



# Culture Counts



Mass Cultural Council  
Power of culture

Hannah Parker, RAW Art Works alum, with her artwork

# Big Picture

Work by Beth Galstone,  
Artist Fellow FY02



# Mass Cultural Council Grantmaking

How do we compare to other State Arts Agencies across the country? (FY22 Data)

National Assembly of State Arts Agencies (NASAA) Report

State Arts Agency Grant Making					
Fiscal Year 2022					
State	Total Grants Awarded		Communities Funded		Grantees Funded
	Number	Dollars	Number	Number	Number
Alabama	394	\$4,704,067	77		257
Alaska	180	\$1,468,087	26		142
Arizona	479	\$4,193,951	65		434
Arkansas	259	\$2,027,532	60		163
California	894	\$23,722,654	168		724
Colorado	128	\$81,942,462	45		126
Connecticut	382	\$2,721,536	88		278
Delaware	206	\$3,318,223	29		171
District of Columbia	1,293	\$39,926,348	17		825
Florida	700	\$27,281,279	143		665
Georgia	332	\$2,698,474	118		280
Guam	40	\$223,460	12		38
Hawaii	142	\$1,383,451	40		114
Idaho	222	\$782,614	50		194
Illinois	1,283	\$13,395,479	166		890
Indiana	683	\$3,919,389	120		439
Iowa	326	\$3,157,317	79		273
Kansas	146	\$1,208,007	49		121
Kentucky	172	\$1,440,450	62		153
Louisiana	153	\$1,207,572	32		138
Maine	183	\$800,921	77		159
Maryland	1,120	\$24,771,109	160		862
Massachusetts	1,873	\$25,721,934	384		1,597
Michigan	515	\$11,671,269	147		426

# Mass Cultural Council Reach – Broadest in the Country

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In **FY22**, we were **8th** in the nation in the amount of money we granted: \$2,5721,934.

**We were 1st in the nation in terms of:**

- The number of communities\* we reached: 384
- The number of grantees served:1,597

For the first time in years, we were not first in terms of the number of grants made. New York was. We were 2nd with 1,873

\*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

State	Total Grants Awarded		Communities Funded		Grantees Funded	
	Number	Dollars	Number	Number	Number	Number
Colorado	128	\$81,942,462	45	126		
New York	1,921	\$41,076,079	206	1,232		
District of Columbia	1,293	\$39,926,348	17	825		
Tennessee	1,108	\$38,855,067	193	690		
Minnesota	1,278	\$37,002,332	216	1,064		
New Jersey	252	\$32,324,578	91	163		
Florida	700	\$27,281,279	143	665		
<b>Massachusetts</b>	<b>1,873</b>	<b>\$25,721,934</b>	<b>384</b>	<b>1,597</b>		
Maryland	1,120	\$24,771,109	160	862		
California	894	\$23,722,654	168	724		
Ohio	1,072	\$19,101,792	212	831		
Illinois	1,283	\$13,395,479	166	890		
Michigan	515	\$11,671,269	147	426		

## Sample FY22 State Arts Agency Grantmaking Data

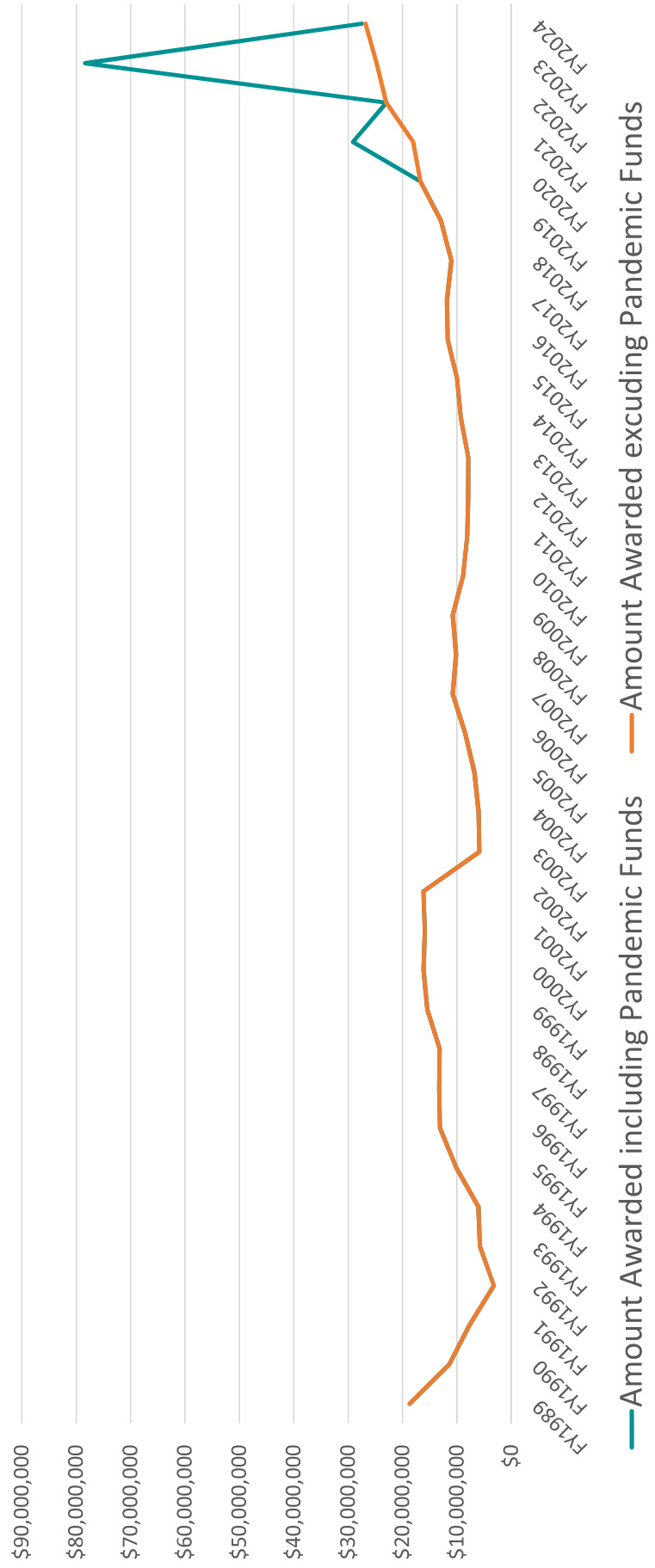
Note: Not all our grant making data is included in the report we submit to the NEA/NASAA, which is called the FDR. Therefore, you will see a difference in the FY22 numbers here vs this presentation in prior years.

