



Culture celebrates

This program will begin shortly



**Mass
Cultural
Council**

Power of culture



Blues to Green proudly pres

SPRING

Culture celebrates



Mass Cultural Council

Power of culture

Express Yourself, Beverly MA

Captioning

- Live, automated captioning is available for this webinar.
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Today's presenters:



Lisa Simmons
Program Manager
She /Her/Hers



Timothea Pham
Program Officer
She/Her/Hers

Today's agenda

- Program Background and Overview
 - Eligibility
 - Application Information
 - Resources
 - Questions?
-
- *Please note: this Information is a supplement to the published guidelines for the grant program and is not a substitute for reviewing the Guidelines on the Mass Cultural Council website.*

Festival Program Background

- Started in January 2016.
- Original investment \$100,000.
- \$500 grants.
- Purpose: to support Festival producers in bringing artistic and cultural celebratory programming to communities as a way to build community, encourage cultural dialogue, and drive tourism and economic development.
- To date, the program has funded over 988 festivals across the state.



Program Overview

- \$500 per festival
- Grants to in-person festivals (as long as they comply with local and statewide guidelines on in person events)
- Grants to on-line festivals
- Grants for the support of audience engagement and audience development (these grants are not for first time festivals)
The proposed activities help the festival programmer sustain the festival's community presence and strengthen their ability to deliver future festivals.



FESTIVAL GOALS

- The goals of the Festivals Program are to:
- Celebrate the arts, humanities, and sciences through public programming
- Create a sense of place
- Offer diverse arts and cultural experiences
- Support Massachusetts artists and those working in the humanities and interpretive sciences
- Showcase the Commonwealth's geographic, artistic, and cultural diversity



Festival Program Eligibility

- A **Massachusetts-based 501(c)(3) non-profit** organization in good standing with the Commonwealth of Massachusetts.
- Massachusetts **municipal entities** such as Local Cultural Councils, public libraries, recreational departments, etc.
- Applicants **using a fiscal agent**: Massachusetts based unincorporated group/association with a non-profit objective. Fiscal agents can either be municipal entities or non-profit entities incorporated in Massachusetts or registered as a foreign corporation doing business in Massachusetts.
- **Applicants must be in good standing** with all Mass Cultural Council grant programs at the time of application.



Program Eligibility All Applicants

- The festival is **managed by a Massachusetts-based entity.**
- The festival has **identifiable arts, humanities, or science theme.**
- The festival employs or **showcases Massachusetts artists, humanists, or scientists.**
- The festival is **open to the public** and includes some aspect of **free or discounted** programming.



Program Eligibility: Online and In-Person Festival Applicants

- If in-person, the **festival is held within Massachusetts**
- All festivals must be **open to the public**
- The festival can be:
 - A **one-day event**
 - OR
 - A **consecutive sequence of thematically-curated events** that takes place for no more than 28 calendar days.

- If your Festival is in-person, you **must have a plan for it to be delivered online** if state guidelines do not permit in-person gatherings.
- **First-time festivals** can apply for funding for online and in-person festivals.



Program Eligibility: Audience Development and Engagement Applicants

Applicants may seek funding for the following activities:

- **Develop/strengthen** social media presence.
- Developing/strengthen **websites** to help reach new audiences.
- **Audience engagement activities** undertaken if the applicant is unable to produce a festival during Covid-19.
- **First-time festivals cannot apply** for funding for Festival Audience Development and Engagement.



Ineligible Activities

- **Parties**, private celebrations, or events not open to the public
- Festivals organized for or **by political parties**
- **Trade fairs**, events of a commercial nature, and consumer shows
- Events that are produced **solely as fundraisers**, or that contribute to endowments
- **Organization's season or a seasonal series** of presented or produced programs
- **Competitions** and award ceremonies
- **Sports and recreation** activities and related events
- **Scholarship programs**, pageants, **conferences**, symposiums, or seminars
- Showcases or **recitals for individual schools**, including fairs, bazaars, fetes, or open house events
- Requests for **general operating** support



Eligible Expenses

- **Social media engagement and marketing costs**, such as ads, influencers, and other promotional costs
- Costs associated with **developing/strengthen festival website** or making it more accessible
- Other **audience engagement tools**, such as cable access, radio, TV, print, e-newsletter, and audience survey tools
- **Fees paid to artists**, musicians, performers, celebrities, special guests, and speakers
- Festival **programming and production** costs
- Production **costs for equipment rentals**; such as but not limited to sound, visual, stage, and rigging
- **Accessibility services** such as visual enhancements, **Interpreters**, listening guides
- **Translation costs**, such as promotional or programming materials for multi-cultural audiences
- **Marketing and promotional materials** using proper acknowledgment of funding and credits
- **Audience surveys**, research, or economic impact studies related to festival activities



Ineligible Expenses

- Festivals grant funding must not be used to purchase or pay for the following:
- **Food and beverages**, including alcohol.
- **Non-arts and cultural festival** components (such as rides, games, booths, fireworks)



Application:

- <https://mass.gosmart.org> **Deadline** is March 15, 2021 5pm ET
- Funding Period: March 1 – August 31, 2021
- Online Application Opens: January 27, 2021 – 10am (ET)
- Preliminary Funding Decisions Begin: March 1, 2021
- Application Deadline: March 15, 2021 – 5pm (ET)
- Award Notification: April 2021
- Contract Due: No later than May 20, 2021
- Final Report Available: April 20, 2021
- Final Report Due by or before: September 30, 2021



Data Collection and Reporting

- Grantees are required to gather information about the festival participants.
- This may include contact information like a name and email address or a name and mailing address attendee data – typically name and email address and mailing address.
- The Mass Cultural Council provides resources about collecting and making use of audience data. Grantees will report on their data collection activities in their Final Report.



Resources

Festival Tool Kit

The toolkit is a product of the Festivals Audience Lab, a project between the Mass Cultural Council and ArtsBoston that was intended to help organizations build diverse audience in the arts and culture sector through disruptive innovations in marketing practices, using collaborative and data-informed experimentation.

- <https://massculturalcouncil.org/communities/festivals/festivals-toolkit/>



Who is working on this grant program?



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Questions?

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