



Culture Counts



Power of culture

Hannah Parker, RAW Art Works alum, with her art work



Big Picture

Work by Waltham Artist
Antoinette Winters

Mass Cultural Council Grantmaking

3

State Arts Agency Grant Making

Fiscal Year 2020

How do we compare to other State Arts Agencies across the country?

National Assembly of
State Arts Agencies
(NASAA) Report

State	Total Grants Awarded		Communities Funded	Grantees Funded
	Number	Dollars	Number	Number
Alabama	410	\$5,089,840	77	261
Alaska	193	\$1,616,733	39	151
Arizona	529	\$3,614,734	70	428
Arkansas	472	\$1,386,800	102	303
California	767	\$11,796,360	138	488
Colorado	226	\$1,577,979	58	225
Connecticut	491	\$2,546,182	94	339
Delaware	223	\$3,275,248	34	179
District of Columbia	703	\$26,296,233	6	522
Florida	473	\$6,875,634	104	444
Georgia	271	\$2,154,786	98	209
Guam	22	\$130,300	7	22
Hawaii	65	\$1,921,799	23	59
Idaho	422	\$1,200,366	66	311
Illinois	1,205	\$12,675,153	165	856
Indiana	239	\$3,511,819	60	219
Iowa	151	\$1,235,765	66	146
Kansas	103	\$705,397	44	82
Kentucky	180	\$1,218,416	58	162
Louisiana	269	\$1,993,123	68	241
Maine	188	\$609,777	63	137
Maryland	518	\$19,832,149	110	462
Massachusetts	2,097	\$13,005,953	366	1640

Mass Cultural Council Reach – Broadest in the Country

4

In FY20, we were 7th in the nation in the amount of money we granted: \$13,005,953.

We were 1st in the nation in terms of:

- The number of grants made: 2,097
- The number of communities* we reached: 366
- The number of grantees served: 1,640

*NASAA counts unique ZIP codes to stand in for “communities.” I believe there are 680 to 703 ZIP codes in use in MA. I can’t find a definitive answer

Mass Cultural Council Reach – Broadest in the Country

5

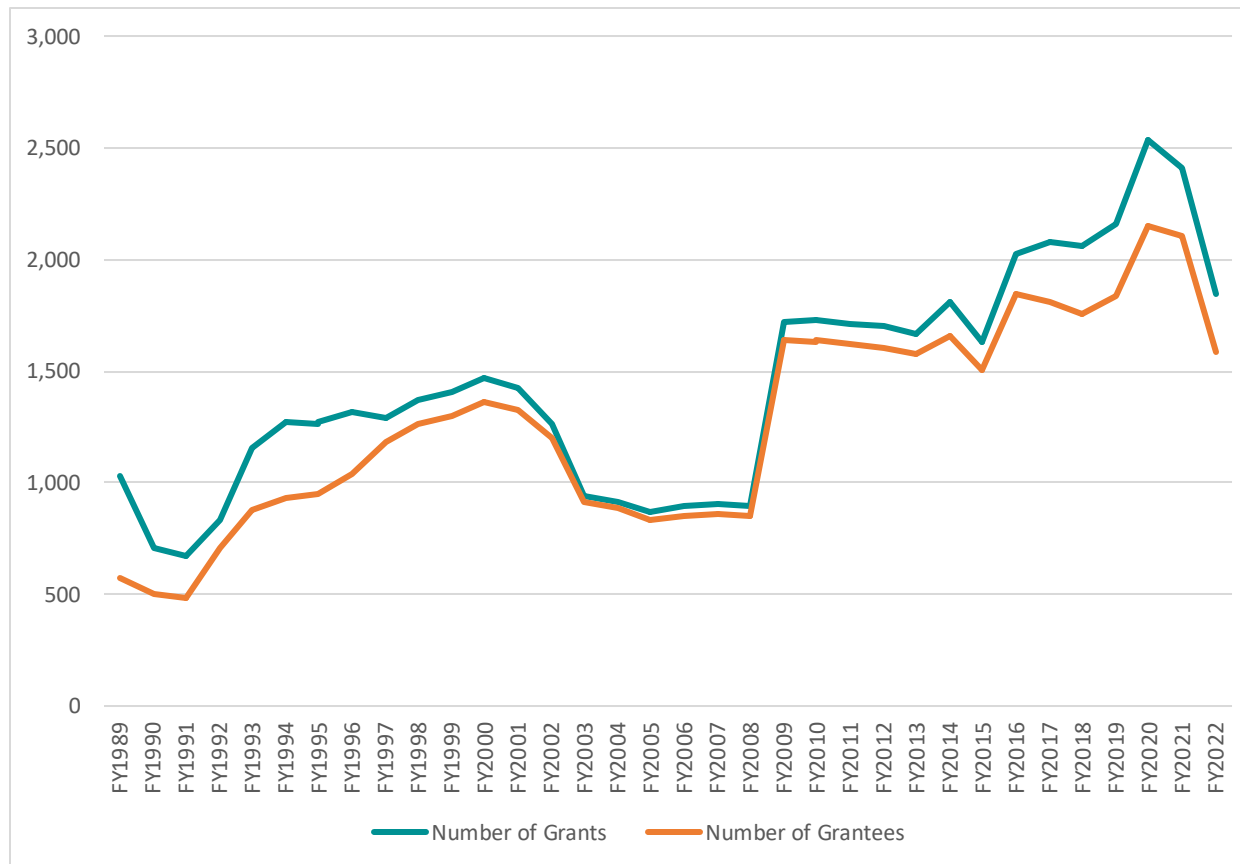
Sample FY20 State Arts Agency Grantmaking Data