# Reach over time – Number of grants and number of grantees



\*FY21, FY23, and FY24 include pandemic relief/recovery funds

# Amount Awarded Over Time





# FY24 Grantmaking & Overall Change/Demand

IBA's Festival Belances



# Grantmaking Analysis

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What does FY24 grantmaking look like by program and applicant type?

What does application demand look like for our programs?

How has demand changed over time/the pandemic?

# FY24 Grantmaking by Program

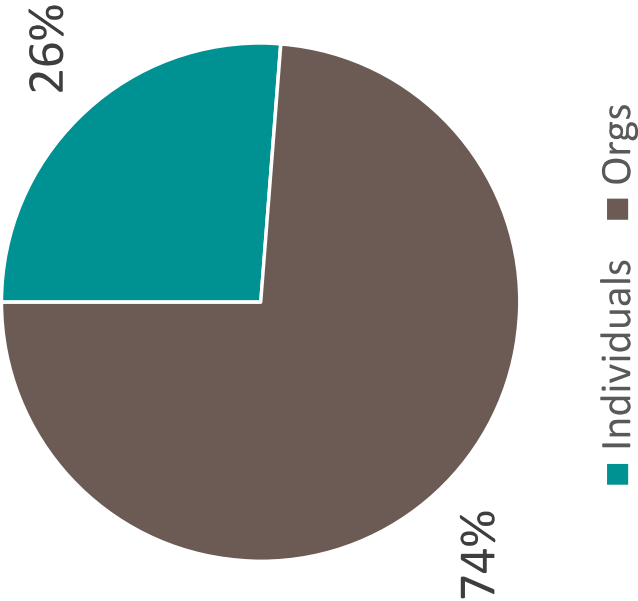
Program	# of Applications	# of Grants	Requested Amount	Grant Amount
Cultural Investment Portfolio	343	338 \$	7,686,910	\$ 6,988,100
Cultural District Grant	54	54 \$	810,000	\$ 810,000
Cultural Sector Recovery for Individuals	147	139 \$	735,000	\$ 695,000
Festivals & Projects	1,231	740 \$	3,077,500	\$ 1,850,000
Gaming Mitigation Fund	62	58 \$	34,291,228	\$ 3,662,200
Grants for Creative Individuals	4,470	384 \$	22,350,000	\$ 1,920,000
Local Cultural Council Allocation	329	329 \$	6,050,000	\$ 5,500,000
Partnership or Service Project	35	35 \$	2,100,226	\$ 2,052,423
STARS Residency	396	299 \$	3,264,300	\$ 1,499,750
Traditional Arts Apprenticeship	18	18 \$	1,967,500	\$ 180,000
Universal Participation Innovation Fund	94	94 \$	470,000	\$ 470,000
YouthReach	85	85 \$	1,870,000	\$ 1,870,000
	7,264	2,573 \$	84,672,664	\$ 27,497,473

# FY24 Grantmaking by Applicant Type

Applicant Type	# of Applications	# of Grants	Requested Amount	Grant Amount
Organizations	2,540	1,964	\$59,198,164	\$24,389,223
Individuals	4,724	609	\$25,474,500	\$3,108,250
Total	7,264	2,573	\$84,672,664	\$27,497,473

Organization applications had a success rate of 77%. Individual applications had a success rate of 13%

# FY24 Grantees by Type



	Number of Grantees
Organizations	1,656
Individuals	588
<b>Total</b>	<b>2,244</b>

# Change in applications from FY23 - FY24<sup>13</sup>

Here is a look at the FY24 programs that were taking in new applications.

