

Gaming Mitigation Program



FY23 Cycle
Info Session

Welcome & Introductions

2



Lillian Lee
Program Officer



Sara Glidden
Program Manager

Gaming Mitigation Program Goal

3

Goal

The Gaming Mitigation Program, established by MGL Section 59 Chapter 23K, aims to **mitigate a direct threat to the sustainability of non-profit and municipal performing arts centers** in Massachusetts by providing capital to preserve their ability to compete in a new, unbalanced marketplace.

Got Questions?

4

Submit questions using the Q&A feature when the presentation hits the related topic.

Questions will either be answered through the Q&A or asked out loud for the larger group.

Also, feel free to call or email after today's session!

NOTE: This presentation is a supplement to the guidelines

Agenda

5

1. Eligibility
2. Touring Credentials
3. Application Walkthrough
4. Review Process & Timeline
5. Additional Q&A



First Generation at KO Festival of Performance

Eligibility

Eligibility Criteria

7



Sutton Foster sings in a performance presented by Celebrity Series.

- Applicants must be a performing arts center.
- Applicants must be a non-profit (which can include cultural affiliates) OR municipally owned.
- Applicants must present touring shows or artists.

PERFORMING ARTS CENTER

8

Performing Arts Centers are defined for this program as:

- Having a **primary mission** to promote access, diversity, or education in the arts, humanities, or interpretive sciences.
- Committing **50% or more of their operating expenses** to the performing arts.
- There is **no requirement to own a venue**.

Fully-Cultural Massachusetts NON-PROFITS

9

In addition to the mission and performing arts expense requirements **all non-profit performing arts centers MUST be legally recognized as a Massachusetts 501(c)3 non-profit in good standing** with the Commonwealth.

This includes non-profits managed by a separate, non-profit managing entity with a long-term contract, lease, or deed articulating their management responsibilities.

Non-fully-cultural Massachusetts non-profits might be eligible as a CULTURAL AFFILIATE. 10

Cultural Affiliates are semi-independent performing arts centers that operate under a non-profit parent organization.

In addition to the mission and performing arts expense requirements, cultural affiliates must:

- **Manage their own budget.**
- Have at least **one full-time, paid staff** position dedicated solely to the performing arts center/cultural affiliate.
- Have its own **advisory board**.

Massachusetts MUNICIPALITIES can own a PERFORMING ARTS CENTER.

11

- Performing arts centers managed by the municipality itself.
- Performing arts centers managed by an eligible managing entity.
- **Eligible Managing Entities** can be non-profit or for-profit but must have a long term (at least 5 years) contract, lease, or deed articulating their management responsibilities.
- **Ineligible Managing Entities** are or operate under the direction of resort-style or slot parlor casinos.

To be eligible,
Performing Arts Centers **MUST**
Present TOURING SHOWS or ARTISTS.

12

- Touring shows or artists must be an **independent entity being *presented* as a guest** at the organization.
- Touring artists featured in a piece produced by the applicant organization are only considered an independent entity if they are considered **a headliner(s) with name recognition that is used as a marketing tool.**



Touring Credentials

Touring Show or Artist Credentials

14

There are 3 set credentials to help verify that a performance features an eligible touring show or artist.

- **Touring Artists Roster**
- **Touring Schedule**
- **Touring Artists' Representation**

Applicants will need to provide a link to or information on 2 of those 3.

Touring Artist Roster

15

- <https://www.pollstar.com/>
- <https://www.creativeground.org/>
- <https://www.bandsintown.com/>
- <https://www.songkick.com/>
- <https://www.apap365.org/>
- <https://cinars.org/cinars/about>

Or some similar service.



Yo-Yo Ma at Music Worcester

Touring Schedule

16

A touring schedule that includes performance **dates in at least 3 states** (including Massachusetts) **in the last 3 years.**



Chloé Arnold's Syncopated Ladies at The Hanover Theatre and Conservatory for the Performing Arts.

Touring Artists' Representation

17

- CAA
 - CAMI
 - High Road Touring
 - Jensen Artists
 - IMG Artists
 - Paradigm Agency
- Or some similar agency.



Nick Offerman at Huntington Theatre Company



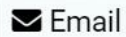
Application

SmartSimple Grants Management System



19

Login



Email



Password

Login

[Forgot Password?](#)

New to the System?

Register

Welcome to Mass Cultural Council's Grants Management System

Login to:

- Complete an application for our grants and programs
- Get details about an existing grant
- Fulfill reporting requirements
- Register as a panelist

[Details on all of our grants, programs, and services](#) can be found on the Agency's website.

[Join our email list.](#)

[Need help with login?](#)



Process & Timeline

Application Review Process

21

Applications are first reviewed by staff to confirm eligibility:

- Ineligible applicants are notified and removed from pool.

Eligible applications are then reviewed to confirm formula components:

- Staff will contact applicants that need to correct or edit their submission if any problems are discovered. The applicant will be given a deadline to resubmit the corrected application. If the applicant fails to do so, the applicant will not be moved forward.
- Applications without issue and corrected applications will then be moved into formula consideration.

Application Review Process Continued

22

- The formula is applied to the applications remaining in the pool and funding amounts are finalized by Mass Cultural Council staff and the Governing Council.
- 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.
- Not all eligible applicants are guaranteed funding.

Use of Grant Funds

23

Grant funds must be spent on fees paid to touring shows or artists which can include:

- Payments to the show/artist including bonuses and percentages for in-person and/or virtual performances.
- Housing costs for the touring show/artist for in-person performances.
- Travel costs for the show/artist for in-person performances.

Timeline

24

December 8, 2022: Applications deadline (11:59pm ET)

January 2023: Email award notifications sent to grantees

February 2023: Contracts mailed to grantees

June 30, 2023: Date by which the grants funds must be spent.

TBD (Fall 2023): Final Report Due/Application for next cycle



Rajah O'Hara at The Theater Offensive

Questions?

25

Check out our FAQs: [Gaming Mitigation Frequently Asked Questions](#)

Sign up for weekly Office Hours: [Gaming Mitigation Office Hours](#)

Email: lillian.lee@mass.gov

Call: 617-858-2737



Thank You!