Power of Culture

From WARM & FUZZY FEELS by Chanel Thervil, image courtesy of The Boston Children’s Museum
FY22 Priorities

Increase investment in a cultural sector still reeling from the impacts of the COVID-19 pandemic

• Do so while keeping admin simple for grantees and us and maximizing service delivery and constituent support

Racial Equity

• Launch Racial Equity Plan and actions and begin work on designing learning cohort

Operational Improvements and Efficiencies

• Launch new Grants Management/Customer Relationship Management system
• Increase capacity of fiscal team and improve systems for reporting, compliance, and making payments
• Invest in dedicated HR Director
Mass Cultural Council Budget: Fiscal Year 2022

Total: $28,960,206

*State Appropriation: $21,375,000

NEA Grants: $1,852,246

*Gaming Funds: $5,155,675

Other funds: $577,285

*State Appropriation includes $1.38 million in earmarks including $1 million for a new program and $.38 million of passthrough funds

**Gaming funds include funds the Council has voted to allocate as well as anticipated revenue from collections for the year
Summary of Legislative Language

1. Align spending with strategic plan
2. Invest 75% of state appropriation into grant spending
Amount Granted: FY21 and FY22

**Total Grantmaking** (Including Gaming, Cares Act Funds, and Earmarks)

*FY21: $29.6 million  
FY22: $24.0 million

*FY21 includes $10 million in onetime Federal Cares Act money received through Executive Office of Housing and Economic Development.
Total Grantmaking:
Percentage of Appropriation Spent on Grants

Total in Grants = $24 million

112% of the FY22 State Appropriation is expected to be awarded in grants.
Amount Granted: FY21 and FY22

State Appropriation Grantmaking (Excluding Gaming and CARES Funds, and Earmarks)

FY21: $16.3 million
FY22: $17.9 million
State Appropriation Grantmaking:
Percentage of Appropriation Spent on Grants

- Grants: 89%
- Non-Grants: 11%
FY18 – FY22* Strategic Plan Goals

Enriching Communities: Amplify cultural vitality in cities and towns through integrated community-focused grants, initiatives, and advocacy.

Growing the Economy: Enhance the Commonwealth’s economic vitality by helping artists and cultural organizations thrive.

Advancing Inclusion and Equity: Promote more diverse and inclusive participation in the cultural sector by ensuring equity in policies, practices, and opportunities.

Empowering a Creative Generation: Enhance creative learning experiences in schools and communities that instill agency in, and support the growth of, creative, productive, independent-minded young people.

Building Internal Capacity: Strengthen Mass Cultural Council’s internal capacity to deliver the highest quality services to constituents and enable the agency to effectively fulfill its mission.

*Pending approval, Strategic Plan will be extended one year to FY23
Enriching Community

Services

• Community check-ins and webinars
• Regional gatherings for Local Cultural Councils and cultural districts
• Cultural district speaker series
• Marketing and audience development workshops for festivals
## Enriching Community Grants

<table>
<thead>
<tr>
<th>Community</th>
<th>FY21</th>
<th>FY22</th>
<th>Change</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural District Grants</td>
<td>$397,500</td>
<td>$412,500</td>
<td>4%</td>
<td>Increased grants from $5k to $7.5k in FY21 for COVID. Keeping that increase for FY22.</td>
</tr>
<tr>
<td>Local Cultural Councils</td>
<td>$4,350,000</td>
<td>$4,785,000</td>
<td>10%</td>
<td>All LCCs see increase. Minimum increased from $4,800 to $5,000</td>
</tr>
<tr>
<td>Festivals</td>
<td>$50,000</td>
<td>$300,000</td>
<td>500%</td>
<td>In FY21 ran a limited cycle due to COVID. FY22 represents a 200% increase from the last full cycle in FY21. Grants are increasing from $500 to $1,500.</td>
</tr>
<tr>
<td>MassHumanities</td>
<td>$686,191</td>
<td>$754,886</td>
<td>10%</td>
<td>Formula</td>
</tr>
<tr>
<td>New England Foundation for the Arts</td>
<td>$60,000</td>
<td>$60,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>Total</td>
<td>$5,543,691</td>
<td>$6,312,386</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>
Advancing Inclusion and Access

Services

• Implementation of Racial Equity Plan
• Development of Cultural Equity Learning Cohort program
• Film project highlighting Massachusetts folk and traditional artists
• Universal Participation (UP) Innovation and Learning Network
• UP Office hours
## Advancing Inclusion & Access Grants

