



# Power of Culture

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



**Mass Cultural Council**

*Power of culture*

# FY2024 Mass Cultural Council Budget



Massachusetts State House

Total FY24 Funding	44,074,118
State Appropriation*	25,895,000
Gaming Mitigation Funds**	5,296,785
NEA Federal Grants	1,204,900
Pandemic Recovery Funds	11,177,460
Other funding	499,973

\*State Appropriation includes earmarks for 16 local projects that will receive a total of \$895,000 in pass-through funds

\*\*Gaming mitigation funds include funds in hand as well as anticipated revenue from collections for the year

# Summary of Legislative Language

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1. Align spending with strategic plan
2. Invest 75% of state appropriation into grant spending
3. Report on spending plan by February 1, 2024

# Strategic Plan

## Our Mission

To advance the Commonwealth's creative and cultural sector by celebrating traditions and talents, championing its collective needs, and equitably investing public resources.

## Our Vision

A diverse creative and cultural sector that is valued as essential in Massachusetts.

## Our Values

Creativity, Public Service, and Inclusion.

# Why?

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- We want to advance the sector to the Commonwealth by building relationships, educating, and increasing awareness about its essential value with “outsiders” (business, health, education, transportation, philanthropists, children & families, planning, etc.).
- We want to address bigger sector-wide systems problems.
- We want to minimize the segregation of the sector, externally and internally.
- We want to change harmful mindsets about the sector (i.e.: arts is leisure, “starving artists”).
- We want to make MA the preeminent and easiest place to live and work in the sector.
- We want to galvanize the sector and encourage it to also do this work.

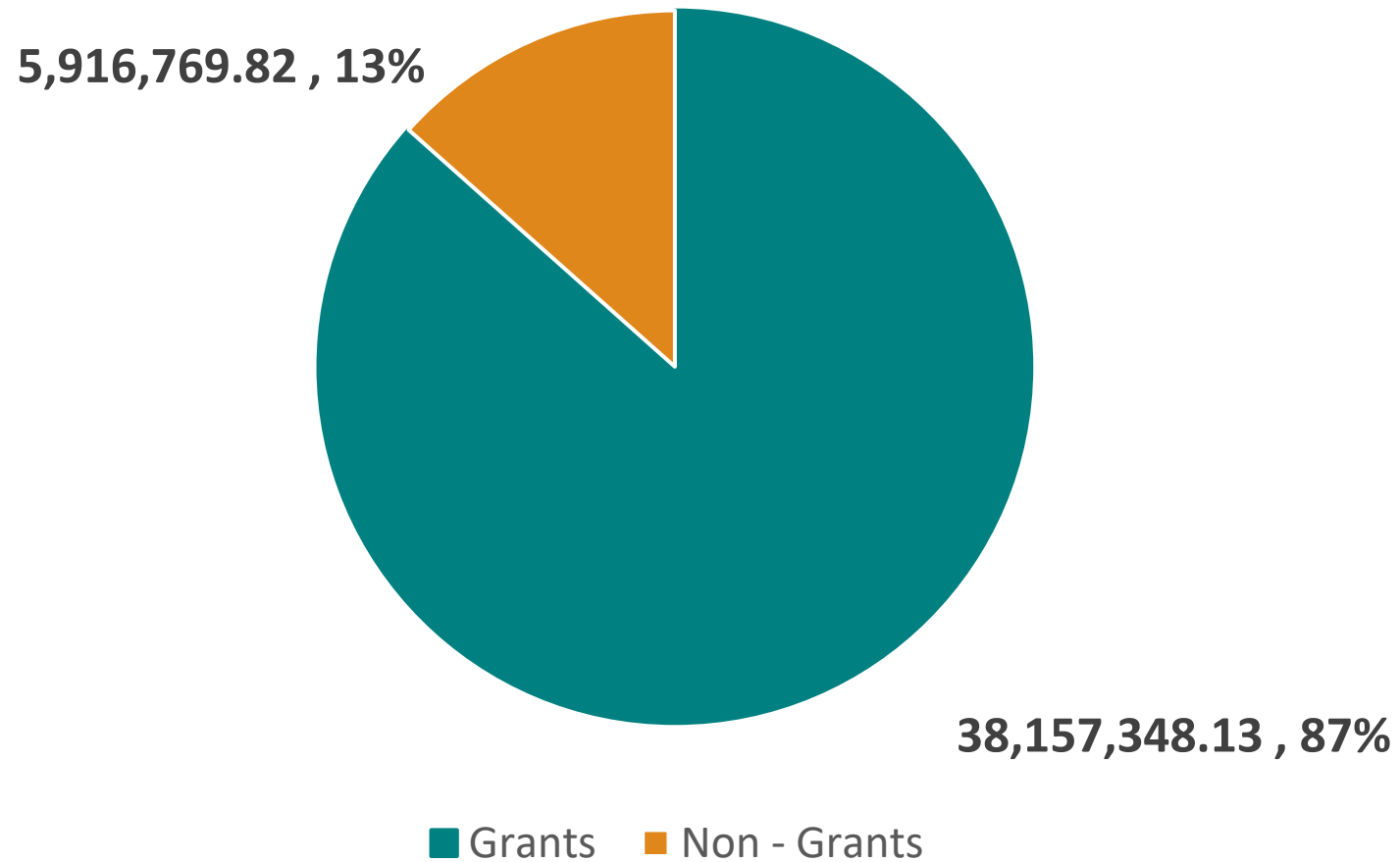
# How?