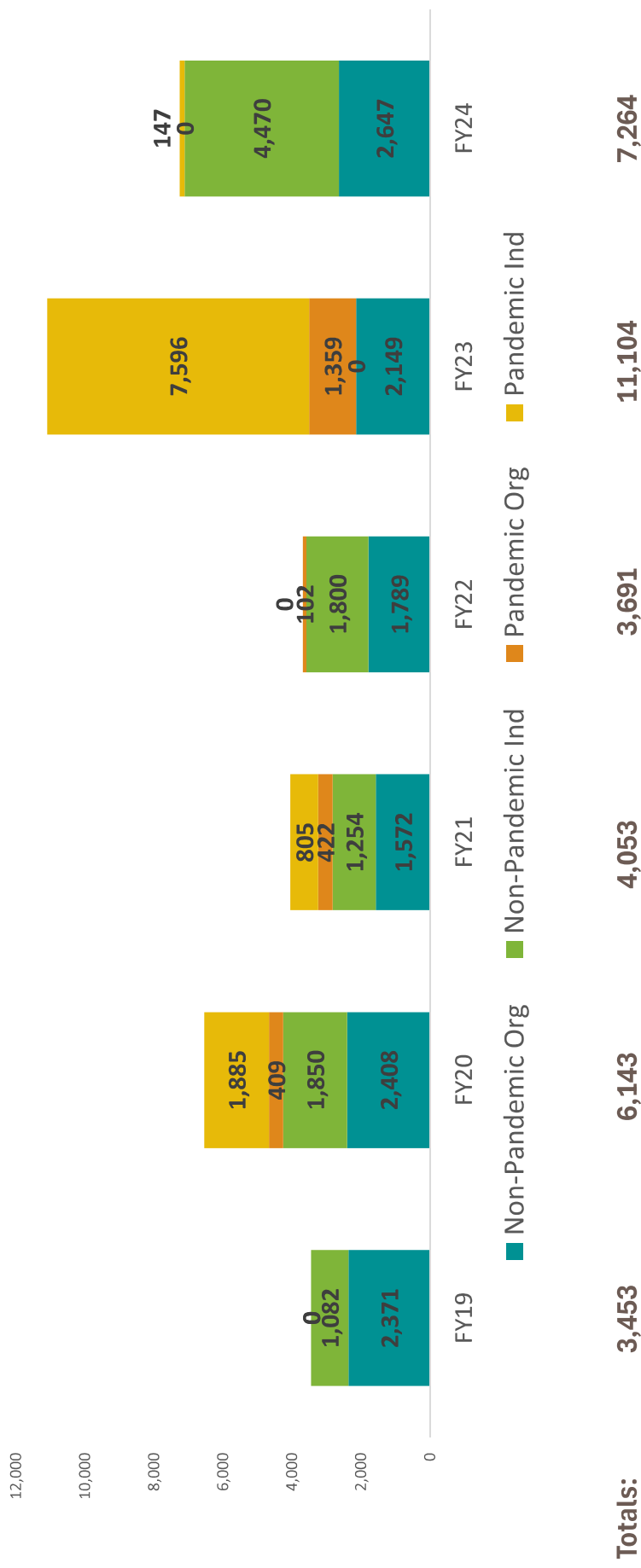
Program	FY23 Applications	FY24 Applications	% change
Festivals & Projects	777	1,231	58%
Gaming Mitigation Program	44	62	41%
STARS Residency	340	396	16%
Cultural Facilities Fund*	204	288	41%
Grants for Creative Individuals	0	4,470	New
	1,365	6,447	372%

**Average of 49% increase in applications for the 4 programs aside from Grants for Creative Individuals.**

*\*CFF is included on this slide for reference, but it is not included on any of the other slides*

# Change in Applications Over Time

Thanks to outreach and recruitment the number of applications have increased since last fiscal year and have exceeded pre-pandemic levels.





# Historic Time, Historic Investment

Acknowledging and celebrating our work in  
response to the pandemic

# 5 years of recovery/relief funding

## 12,316 applications

- 10,433 individual applications
- 1,833 organization applications

Program Name	Total # Grants	Total \$ Awarded
AAPI COVID Recovery Program (FY22)	51	\$975,350
CFF Pandemic Recovery Funds (FY22)	39	\$5,180,000
COVID-19 Relief Fund for Artists and Cultural Educators (FY20, FY21)	1,054	\$1,444,500
Cultural Organization Economic Recovery Grant Program (FY21)	183	\$9,960,600
Cultural Sector Recovery for Individuals (FY23, FY24)	4,093	\$20,465,000
Cultural Sector Recovery for Organizations (FY23)	1,211	\$30,981,000
GKV Foundation Fund for Berkshire County Theater Professionals (FY20)	30	\$30,000
NEA CARES Act Funds (FY20)	69	\$404,250
Mass Humanities: Partnership & Service Grant (FY23)	1	\$2,500,000
Safe Harbors, Soft Landings CIP Supplemental Stipends (FY20)	335	\$753,750
Supplemental Economic Recovery Grant (FY22)	41	\$1,576,000
<b>Grand Total</b>	<b>7,107</b>	<b>\$74,270,450</b>





# Looking back: Changes since FY19

The next section provides some context about  
how we have evolved over time

# FY19 programs and grants

**18 programs**

**3,471 applications**

- 33% from individuals

**2,143 grants**

- 3% to individuals

**\$12,883,179 awarded**

Program	# of Applications	# of Grants	Grant Amount
1 Amplify	15	15	\$ 15,000
2 Big Yellow School Bus	696	601	\$ 150,250
3 CIP Gateway	65	29	\$ 87,000
4 CIP Portfolio	315	311	\$ 4,736,900
5 CIP Project	145	80	\$ 200,000
6 Community Compact	7	7	\$ 40,000
7 Cultural District Grants	46	46	\$ 230,000
8 Festivals	262	244	\$ 122,000
9 Artist Fellowships	1,082	67	\$ 543,000
10 Local Cultural Council Allocation	329	329	\$ 3,400,000
11 META and CYD Teaching Fellowship	65	33	\$ 36,700
12 Partnership or Service Project	8	8	\$ 1,024,229
13 STARS Residency	267	244	\$ 959,100
14 Traditional Arts Apprenticeship	20	10	\$ 70,000
Universal Participation Innovation & Learning Network	10	10	\$ 30,000
16 Universal Participation Innovation Fund	10	10	\$ 30,000
Universal Participation Innovation LEAD	13	10	\$ 10,000
17 Professional Development Grant	116	89	\$ 1,199,000
18 YouthReach	3,471	2,143	\$ 12,883,179