<table>
<thead>
<tr>
<th>Access and Inclusion</th>
<th>FY21</th>
<th>FY22</th>
<th>Change</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Arts Apprenticeships</td>
<td>$100,000</td>
<td>$100,000</td>
<td>0%</td>
<td>Second year of funding</td>
</tr>
<tr>
<td>Cultural Investment Portfolio Projects grants</td>
<td>$350,000</td>
<td>$487,500</td>
<td>39%</td>
<td>Increase the number of awards</td>
</tr>
<tr>
<td>UP Innovation Fund</td>
<td>$81,000</td>
<td>$90,000</td>
<td>11%</td>
<td>Increase the number of awards</td>
</tr>
<tr>
<td>Innovation and Learning Network (ILN) stipend</td>
<td>$30,000</td>
<td>$50,000</td>
<td>67%</td>
<td>Increasing from $3,000 to $5,000 per org</td>
</tr>
<tr>
<td>LEAD Conference Professional Development Grants</td>
<td></td>
<td>$15,000</td>
<td></td>
<td>Did not run in FY21, restarting the program</td>
</tr>
<tr>
<td>Network for Arts Administrators of Color</td>
<td>$35,000</td>
<td>$35,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>Cultural Equity Learning Community</td>
<td>$50,000</td>
<td>$50,000</td>
<td></td>
<td>Second year funding For specific project</td>
</tr>
<tr>
<td>Social Prescription Pilot</td>
<td>$64,753</td>
<td>$120,000</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>$646,000</strong></td>
<td><strong>$947,500</strong></td>
<td><strong>47%</strong></td>
<td></td>
</tr>
</tbody>
</table>
Growing the Economy

Services

• Professional development and capacity building workshops for artists
• Capital planning workshop for organizations
• Small shop workshops for cultural organizations
• Data Arts workshop
## Growing the Economy Grants

<table>
<thead>
<tr>
<th>Economy</th>
<th>FY21</th>
<th>FY22</th>
<th>Change</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist Fellowships</td>
<td>$600,000</td>
<td>$1,300,000</td>
<td>117%</td>
<td>Doubling the number of artists receiving funds. Increase finalist award from $1,500 to $5,000</td>
</tr>
<tr>
<td>Cultural Investment Portfolio Grants</td>
<td>$5,626,000</td>
<td>$6,181,600</td>
<td>10%</td>
<td>Increase for almost every org</td>
</tr>
<tr>
<td>Cultural Investment Portfolio Gateway Grants</td>
<td>$112,000</td>
<td>$128,000</td>
<td>14%</td>
<td>Increase grants from $3,500 to $4,000</td>
</tr>
<tr>
<td>Media Partnerships</td>
<td>$130,000</td>
<td>$130,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>MassCreative</td>
<td></td>
<td>$15,000</td>
<td></td>
<td>New, for specific project</td>
</tr>
</tbody>
</table>

**Total** $6,468,000 $7,754,600 20%
Empowering a Creative Generation

Services

• META Fellowship and support of multidisciplinary teaching artists

• Work with Youth Arts Impact network to support and cultivate new Creative Youth Development programs

• Partner on Arts Integration Leadership Conference with Lesley University, Arts | Learning, and DESE

• Creative Youth Development (CYD) Black Indigenous People of Color (BIPOC) Alumni Council development
# Empowering a Creative Generation Grants

<table>
<thead>
<tr>
<th>Youth</th>
<th>FY21</th>
<th>FY22</th>
<th>Change</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouthReach</td>
<td>$1,480,000</td>
<td>$1,613,000</td>
<td>9%</td>
<td>Increase in grant amount</td>
</tr>
<tr>
<td>STARS Residencies</td>
<td>$1,150,000</td>
<td>$1,265,000</td>
<td>10%</td>
<td>Increase number of grants and increased per session amount for cultural partners</td>
</tr>
<tr>
<td>Poetry Out Loud</td>
<td>$20,000</td>
<td>$20,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>Big Yellow School Bus</td>
<td>$0</td>
<td>$0</td>
<td></td>
<td>Continuing COVID-19 related pause</td>
</tr>
<tr>
<td>Mass History Day</td>
<td>$20,000</td>
<td>$20,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>Johnson String Project</td>
<td>$30,000</td>
<td>$30,000</td>
<td>0%</td>
<td>Maintaining</td>
</tr>
<tr>
<td>Arts</td>
<td>Learning</td>
<td>$30,000</td>
<td>$8,000</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Total for all programs:**

|                  | $2,700,000 | $2,956,000 | 9%    |                                                            |


Looking Ahead to FY23

While delivering our FY22 grants and services, we will be evaluating and planning for FY23

All Departments

• Racial Equity Plan

Racial Equity/Universal Participation

• Racial Equity Plan
• Scale up Universal Participation (UP) and build Cultural Equity Learning Module
Planning for FY23

Communities
- Rural data collection/convenings/correction proposal
- Revise Festival Funding Guidelines
- Deepening work with Local Cultural Council’s
- Research and Data Collection for elevating Community Development as Strategic Plan Focus Area

Public Affairs
- Develop consolidated awards/advocacy event proposal
- Develop multi-year funding goal messaging and advocacy campaign
Planning for FY23

Youth

• Analysis and/or redesign of Social Prescription program
• Analysis and/or redesign of Creative Youth Development (CYD) Black Indigenous People of Color (BIPOC) Youth Alumni Council
• Research and Data Collection for elevating Arts Education as Strategic Plan Focus Area

Cultural Investment Portfolio

• Review Portfolio/Gateway programs - launch new/revised Portfolio/Gateway
• Scale Capacity Building grants
Planning for FY23

Artists

• Develop capacity building grants

Cultural Facilities Fund

• With Artists, Research and Data Collection for elevating Artist infrastructure as Strategic Plan Focus Area