To increase our relevance and value to the entire sector and the Commonwealth, as an agency we must:

- Build new competencies and capacity around increased outreach, networking, relationship building, stewardship, sector-wide convenings, fundraising, learning, advancement, research, and policy work.
- Make space by eliminating, off-boarding, and consolidating grant programs.
- Restructure for more effective and efficient operations, internal communications, and cross-agency collaborations.

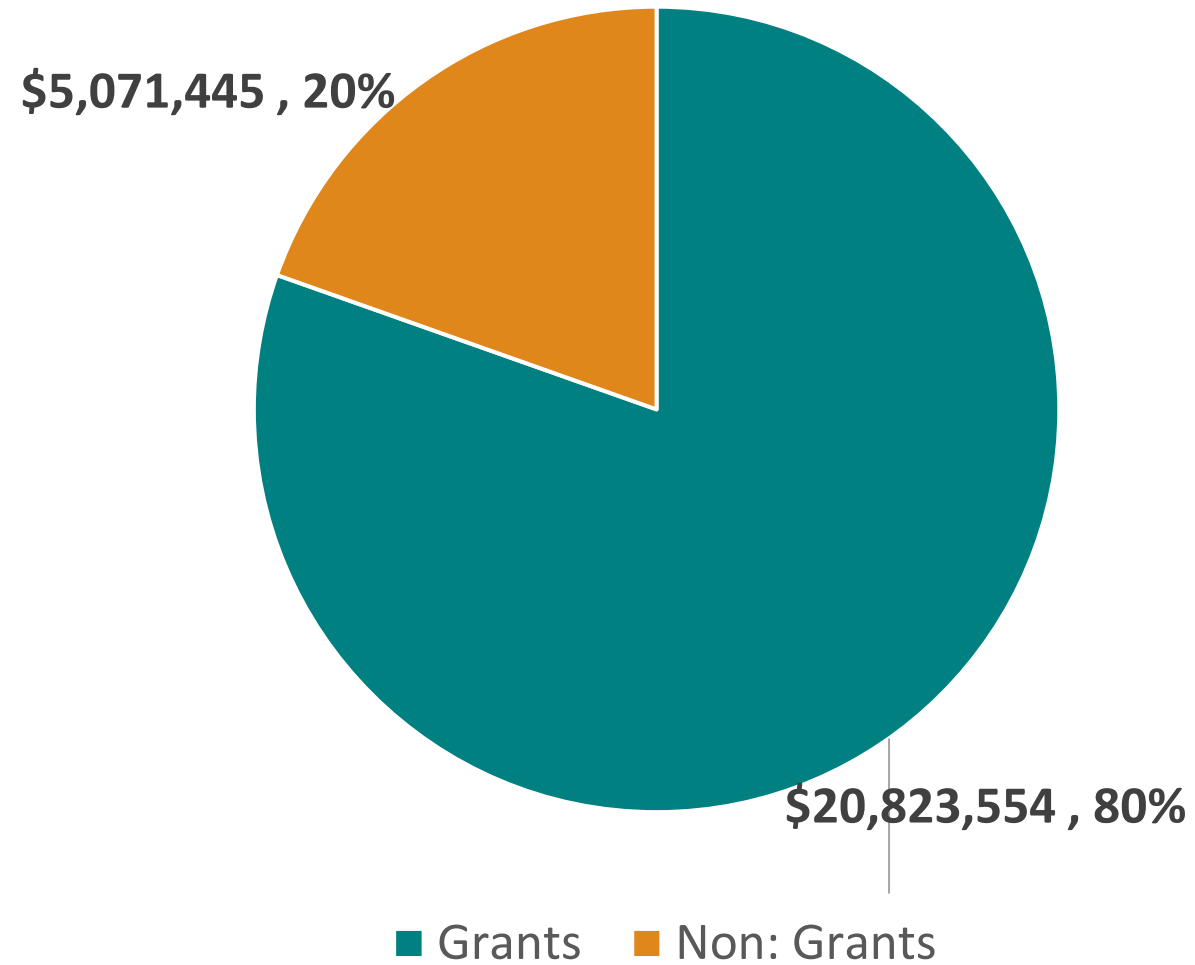


# FY24 Grantmaking Percentage of All Funding Sources





# FY24 Grantmaking Percentage of State Appropriation





# Strategic Plan Goals

## Our Ecosystem

Advance the creative and cultural sector through building partnerships, identifying recommendations, and storytelling, both inside and outside of the sector. **Advancement**

## Our Impact

Build and support programmatic practices that advance equity, diversity, and inclusion through our services to the sector. **Programs**

## Our Culture

Ensure that our internal systems, structures, and ways of working reflect our values and advance the sector's needs. **Operations**

# Advancement

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- Plan & execute sector-wide convenings and celebrations (4 planned)
- Build relationships with other state agencies, associations and sectors
- Participate in Commonwealth engagement opportunities
- Partner with MASSCreative and others on advocacy day/week

# Advancement

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- Curate and share other state agency and private sector opportunities to cultural sector
- Update messaging platform to align with strategic plan
- Spend FY24 introducing ourselves and meeting with key partners to lay foundation for future work.

# Advancement - Grants

	FY23	FY24	Change	Note
Mass Humanities	\$ 849,247	\$ 943,608	11%	Formula
New England Foundation for the Arts (NEFA)	\$ 70,000	\$ 70,000	0%	No change
MASSCreative	\$ 100,000	\$ 33,000	-67%	For artists at advocacy week
	<b>\$ 1,019,247</b>	<b>\$ 1,045,500</b>	<b>3%</b>	