State	Total Grants Awarded		Communities Funded	Grantees Funded
	Number	Dollars	Number	Number
Massachusetts	2,097	\$13,005,953	366	1640
New York	1,849	\$51,389,500	194	1187
Texas	1,818	\$10,803,851	160	780
Illinois	1,205	\$12,675,153	165	856
Tennessee	1,008	\$5,523,860	221	793
Ohio	954	\$15,394,197	201	759
Virginia	783	\$4,184,869	154	479
California	767	\$11,796,360	138	488
Michigan	724	\$10,201,795	155	495
District of Columbia	703	\$26,296,233	6	522

Note: Not all our grant making data is included in the report we submit to the NEA/NASAA, which is called the FDR. Therefore, you will see a difference in the FY20 numbers here vs the following slides.

Reach over time – Number of grants and number of grantees

6



Fiscal Year	Number of Grants	Number of Grantees	Amount Awarded
FY2022	1,847	1,586	\$22,982,500
FY2021	2,410	2,102	\$29,107,745
FY2020	2,533	2,155	\$16,717,164
FY2019	2,158	1,836	\$12,906,679
FY2018	2,057	1,754	\$11,023,635
FY2017	2,082	1,809	\$11,839,646
FY2016	2,027	1,847	\$11,709,502
FY2015	1,632	1,504	\$10,008,462
FY2014	1,811	1,659	\$9,279,729
FY2013	1,665	1,574	\$7,894,601
FY2012	1,699	1,604	\$7,934,410

In FY20 and FY21 we were running COVID Recovery grant programs that had a high number of grantees: individual relief grants and the cultural organization recovery program, which we did not run again in FY22.

FY22 Grantmaking by County

7

County	# of Applications	# of Grants	Requested Amount	Grant Amount
Barnstable	167	85	\$2,184,600	\$757,200
Berkshire	233	134	\$3,834,850	\$1,602,050
Bristol	141	81	\$2,116,750	\$1,113,050
Dukes	23	15	\$316,400	\$148,500
Essex	308	154	\$4,898,233	\$2,198,050
Franklin	161	76	\$1,832,650	\$489,750
Hampden	173	119	\$2,346,000	\$1,322,550
Hampshire	294	118	\$3,783,300	\$872,500
Middlesex	995	431	\$15,505,249	\$4,834,500
Nantucket	12	9	\$79,000	\$33,000
Norfolk	205	94	\$2,941,843	\$1,059,600
Plymouth	116	76	\$1,672,500	\$785,950
Suffolk	597	318	\$13,183,744	\$5,800,250
Worcester	230	137	\$3,886,850	\$1,965,550
	3,655	1,847	\$58,581,969	\$22,982,500

FY22 Grantmaking by Program

8

Program	# of Applications	# of Grants	Requested Amount	Grant Amount
AAPI COVID Recovery Program	60	51	\$2,700,000	\$975,350
Artist Fellowships	1800	150	\$27,000,000	\$1,300,000
CIP Gateway*	32	31	\$128,000	\$123,000
CIP Portfolio	314	313	\$12,164,700	\$6,181,600
CIP Project	222	176	\$555,000	\$431,000
Cultural District Grant	50	50	\$375,000	\$375,000
Festivals Program	370	280	\$555,000	\$420,000
Gaming Mitigation Program	39	39	\$3,675,000	\$3,675,000
Local Cultural Council Program	329	329	\$4,785,000	\$4,785,000
Social Prescription*	12	12	\$120,000	\$120,000
STARS Residencies	253	244	\$1,837,450	\$1,158,550
Supplemental Economic Recovery	42	42	\$2,805,000	\$1,582,000
Traditional Arts Apprenticeships*	12	12	\$115,819	\$100,000
Universal Participation	47	45	\$153,000	\$143,000
YouthReach*	73	73	\$1,613,000	\$1,613,000
	3,655	1,847	\$58,581,969	\$22,982,500



Application Analysis

IBA's Festival Betances

Geographic Analysis of Applications

10

What has the impact of COVID-19 been on application demand?

