



# Power of Culture

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



Power of culture

# FY2025 Mass Cultural Council Budget



Massachusetts State House

Total FY25 Funding	33,971,886
State Appropriation*	26,850,000
Gaming Mitigation Funds**	5,372,955
NEA Federal Grants	1,209,900
Other funding	539,031

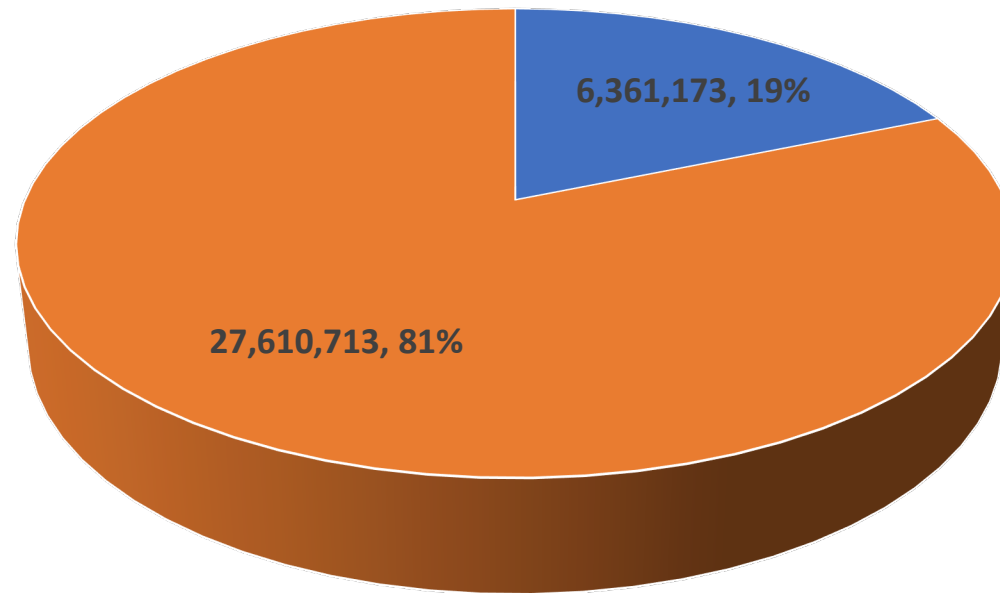
\*State Appropriation includes earmarks for 20 local projects that will receive a total of \$955,000 in pass-through funds

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

# Summary of Legislative Language

1. Align spending with strategic plan
2. Invest 75% of state appropriation into grant spending
3. Submit a council approved FY2025 spending plan by November 1, 2024.

# FY25 Grantmaking Percentage of ALL Funding Sources



■ Non-Grants ■ Grants

# 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?

6

- 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?

7

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.
- Strengthen the internal infrastructure to support the Advancement work – all staff play a role in this work, and dedicated staff lead and coordinate it.

# 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 Focus Areas

1. Health & Human Services
2. Education
3. Economic Development
4. Workforce Development
5. Creative Placemaking

# Advancement

- Prepare a comprehensive advancement plan to enhance and expand strategic partnerships to drive the sector forward.
- Recruit and develop an advancement team to execute plan, foster relationships, and ensure successful arts and culture initiatives.
- Coordinate program teams to support the strategic objectives of the advancement plan.
- Hire a consultant to research new funding and grant opportunities to support advancement

# Advancement

- Build relationships with other state agencies, associations and sectors
- Participate in Commonwealth engagement opportunities
- Partner with MASSCreative and others on advocacy event(s)
- Secure consultant to help identify State, Federal, National, and Private funds that could benefit the sector and advancement work
- Continue to support launch and scale up of Social Prescription work with partner

# Advancement

- Curate and share other state agency and private sector opportunities with cultural sector
- Work on collaborations and activities that have come from the advancement work.
- Cultural Asset Inventory: additional analysis and data review and report findings this fall.
- Identify key policies that will benefit the sector and the Commonwealth and work with partners to move them forward
- Continue to meet with key partners to lay foundation for future work.

# Advancement - Grants

	<b>FY24</b>	<b>FY25</b>	<b>Change</b>	<b>Note</b>
Mass Humanities	\$943,608	\$977,389	4%	Formula
New England Foundation for the Arts (NEFA)	\$70,000	\$70,000	0%	No change
MASSCreative	\$33,000	\$30,000	-9%	For artists at State House event
Social Prescription	\$175,000	\$100,000	-43%	2nd year of 2-year commitment
MITx - Arts Entrepreneurship Online Program	\$0	\$50,000	new	Partnership to launch business and civics focused trainings
	<b>\$1,221,608</b>	<b>\$1,227,389</b>	<b>0%</b>	

# Programs - Overview

- Review, revise, and re-launch all grant programs, including two that have been redesigned, to make an estimated **2,500 grants totaling \$26.7 million**
- Continue review and/or redesign work during and ahead of next fiscal year (Youth, Education, Gaming, Cultural Districts, Local Cultural Council Program, Universal Participation)
- Update BIPOC Centered Organization Self-Identification process to take feedback from the Native American/Indigenous community into account
- Review/analyze cultural asset inventory results to inform grantmaking and advancement