# Programs

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- Commission a cultural asset inventory and report to support advancement and programming goals
- Review, revise, and re-launch all grant programs, including two that have been redesigned, to make an estimated **2,500 grants**
- Continue redesign work ahead of next fiscal year
- Continue and improve grant program dashboards and data analysis



# Pandemic Recovery Grants

## Total Carryover: \$11.18M

- |                                    |         |
|------------------------------------|---------|
| 1. Administrative/Program Expenses | \$143k  |
| 2. Continued FY23 Grant Payments   | \$10.3M |
| 3. Projected New Grants            | \$1M    |

# Individuals - Grants

	FY23	FY24	Change	Note
New Individual Artist Grant (TBD)	0 \$	1,875,000		Prior individual program paused for FY23 to focus on Pandemic Recovery grants. Was at \$1.3 million in FY22.
Traditional Arts Apprenticeships	\$ 180,000	\$ 180,000	0%	No change
	<b>\$ 180,000</b>	<b>\$ 2,055,000</b>	<b>1042%</b>	

# Individuals

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- Working with organization to provide guidance and counseling for individuals who received income limited benefits to ensure grants do not negatively impact them
- Supporting statewide professional development workshops provided by Assets for Artists
- Offer resources and info to individuals through Artist Opportunities



# Communities - Grants

	FY23	FY24	Change	Note
Cultural District Grants	\$ 825,000	\$ 855,000	4%	Up to two new districts will be designated and funded
Local Cultural Councils	\$ 5,500,000	\$ 5,500,000	0%	No change
	<b>\$ 6,325,000</b>	<b>\$ 6,355,000</b>	<b>0%</b>	

# Communities

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- Work with Native American/Indigenous task force to establish tribal cultural councils to take part in Local Cultural Council Program next fiscal year.
- Deepen relationship with Mass Municipal Association.
- Create online training module for Local Cultural Council members.
- Pursue relationships with partners and begin thinking about ways to deepen impact of cultural district program and contribute to advancement work