Are applications coming from all over the state?

Are some areas over- or under-represented?

Where should we target FY23 outreach?

How many new applicants are we reaching?

Change in applications from FY21 - FY22¹¹ by Program

You may remember last year we talked about seeing the application demand decrease between FY20 and FY21. If you look at the straight numbers for FY22 it looks like there was a continued decline:

	FY20	FY21	FY22	Change: FY21 to FY22
Applications	6,261	3,985	3,655	-330

Change in applications from FY21 - FY22¹²

However, the agency program application demand rebounded a bit:

Agency Programs	FY20	FY21	FY22	Change: FY21 to FY22
Amplify Youth Voices	18	0	0	0
Artist Fellowship	1,850	1,255	1,800	545
Big Yellow School Bus	673	0	0	0
Cultural Investment Gateway*	77	83	32	-51
Cultural Investment Portfolio	312	314	314	0
Cultural Investment Projects	222	191	222	31
Festivals	232	125	370	245
Folk Arts and Heritage*	0	29	12	-17
Gaming Mitigation	52	52	39	-13
Local Cultural Council	329	329	329	0
Cultural Districts Initiative	48	48	50	2
Music Educator and Teaching Artists (META)	85	9	0	-9
Social Prescription*	18	33	12	-21
STARS Residency	307	166	253	87
Universal Participation	67	38	47	9
YouthReach*	103	84	73	-11
	4,393	2,756	3,553	797

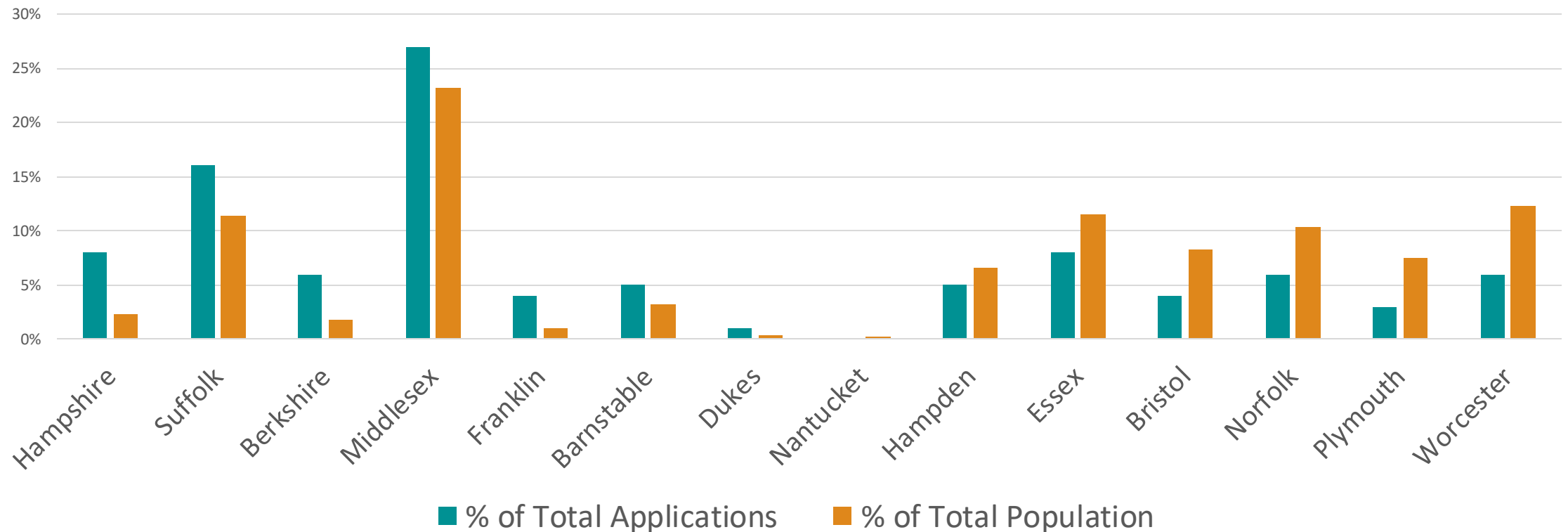
Change in applications from FY21 - FY22¹³

The overall decrease was due in large part to the Pandemic specific programs

Pandemic Programs	FY20	FY21	FY22	Change: FY21 to FY22
Cultural Organization Economic Recovery	0	425	0	-425
COVID-19 Relief Fund for Individuals	1,868	804	0	-804
AAPI COVID Recovery Program	0	0	60	60
Supplemental Economic Recovery	0	0	42	42
	1868	1229	102	-1,127

Demand by County Compared to Population¹⁴

The difference between the % total application the % total population is no greater than 6% for all counties. In Hampshire County % total applications is 6% above % total population (+6%), whereas in Worcester it is 6% below (-6%).



