDED BY APRIL 7 MEMO (INCLUDED FOR CONTEXT)

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.

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.

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- 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.

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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

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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

To: Mass Cultural Council
From: Anita Walker, Dave Slatery, Jen Lawless, Sara Glidden
Date: April 7, 2020
Re: Gaming Mitigation Program.

Staff has elsewhere requested all of the funds available for the Gaming Mitigation program (including amounts collected through February 29) be deployed in the current grant cycle raising the size of the pool for this program in 2020 from \$2.59 million to \$3.34 million.

Also, in order to get the grant funds into the hands of grantees quickly, staff is requesting the ability to provide the Gaming Mitigation Program grants within two weeks after the deadline for responses on April 17 without the need to come back to Grants Committee and the Council to vote on the final list. This would apply to this year's grant cycle only.

Grant amounts are proposed to be determined by staff as follows:

The maximum grant amount and the minimum grant size needed to qualify for funding will be determined by the Executive Director with input from staff after the applications are all submitted. Any caps or minimums that are set will be determined depending on the amount of funding available, the number of applicants to the pool, and the need to target funding to those most directly impacted by the operation of resort style casinos. Because this is the first time the Council will run the formula, we need the application data in hand to make these kinds of determinations.

Staff will share the final Gaming Mitigation grant list with the Council by email prior to notifying the grantees.

These changes are one-time requests to meet the exigencies of our organizations during the COVID-19 crisis and were approved by the Grants Committee. Staff requests the Council to approve the proposed modifications to the program.