# Individuals - Grants

	FY24	FY25	Change	Note
Grants for Creative Individuals	\$1,920,000	\$2,175,000	13%	Increase. 51 more grants
Traditional Arts Apprenticeships	\$180,000	\$0	-100%	Traditional Arts/Folk folded into GCI
	<b>\$2,055,000</b>	<b>\$2,175,000</b>	<b>6%</b>	

# Individuals - Advancement

- Working with organization to provide guidance and counseling for individuals who received income limited benefits to ensure grants do not negatively impact them
- Continue partnership with Governor's office to present MA artists in her offices over course of year
- Offer resources and info to individuals through Artist Opportunities
- Support Governor initiatives that may come to fruition this year including Artists in Residence with State agencies and Poet Laureate.
- Researching relevant topics such as busking policy and independent contractor policies/laws.



# Communities - Grants

	FY24	FY25	Change	Note
Cultural District Grants	\$855,000	\$870,000	2%	3 new Districts in November. No new applications until FY26.
Local Cultural Councils	\$5,500,000	\$5,700,000	4%	Formula
Tribal Cultural Councils	\$0	\$103,950	New	Expansion of LCC Program serving Tribal Governments
	<b>\$6,355,000</b>	<b>\$6,673,950</b>	<b>5%</b>	

# Communities - Advancement

- Partner with inter-state agency group to redesign Cultural District Program.
- Continue partnership with **Mass Municipal Association**
- Collaboration with **Mass Development** and **Office of Housing and Livable Communities**
- **Mass Office of Travel and Tourism**, MA 250th, and **Regional Tourism Councils** – Offer a series of webinars, membership and promotional options
- Other key relationships focusing on include **Office of Rural Affairs**, **Economic Assistance Coordinating Council**, **Communities and Mass Downtown Initiative** and more...

# Organizations - Grants

	FY24	FY25	Change	Note
*Operating Support	\$7,088,800	\$7,200,000	2%	Formula
Gaming Mitigation Program	\$3,737,400	\$3,599,677	-4%	Estimated. Depends on Actual Gaming Revenue.
	<b>\$10,832,200</b>	<b>\$10,799,677</b>	0%	

\* FY24 included CIP Portfolio, CIP Gateway, and Media Transition Grants. FY25 includes new **Operating Grants for Organizations** program combined with remaining CIP grantees, which will be phased out over time.

# Organizations – Advancement

- Also participating in work with **Mass Office of Travel and Tourism**, and **Regional Tourism Councils**
- **Mass Municipal Association** webinar for municipalities about converting space for arts & culture
- Offers opportunities and resources to field every month with Public Affairs
- Continuing to build relationships with Card to Culture partner agencies, and expand relationships to other relevant agencies, including **Division of Developmental Services**, with a focus on building awareness for potential eligible participants

# CYD and Arts Education - Grant

	<b>FY24</b>	<b>FY25</b>	<b>Change</b>	<b>Note</b>
YouthReach	\$1,870,000	\$1,870,000	0%	3rd of 3-year grants
Poetry Out Loud	\$20,000	\$25,000	25%	NEA passthrough funds
STARS/School based projects	\$1,428,100	\$1,500,000	5%	Expanding STARS to fund any project in/with schools.
Youth Arts Impact Network	\$36,000	\$36,000	0%	
Remaining CYD Fellowship funds	\$9,787	\$18,000	84%	Transferring remaining program funds at direction of foundation partner.
	<b>\$3,363,887</b>	<b>\$3,449,000</b>	<b>3%</b>	

# CYD and Arts Education - Advancement

- Participating in quarterly STEM Advisory Council meetings.
- Participation in STEM/STEAM Week and related committees (October 2024)
- Conversations with Early Education and Care and part of Inter-Agency Early Education and Child Care Task Force led by Executive Office of Economic Development
- Make connections with additional key partners in the Arts Education sector and adjacent sectors.

# Equity Inclusion and Access - Grants

	FY24	FY25	Change	Note
Cultural Equity Learning Community	\$62,500	\$0	-100%	\$237k investment over prior 3 years. Eligible for OGO.
Universal Participation (UP) Innovation Fund Grants	\$480,000	\$480,000	0%	
Arts and Culture Accessibility Resource Hub	\$20,000	\$100,000	400%	Priority: d/Deaf and Disability Equity Plan
Network for Arts Administrators of Color	\$70,000	\$50,000	-29%	\$235k investment over prior 5 years.
Festivals & Projects	\$1,850,000	\$1,850,000	0%	
	<b>\$2,482,500</b>	<b>\$2,480,000</b>	<b>0%</b>	

# Equity, Inclusion, and Access

- Implementation of the d/Deaf & Disability Equity Plan including the establishment of a Disability Advisory Committee.
- Implementation of the Native American & Indigenous People's Equity Plan including the establishment of a Native American/Indigenous People's Advisory Committee.
- Advance and operationalize internal workplace culture through cross departmental initiatives and training. (shared norms, language, recognition, staff evaluations).



# Business Operations

- Training and implementation of the state Comptroller's new financial management software and procedures; this is a big change for the team.
- Increase the utilization of data analytics to gain deeper insights into financial and grant-making activities
- 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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