Change in Demand by County FY21 to FY22

15

County	# of FY21 Applications	% of Total FY21	# of FY22 Applications	% of Total FY22	Change
Barnstable	204	5%	167	5%	0%
Berkshire	230	6%	233	6%	0%
Bristol	183	5%	141	4%	-1%
Dukes	44	1%	23	1%	0%
Essex	323	8%	308	8%	0%
Franklin	129	3%	161	4%	1%
Hampden	167	4%	173	5%	1%
Hampshire	265	7%	294	8%	1%
Middlesex	995	25%	995	27%	2%
Nantucket	29	1%	12	0%	-1%
Norfolk	248	6%	205	6%	0%
Plymouth	135	3%	116	3%	0%
Suffolk	798	20%	597	16%	-4%
Worcester	246	6%	230	6%	0%

There was not much change in demand by county in terms of the percent of the application pool each made up. The biggest change in demand was a 4% decrease in Suffolk County.

We did not see much movement in application demand from the counties we were targeting in FY22 (highlighted orange).

New Applicants

How many Applicants are first time applicants to the agency? How successful are they?

16

The following programs had open cycles in FY22.

Program	Total # of Applications	% New Applicants	New Applicant Success Rate	Return Applicant Success Rate
AAPI COVID Recovery Program	60	72%	81%	94%
Artist Fellowships	1800	31%	9%	8%
CIP Project	222	26%	67%	84%
Festivals Program	370	38%	79%	74%
Gaming Mitigation Program	39	3%	100%	100%
STARS Residencies	253	3%	100%	96%
Supplemental Economic Recovery	42	10%	100%	100%
Universal Participation	47	2%	100%	96%
	2,833	29%	31%	39%

Note: If you exclude individuals, the success rate for new organizational applicants is 78% compared to 87% for returning organizational applicants.

New Applicants - Context

17

The data in the grants management system goes back to FY04. Over the past 18 years:

- **4,602 organizations have submitted applications.** 4,009 (87%) received at least one grant.
- **13,697 individuals have submitted applications.** 5,104 (37%) individuals have received at least one grant.



Grant Analysis

Student performing at 2018 Boston Public Schools Citywide Arts Festival on Boston Common. Photo: Elliot Haney.

Grant Applications Compared to Approvals by County

19

County	# of Applications	% of Total	# of Grants	% of Total	Difference: % Request and % Grants
Barnstable	167	5%	85	5%	0%
Berkshire	233	6%	134	7%	1%
Bristol	141	4%	81	4%	1%
Dukes	23	1%	15	1%	0%
Essex	308	8%	154	8%	0%
Franklin	161	4%	76	4%	0%
Hampden	173	5%	119	6%	2%
Hampshire	294	8%	118	6%	-2%
Middlesex	995	27%	431	23%	-4%
Nantucket	12	0%	9	0%	0%
Norfolk	205	6%	94	5%	-1%
Plymouth	116	3%	76	4%	1%
Suffolk	597	16%	318	17%	1%
Worcester	230	6%	137	7%	1%
	3,655		1,847		

How successful are applicants? Is there a difference by county?

There is no significant difference in success rates between counties

Middlesex is slightly less successful but also has the highest demand.