# FY24 programs and grants

**12 programs**

**7,264 applications**

- 65% from individuals

**2,572 grants**

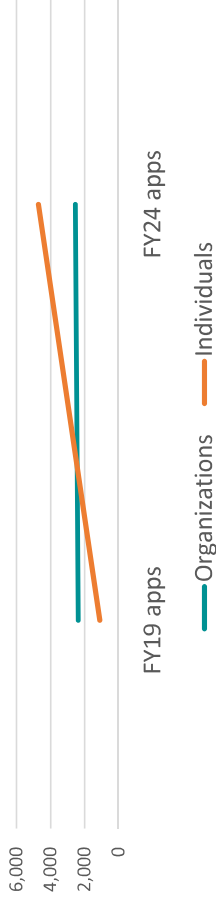
- 24% to individuals

**\$27,497,473 awarded**

Program	# of Applications	# of Grants	Grant Amount
1 Cultural Investment Portfolio	343	338	\$ 6,988,100
2 Cultural District Grant	54	54	\$ 810,000
3 Cultural Sector Recovery for Individuals	147	139	\$ 695,000
4 Festivals & Projects	1,231	740	\$ 1,850,000
5 Gaming Mitigation Fund	62	58	\$ 3,662,200
6 Grants for Creative Individuals	4,470	384	\$ 1,920,000
7 Local Cultural Council Allocation	329	329	\$ 5,500,000
8 Partnership or Service Project	35	35	\$ 2,052,423
9 STARS Residency	396	299	\$ 1,499,750
10 Traditional Arts Apprenticeship	18	18	\$ 180,000
11 Universal Participation Innovation Fund	94	94	\$ 470,000
12 YouthReach	85	85	\$ 1,870,000
	7,264	2,573	\$ 27,497,473

# Changes from FY19

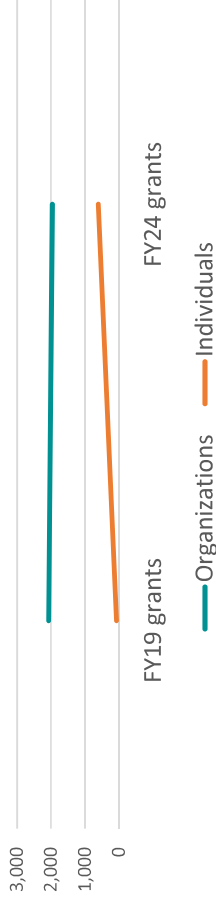
Change in Applications FY19 to FY24



## 109% increase in applications

- 7% increase in orgs
- 329% increase individuals

Change in Grants FY19 to FY24



## 14% increase in the number of grants

- 5% decrease in orgs
- 691% increase in individuals

## 113% increase in amount awarded

- Addition of Gaming Funds (\$3.66 million)
- Includes Recovery funds (\$695K)
- Increase to our general fund appropriation

# Increased Minimum Grant Amount to \$2,500



IBA Tito Puente Festival

**In FY19 we made many SMALL grants:**

- 601 @ \$250
- 244 @ \$500
- Only 53% of grants were \$2,500 or more

**Now 100% of grants are \$2,500 or more!**



# Geography

IBA's Festival Belances

# Geographic Analysis

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Are applications coming from all over the state?

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

How many cities/towns are we reaching?

# FY24 Grantmaking by County

County	# of Applications	# of Grants	Requested Amount	Grant Amount
Barnstable	324	122	\$2,673,872	\$1,002,300
Berkshire	350	164	\$5,351,944	\$2,047,900
Bristol	344	132	\$4,087,481	\$1,464,850
Dukes	55	23	\$558,305	\$213,600
Essex	661	239	\$9,269,322	\$2,596,400
Franklin	305	98	\$1,910,556	\$685,550
Hampden	471	165	\$3,422,854	\$1,645,750
Hampshire	539	156	\$3,915,474	\$1,562,608
Middlesex	1,579	506	\$14,794,771	\$4,763,700
Nantucket	18	9	\$432,531	\$130,800
Norfolk	463	158	\$5,385,017	\$1,391,300
Plymouth	314	125	\$2,352,414	\$991,550
Suffolk	1,362	474	\$23,965,379	\$6,659,328
Worcester	478	201	\$7,633,792	\$2,332,050
Out of State*	1	1	\$9,787	\$9,787
	7,264	2,573	\$85,763,499	\$27,497,473

\*These funds went to MA Teaching Artist attending the National Guild Conference. They were passthrough funds from a foundation.



# Grant Applications Compared to Approvals by County

County	# of Applications	% of Applications	# of Grants	% of Grants	Difference % Request and % Grants
Barnstable	324	4.5%	122	4.7%	0%
Berkshire	350	4.8%	164	6.4%	2%
Bristol	344	4.7%	132	5.1%	0%
Dukes	55	0.8%	23	0.9%	0%
Essex	661	9.1%	239	9.3%	0%
Franklin	305	4.2%	98	3.8%	0%
Hampden	471	6.5%	165	6.4%	0%
Hampshire	539	7.4%	156	6.1%	-1%
Middlesex	1,579	21.7%	506	19.7%	-2%
Nantucket	18	0.2%	9	0.3%	0%
Norfolk	463	6.4%	158	6.1%	0%
Plymouth	314	4.3%	125	4.9%	1%
Suffolk	1,362	18.8%	474	18.4%	0%
Worcester	478	6.6%	201	7.8%	1%
	7,263		2,572		