# Organizations - Grants

	FY23	FY24	Change	Note
CIP Gateway	\$ 132,000	\$ 124,500	-6%	One less grantee
Cultural Investment Portfolio	\$ 6,864,300	\$ 6,864,300	0%	No change
Media Transition	\$ 100,000	\$ 100,000	0%	No change
Gaming Mitigation Program	\$ 3,737,400	\$ 3,737,400	0%	The FY24 amount is an estimate, the final amount depends on gaming revenue available at the end of the calendar year.
	<b>\$ 10,833,700</b>	<b>\$ 10,832,200</b>	<b>0%</b>	

# Organizations

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- Work with consultant to understand and define metrics for looking at financial need.
- Roll out new operating grant program and open for application in spring 2024 for FY25 funding.
- Workshop for organizations to learn more about charting a path to net zero emissions.

# Creative Youth Development and Arts Education - Grant

	FY23	FY24	Change	Note
YouthReach	\$ 1,870,000	\$ 1,870,000	0%	No change. Not application year.
Instrument Program	\$ 30,000	\$ 15,000	-50%	Transition year. They will be eligible to apply for FY25 Operating support.
Mass History Day	\$ 20,000	\$ -	-100%	Receives CIP Portfolio funding.
Teaching Artist Fellowships	\$ 110,000	\$ 52,950	-52%	Remaining funds from program partners to award.
Poetry Out Loud	\$ 20,000	\$ 20,000	0%	NEA funds. No change
STARS	\$ 1,428,100	\$ 1,428,100	0%	No change
Youth Arts Impact Network	\$ 30,419	\$ 36,000	18%	To provide direct services to organizations pursuing and/or developing CYD programs
	<b>\$ 3,508,519</b>	<b>\$ 3,422,050</b>	<b>-2%</b>	

# Creative Youth Development and Arts Education

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- Spend FY24 designing program for FY25 that continues to serve STARS grantees and YouthReach grantees but expands the youth serving organizations and schools we reach.
- Make connections with key partners in the Arts Education sector and adjacent sectors.

# Equity Inclusion and Access - Grants

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	FY23	FY24	Change	Note
Cultural Equity Learning Community	\$ 125,000	\$ 62,500	-50%	To cover 250 MA participants in winter cohort
Social Prescription	\$ 120,000	\$ 175,000	46%	To new partner entity to scale program up
Universal Participation (UP) Innovation Fund Grants	\$ 475,000	\$ 480,000	1%	Available to all 96 UP Designated organizations
UP Innovation Learning Network Scale Up Grant		\$ 20,000		To a new partner
Network for Arts Administrators of Color	\$ 70,000	\$ 70,000	0%	No change
Truth and Healing Project (Indian Affairs Commission)		\$ 5,000		For a specific project
Festivals & Projects	\$ 1,850,000	\$ 1,850,000	0%	No change
	<b>\$ 2,640,000</b>	<b>\$ 2,662,500</b>	<b>1%</b>	

# Equity, Inclusion, and Access

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- Offboard, support, and scale up the Social Prescription program, and Innovation and Learning Network.
- Expansion of the Racial Equity Action Plan; building/adoption of Native/Indigenous Equity Plan and Deaf and Disability Equity Plan in FY24.
- Pilot new language accessibility tools.
- Advance and operationalize internal workplace culture through cross departmental initiatives and training. (shared norms, language, recognition, staff evaluations).



# Operations

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- Design and adoption of a new DocuSign electronic signature process with grantees and new contracts processing workflow
- Increase the utilization of data analytics to gain deeper insights into financial and grant-making activities
- Deployment of a centralized procurement process and continued implementation of agencywide standardized business operating procedures.

# Operations

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- Educate staff on data protection and security measures to safeguard PII and sensitive information received from grantees.
- Modernization of the workplace by increasing the use of collaborations tools, grant management system and technical skills.
- Development of a crisis management plan and business continuity plan to ensure we can respond effectively to unexpected events.
- Increased prioritization of professional development programming and supporting learning and upskilling of staff.



Mary Bichner performing  
SYNESTHESIA SUITE:  
CONSTELLATIONS at  
Boston's Museum of  
Science, photo  
by Jonathan Beckley



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