New Grantees

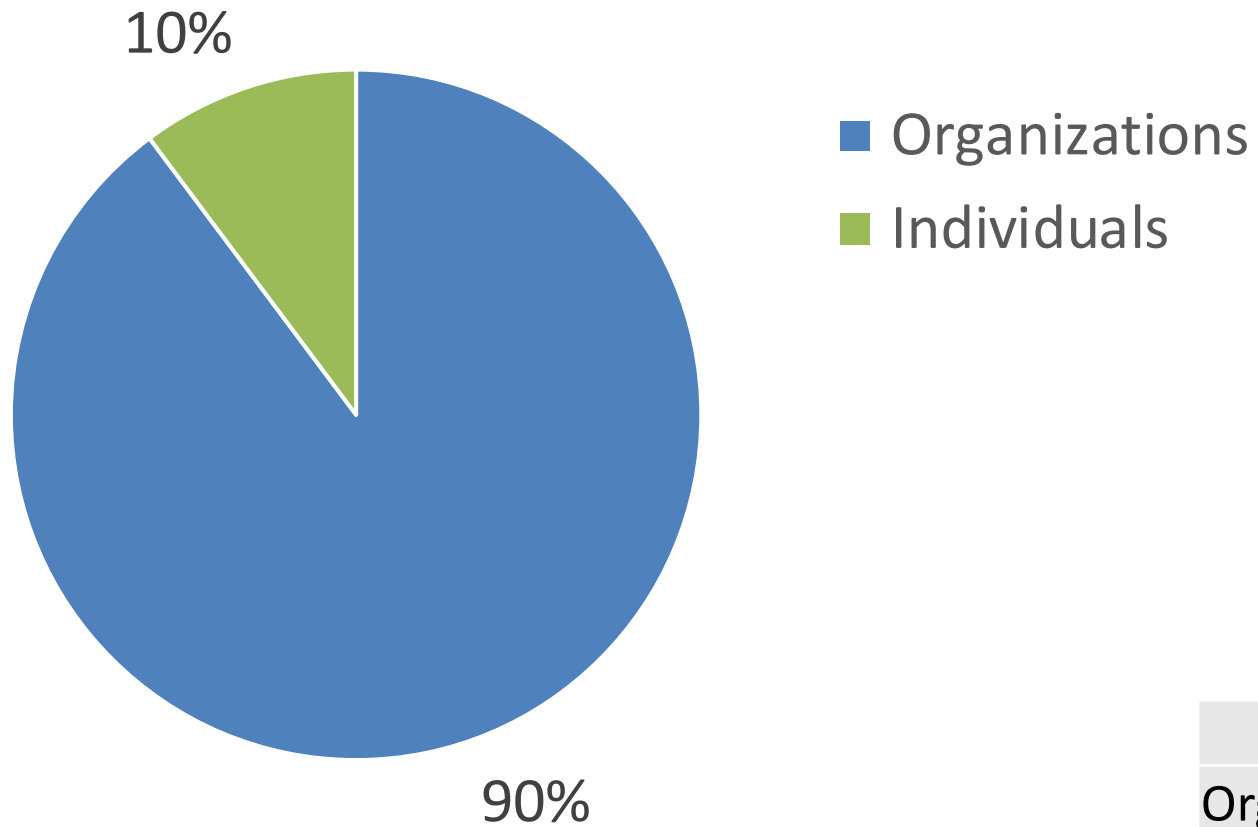
20

How many grantees got their first Mass Cultural Council grant in FY22?

Program	Total # of Grants	# New Grantees	% New Grantees
AAPI COVID Recovery Program	51	36	71%
Artist Fellowships	150	105	70%
CIP Project	176	44	25%
Festivals Program	280	120	43%
Gaming Mitigation Program	39	1	3%
STARS Residencies	244	8	3%
Supplemental Economic Recovery	42	10	24%
Universal Participation	45	2	4%
	1,027	348	34%

