

Recommendations

The Commission calls for the **timely release** of significant funds of \$575,000,000 from the states' American Rescue Plan funding to begin to rebuild the Commonwealth's Arts and Culture future over the next 4 years.

American Rescue Plan Funding:

- Create Recovery and Reopening Grant Programming - \$375 million
 - o \$75 million for grant funding to independent, for-profit venues, and cultural service organizations to support recovery and stabilization funding, prevent closures, rebuild and reopen distributed by Mass Cultural Council
 - o \$100 million for grant funds to individual, practicing artists to support their career recovery and professional development distributed by Mass Cultural Council
 - Including ease of application process to remove barriers to more artists, ensuring equity
 - Any grant funding tool should ensure access for BIPOC, non-English speaking, and diverse immigrant communities
 - o \$100 million for grant funding for non-profit and municipal performing arts organizations, cultural service organizations, and venues to support recovery and stabilization funding to prevent closures, rebuild and reopen distributed by Mass Cultural Council
 - o \$100 million for grant funding for museums, visual arts, humanities, cultural service organizations, and cultural heritage organizations to support recovery and stabilization funding to prevent closures, rebuild and reopen distributed by Mass Cultural Council

- Invest in a Statewide Marketing Campaign - \$40 million
 - o \$40 million for the creation and implementation of an industry collaborated, statewide marketing campaign funded over 4 years by the Massachusetts Office of Travel and Tourism
 - The tourism industry is made up of the arts, culture, hospitality, travel and dining sectors and needs a marketing campaign that acknowledges that these sectors exist in relation to each other and promotes the industry in its entirety
 - This broad marketing must be geographically representative and promote both popular and lesser-known community attractions and a variety of communication vehicles. The purpose of this campaign is to promote all aspects of the creative and cultural sector and encourage culturally and linguistic diversity, and racial equity
 - The development of the campaign should be done in collaboration with the Mass Cultural Council and other arts and tourism stakeholders

COVID-19 Cultural Impact Commission

- Invest in Infrastructure and Equipment Upgrades - \$60 million
 - \$20 million to create targeted grant funding through the Cultural Facilities Fund
 - For organizations to create or upgrade virtual programming options, which could better allow them to monetize on this more professionalized programming
 - These grants could include infrastructure upgrades, such as new computer systems, camera and videorecording systems, audio solutions, and software that allows for both more seamless hybrid programming, and new digitally targeted programming
 - \$20 million to create grants for non-profit infrastructure and equipment grant programs to assist in infrastructure costs to safely and sustainably reopen distributed by Mass Cultural Council
 - \$20 million to create grant opportunities through the Massachusetts Office of Travel and Tourism to assist with facility upgrades

- Programming to Encourage Workforce Development, Youth Education, and Community Development - \$100 million
 - \$25 million for Organizational Business Development for non-profit arts organizations
 - For Mass Cultural Council to develop and oversee a new capacity-building grant program in order to help cultural organizations and artists operate more efficiently and thrive professionally. These grants can fund items such as staffing, consultants, plans, software, and hardware
 - Current funding model for non-profits industry means cash reserves are often used to keep the doors open, through capacity building grants organizations can become less reliant on fundraising operations to stay afloat
 - \$25 million for community development
 - Fund the support of creative placemaking (festivals, street fairs, etc.) and public art with an emphasis on historically underserved communities through Mass Cultural Council, the Commonwealth's state-designated Cultural Districts and the Local Cultural Council network
 - Create incentives for developers to create artists live/work spaces, including an accountability factor of reciprocity to the communities in which they are given the opportunity to build, and from whom they profit

COVID-19 Cultural Impact Commission

- \$50 million to create subsidized arts programming for youth to promote accessibility to arts and cultural centers.
- Increase funding to the Department of Elementary and Secondary Education to support professional development for arts educators and arts administrators
 - Create programming to enhance staff training and retention
- Promotion of collaborations and partnerships with numerous museums, art organizations, other non-profit organizations is a way of developing more holistic programs to serve the community and increasing the number of people served

Investment in Arts Education

- Recommend that the Department of Elementary and Secondary Education allocate a portion of its Elementary and Secondary School Emergency Relief Funding to arts education programs, professional development for arts educators, and support for the safe reopening of arts spaces in public schools.
- Recommend to the Department of Elementary and Secondary Education that the Department provide information and technical assistance to school districts regarding arts education as an eligible use of ESSER III funding to support school-based performances, virtual and/or in-person field trips to cultural facilities in Massachusetts, and to provide support for innovative curriculum development and the permanent integration of technology into arts classrooms
 - Appropriate funding to support enhanced partnerships between school-based arts programs and cultural organizations and programs in the Commonwealth

Further Considerations

Diversity and Equity Commission for Cultural Sector

- Formation of a Commission to focus on issues of Diversity, Equity, Access and Inclusion within arts and cultural funding. This Commission should focus on developing best practices for the sector to improve diversity training, accessibility to arts and cultural centers for all communities, and equality of opportunity of funding resources to both creative workers and organizations.

Cultural Facilities Fund

- Increase state investment into the Cultural Facilities Fund and Mass Cultural Council over the course of 5 years to develop further development projects throughout the creative sector.

Workforce Program

- \$50,000,000 to create a workforce program that hires artists and cultural organizations to create new art across disciplines in support of community cohesion and civic engagement, reigniting economic activity in main streets and downtowns and disseminating information that addresses public health disparities.

Long-Term Funding Mechanisms

- *Explore statewide and local municipal mechanisms to increase public support and ensure stability for the arts and cultural sector long term*

S.2246, An Act to Rebuild the Commonwealth's Cultural Future

- On March 29, 2021, An Act to Rebuild the Commonwealth's Cultural Future, also known as S.2246, was referred to the Joint Committee on Tourism, Arts and Cultural Development where it awaits a hearing. The bill has almost sixty co-sponsors including 19 members of the Senate and 39 members of the House. The bill calls for the establishment of a Massachusetts Cultural Economy COVID-19 Recovery Fund and stipulates that assets for the fund shall include no less than \$200 million dollars of eligible Local, State and Federal COVID-19 recovery funds received after January 1, 2021. The fund would be administered by the Massachusetts Cultural Council. Since the bill was filed in February of 2021, Massachusetts has received an additional \$5.3 billion dollars for COVID-19 relief from the Federal Government. Therefore, in recognition of the additional funding provided by the Federal government, the Commission suggests that S.2246 be redrafted to call for a minimum funding level well above the \$200 million minimum stipulated in the current version of S.2246 and considered by the legislature as a vehicle for the funding.