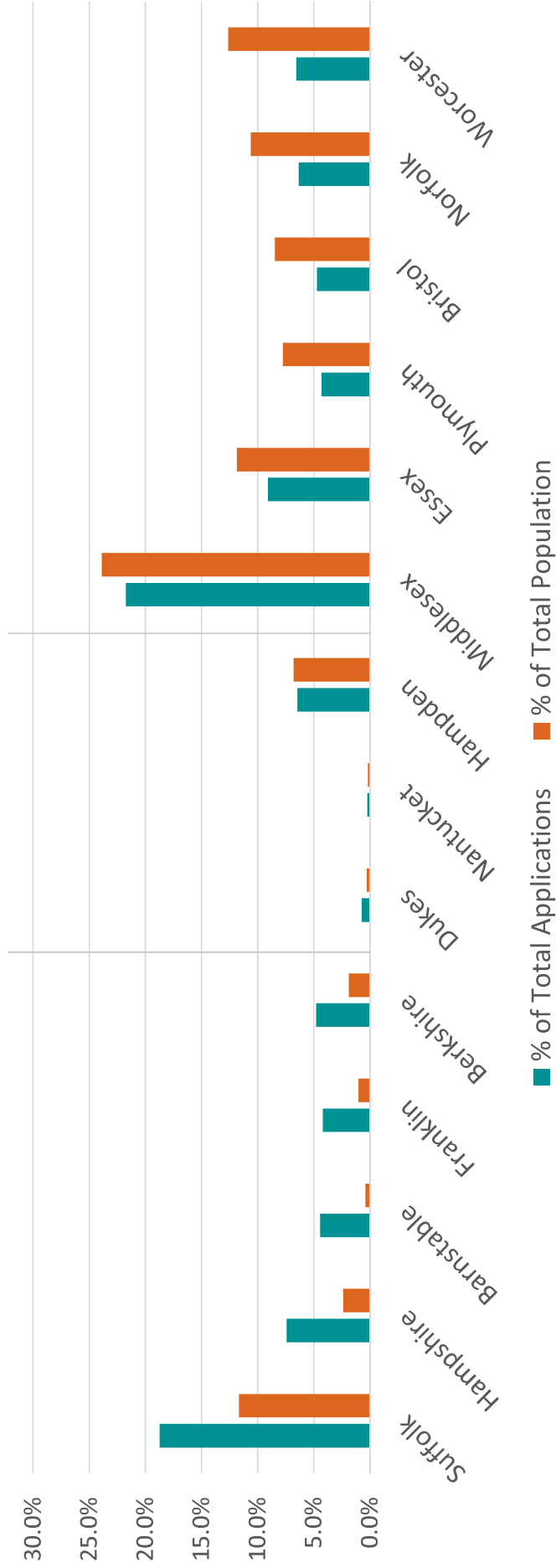
How successful are applicants? Is there a difference by county?

There is no significant difference in success rates between counties

Every county's submission rate and approval rate are essentially the same.

# Demand by County Compared to Population<sup>26</sup>

The difference between the % total application the % total population is no greater than 7% for all counties. In Suffolk County % total applications is 7% above % total population, whereas in Worcester it is %6 below .



# Grants by City/Town

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- We received applications from applicants in 346 cities/towns.
- We awarded grants to recipients in 345 cities/towns in Massachusetts. **98% of MA cities/towns had a direct grant recipient.**
- The 6 communities that did not have direct recipients included: \*Cheshire, \*Florida, \*New Ashford, \*Monroe, New Braintree, and \*Savoy.
- LCCs made grants in 5 of those 6 communities meaning we reached 99.7% of MA Cities/Towns.

\*These communities are all served by the same regional LCC, the Cultural Council of Northern Berkshires. The one town without a direct or LCC grant is New Ashford which is served regionally by this council and some programs could be taking place there even if the address of the grantee doesn't reflect that. New Braintree is also part of a regional council.



# Grantmaking to new applicants/grantees

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

# New Applicants/Grantees

	# of Applicants	# New Applicants in FY24	% New Applicants
Organizations	1,653	241	15%
Individuals	4,636	2,984	64%
<b>Total</b>	<b>6,289</b>	<b>3,226</b>	<b>51%</b>
	# of Grantees	# New Grantees in FY24	% New Grantees
Organizations	1,653	364	22%
Individuals	588	531	90%
<b>Total</b>	<b>2,241</b>	<b>895</b>	<b>40%</b>

New organization applicants had a success rate of 75%.

New individual applicants had a success rate of 11%.