FY22 Grantees

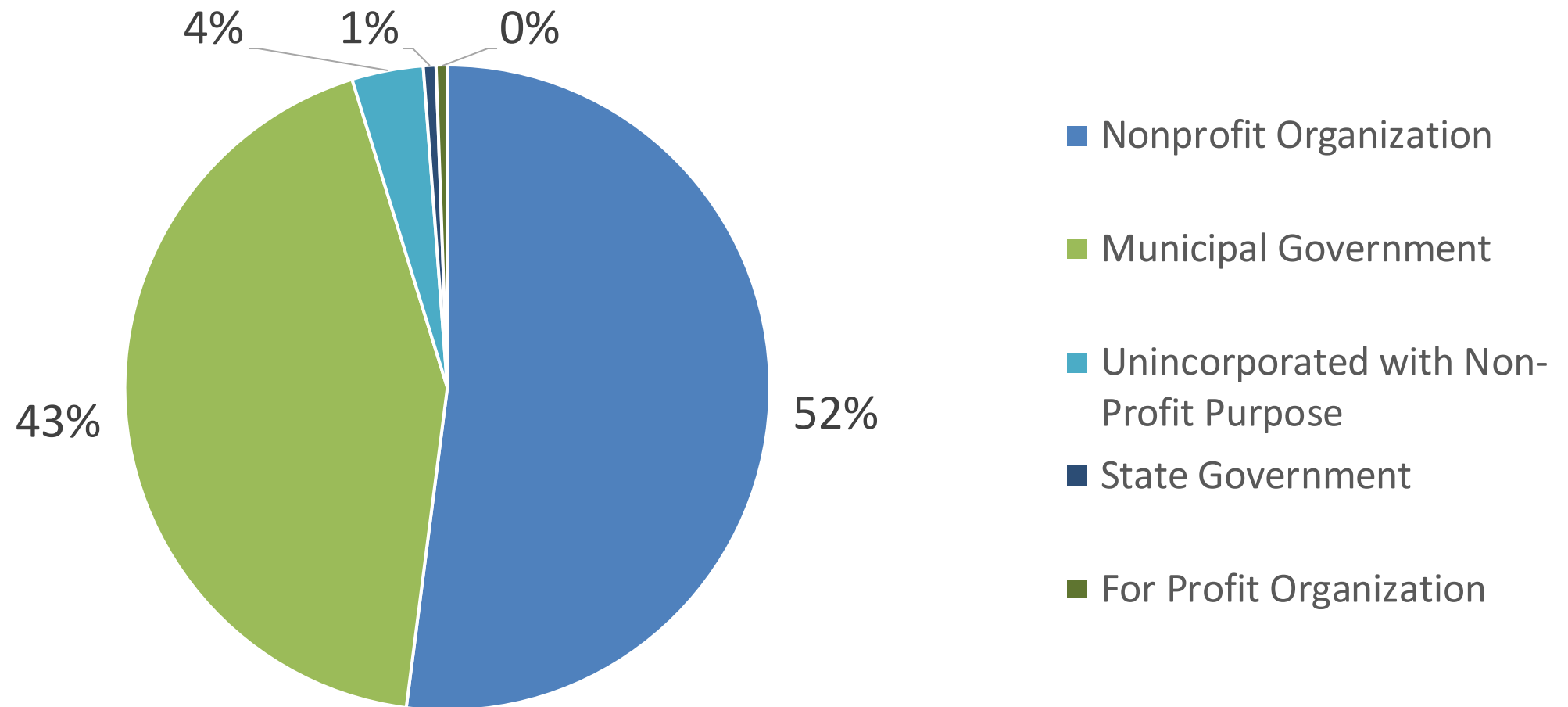
21



	Number of Grantees
Organizations	1,424
Individuals	162
	1,586

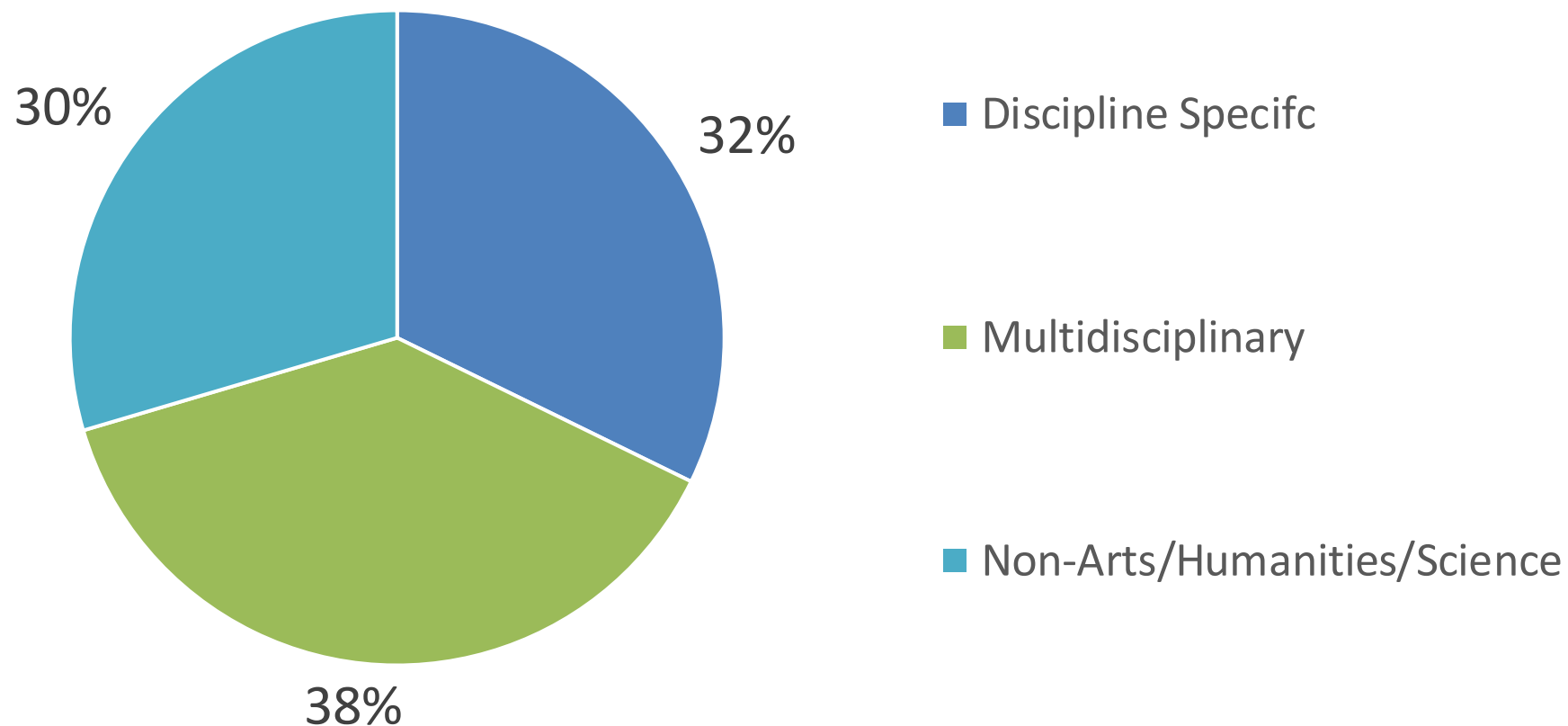
Organizations by Legal Status

22



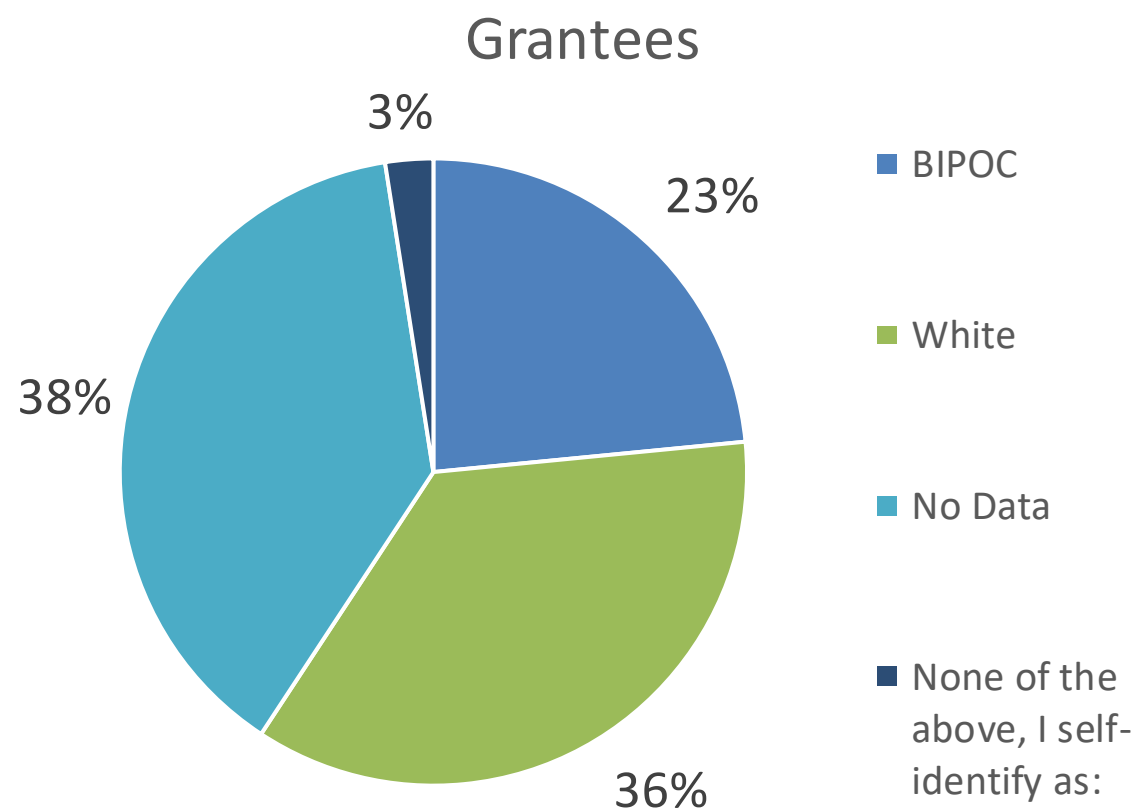
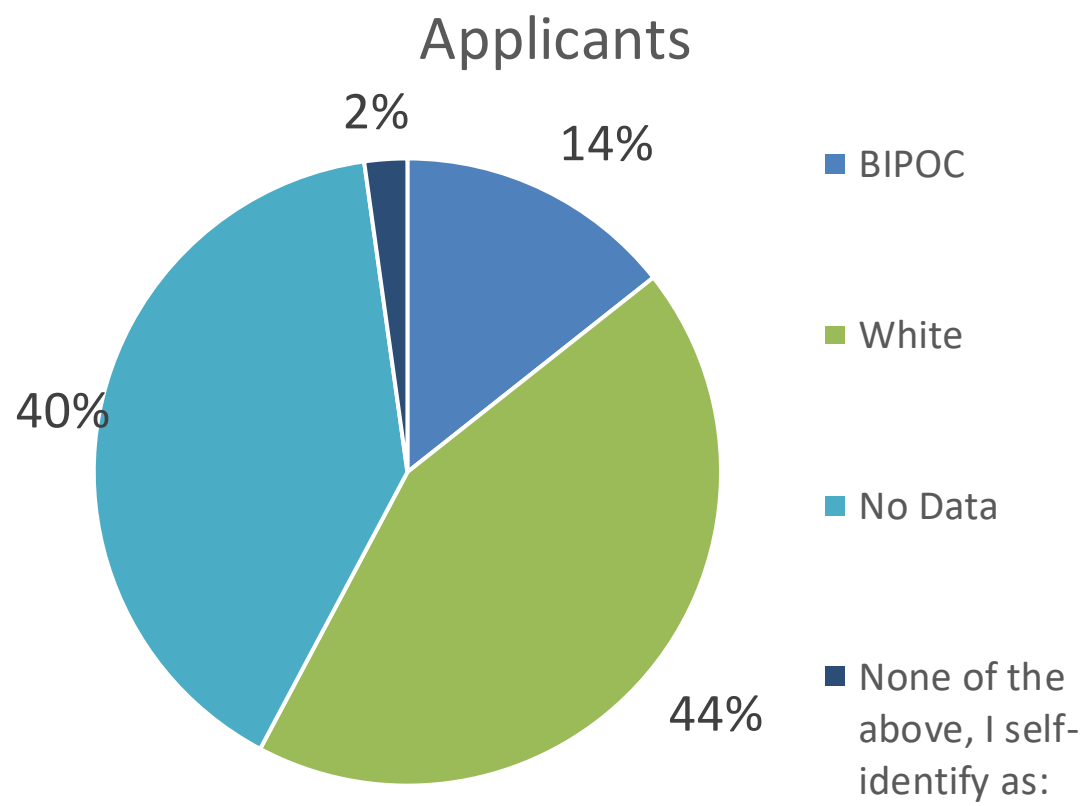
Organizations by Discipline