# Demographics

IBA's Festival Betances

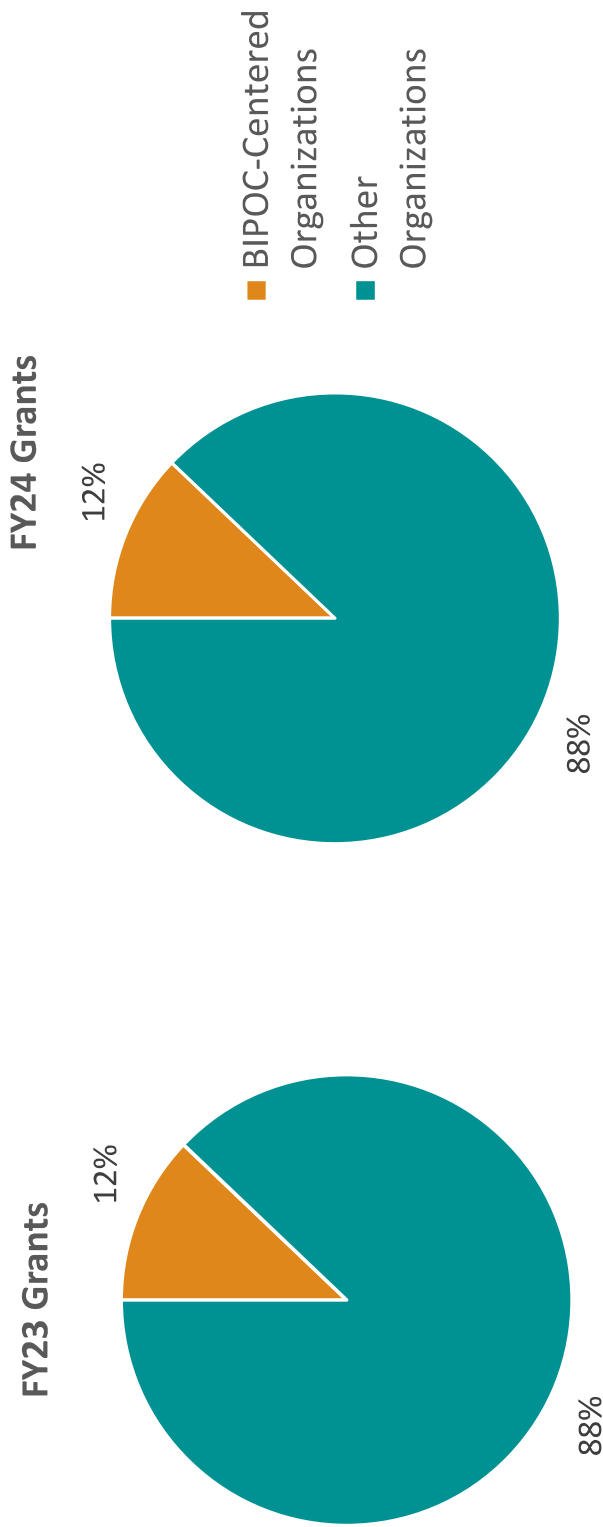
# Cross Program Funding Priorities

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To promote equity, there were several funding priorities that were used across several programs:

- BIPOC
- Deaf and/or disability
- No recent Mass Cultural Council grants
  - In 6 fiscal years (Grants for Creative Individuals)
  - In 3 fiscal years (STARS, Festivals & Projects)

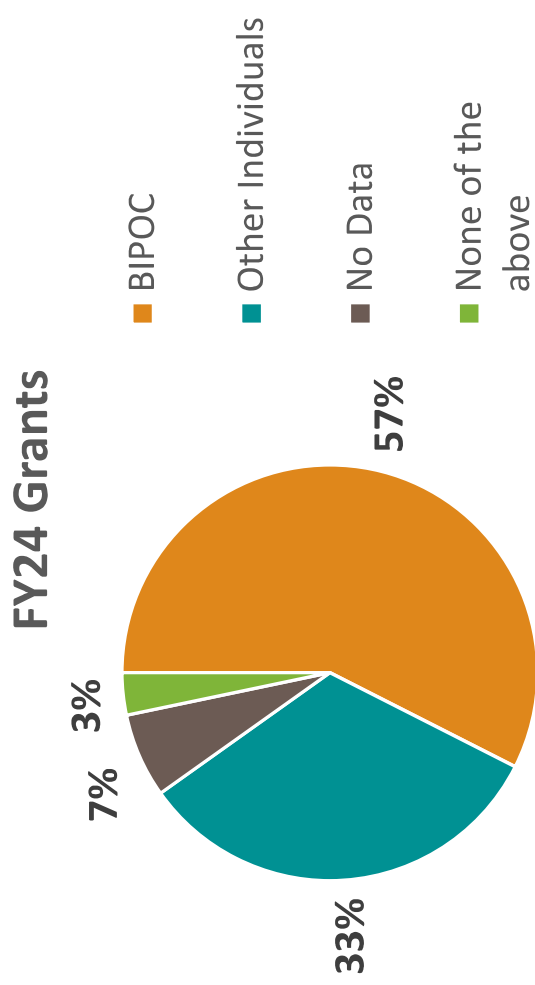
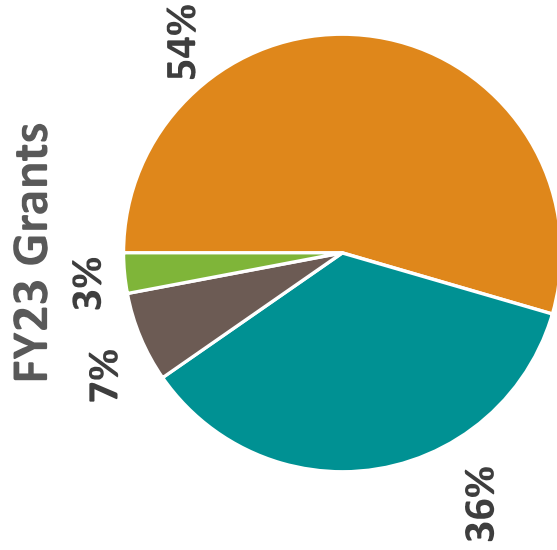
# BIPOC-Centered Organizations



	FY23 Grants	FY24 Applications	FY24 Grants
BIPOC-Centered Organizations	387	264	243
Other Organizations	2,807	2,276	1,721
	3,194	2,540	1,964

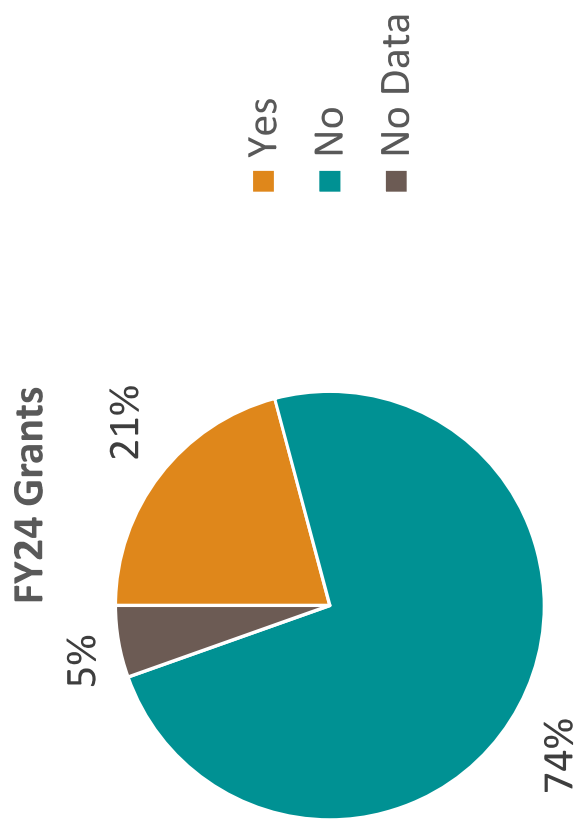
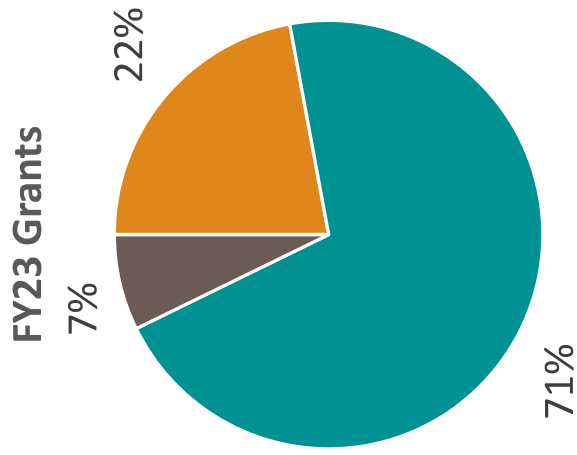


# BIPOC Individuals



	FY23 Grants	FY24 Applications	FY24 Grants
BIPOC	2,208	1,665	350
Other Individuals	1,452	2,523	199
No Data	271	431	40
None of the above	120	105	20
	4,051	4,724	609

# Individuals: Identify as Deaf/Disability



- Yes
- No
- No Data

Do you identify as Deaf/Having a disability?	FY23 Grants	FY24 Applications	FY24 Grants
Yes	895	541	127
No	2,863	3,906	449
No Data	293	277	33
	4,051	4,724	609

# No Mass Cultural Council Grant in past 3 years

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For several programs we prioritized funding to grantees that had not received a Mass Cultural Council recently:

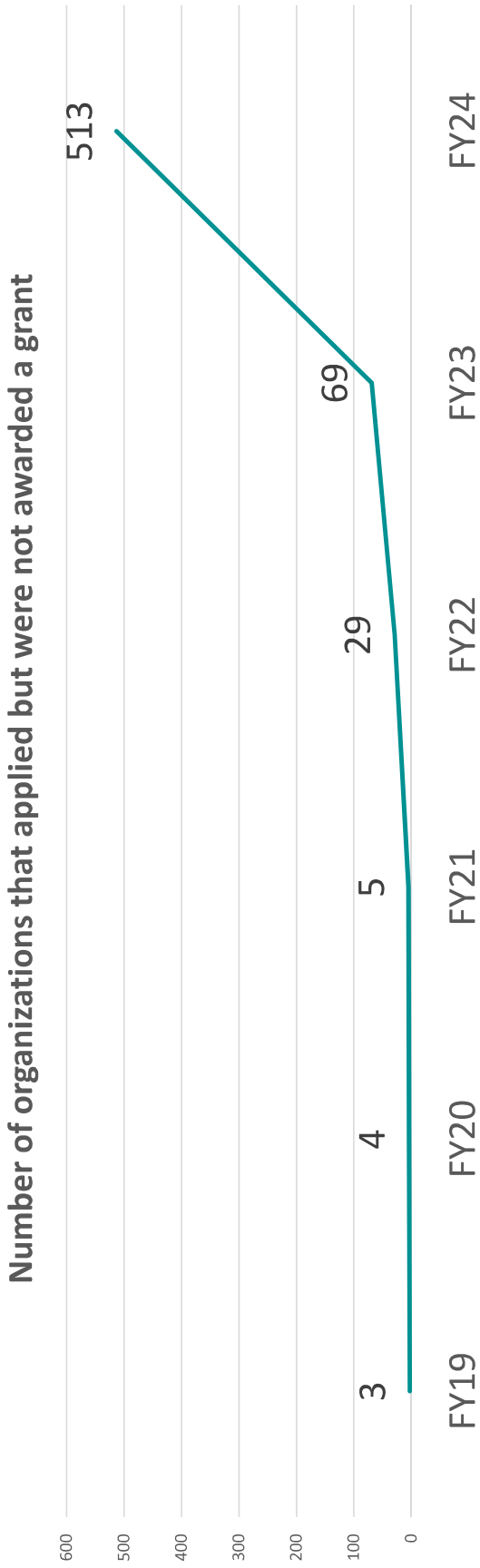
- **STARS and Festivals & Projects: 30% of grants (487)** were to organizations that have not received funding in past three fiscal years
- **Grants for Creative Individuals: 99% of grants (379)** were to individuals who have not received funding in past six fiscal years

## Focus for FY25

- Update BIPOC Centered Organization Self-Identification process to take feedback from the Native American/Indigenous community into account
- Continuing progress on Race Equity Plan and incorporate new Native American/Indigenous and Deaf/Disability equity
- Review/analyze cultural asset inventory results to inform grantmaking and advancement
- Continue strategic plan implementation – including combining/streamlining programs and evaluation of resource distribution.