23



Individuals: Race/Ethnicity

24



Focus for FY23

25

- Pandemic Recovery Programs
- Continuing progress on Race Equity Plan
- Strategic Plan



Program Snapshots FY23

*Performance by
ANIKAYA Dance Theater*



Artist Fellowships

27

Temporarily pause Artist Fellowships for FY23 to:

- Administer Pandemic Recovery Program for individuals
- Redesign and expand Artist Fellowships as part of racial equity review and scaling for relaunch of program in FY24

Cultural Investment Portfolio

28

- Administer Pandemic Recovery Program for Organizations
- Equity Impact Points will be in effect for FY23 CIP Portfolio grant amounts
- Continuing work on redesigned Portfolio guidelines
- Maintain funding for current Gateway grantees

Festival and Project Grants

29

- Combining into one program in FY23
- Incorporating Racial Equity considerations in Design
- Proposing \$2,500 grant amount

Cultural District Grants

30

- Further streamline grant making and reporting for districts
- Review and revise Designation and Redesignation guidelines, likely going to extend the period of designation

STARS Residencies

31

- Allow cultural partners to apply directly, still limit one residency per school
- Scaling the number of programs funded
- Prioritizing BIPOC and under resourced communities as well as new applicants
- Setting \$2,500 as new minimum grant size

YouthReach

32

- Increase number of FY23 - FY25 YouthReach grantees (specific proposal for August)
- Review and redesign YouthReach as part of racial equity work to create more frequent on-ramps for new applicants and simplify the process for all

Social Prescription

33

- Support the current cohort for another year
- Design a field guide
- Identify partner in FY23 year to take over the program in FY24

Universal Participation (UP)

34

- Consolidate all the 4 UP program to focus on the Innovation & Learning Network and a redesigned Innovation Fund Grant.
- Innovation Fund Grant becomes an annual grant to UP Designated organizations restricted to equity and access projects, trainings, professional development, programs etc.



Questions and Discussion

*Odaiko New England performance of
Taiko Drumming*