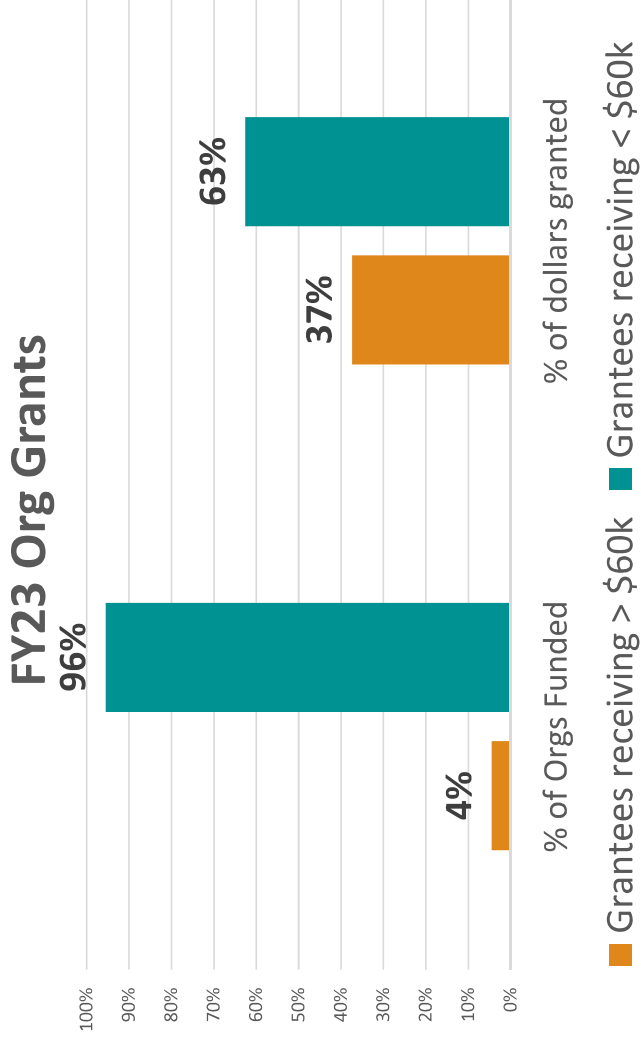
# Expanding our reach

The number of likely eligible organizations we cannot fund has increased over time:



# Evaluating Grant Overlap – FY23

Organizations getting more than one, large, grant are receiving a greater proportion of our resources. 4% of our orgs received 36% of the funds available to orgs.

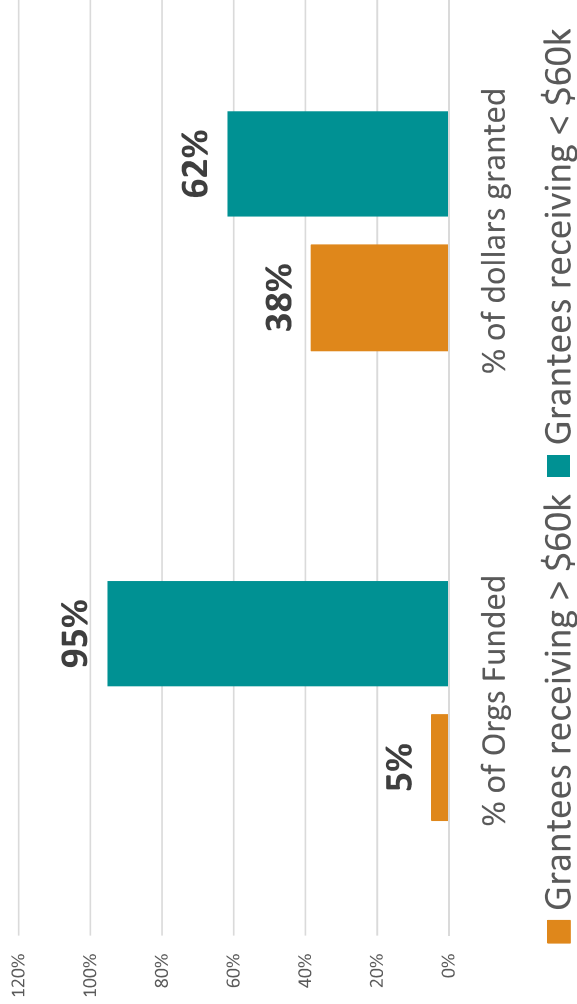


	Number of Orgs	Dollars Granted
Orgs receiving > \$60k	61	\$7,027,785
Orgs receiving < \$60k	1,297	\$11,740,769
	1,358	\$18,768,554

# Evaluating Grant Overlap – FY24

5% of our orgs received 38% of our funds in FY24

FY24 Org Grants



	Number of Orgs	Dollars Granted
Grantees receiving > \$60k	63	\$7,000,331
Grantees receiving < \$60k	1,262	\$11,281,287
	1,325	\$18,281,618