

A photograph of four women performing a traditional Indian dance on a stage. They are wearing colorful saris in red, pink, green, and orange. The woman in the foreground is in a dynamic pose with her arms raised. The background shows a crowd of spectators and trees under a clear sky. A large orange curved graphic element is on the right side of the image.

# Culture celebrates

Franklin Cultural  
Festival, 2021



*Power of culture*

# Captioning

- Live, automated captioning is available for this webinar.
- To turn on or hide the captions click on "Live Transcript" at the bottom of your Zoom window.
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# Agenda

- Introduction & new system update
- Review of guidelines & eligibility for applying
- Overview of Application
- Q & A

## Communities



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# Why A New Grants Management System

- We are moving all Mass Cultural Council programs to the new system in order to have programs more streamlined within the grants system.
- New grant system will allow all of Mass Cultural Councils grants to be under one grant system and allow for cross promotion of programs
- The new site will allow more flexibility and allow for the collection of data on granting
- The new site will allow for everyone who is associated with a festival to have their own login if they choose too.

# Overview of Grants Management System

- <https://massculturalcouncil.smartsimple.com/>

Q: Is there a record for me or my Organization in the new site?

A: Maybe

- Thousands of application records from individuals and organizations records were on the old site. If you or your organization has applied directly to the Mass Cultural Council, you or your organization may be in the system

# Steps To Access the New System


- If you think you may have a record:
  1. Check for it using forgot password feature first
  2. If you do, great! If not, it is simple to register.
- If you are pretty sure you won't have a record:
  1. Register as an Organization



# Landing Page

← → ↻ massculturalcouncil.smartsimple.com/s\_Login.jsp

Apps Southeastern Regio... New Approach Photos Planning Tools Planning Misc Regional Plans Cultural Compact Misc. Stories State Investment » Other bookmarks Reading list

 Mass Cultural Council

## Login

Email

mina.kim@art.state.ma.us

Password

Login

[Forgot Password?](#)

New to the System?

Register

If you have applied to the Mass Cultural Council for a grant in the past, you may already have a user profile in the system. Before completing a new registration, click on "Forgot Password" and enter your email. If you are already in the system, you can request an email to set a new password.

## 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.](#)

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# Organizations



## Organization Information



Please search for your organization, school, municipality, agency, or group using the "Organization Name" field below. If a record exists, you can simply select the record and then complete the Contact Information section with your contact information.

If you can't find your organization in the "Organization Name" field, you can [register your organization manually using this form](#).

### Contact Information:

Please complete the Contact Information section with your contact information, not the organization's contact information. The email you provide will become your username to log in to the system and it will be the address we use for all communications.

\* Organization Name

## Contact Information

\* First Name

\* Last Name

\* Email

\* Phone

Submit

<https://www.youtube.com/watch?v=Afgc0ta4WVo&list=PL0y5ieOo4y5AcFvmCo30pvZWNpZXVqqIZ&index=71>

Link for a tutorial of getting into the system.

# Festival Program Background



• Cambridge Carnival

- 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 1000 festivals across the state.



# Program Overview



- \$1500 per festival
- Grants to:
- In-person festivals (as long as they comply with local and statewide guidelines on in person events)
- On-line festivals
- Support of Audience Development & Audience Engagement (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 Program Background



- 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



• New Bedford JazzFest

- A Massachusetts-based 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 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 14 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/or 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

# 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)
- Staff for marketing and promotional work.

# Funding From Multiple Programs – Impact on Festival Eligibility/Funding

- Organizations currently receiving Mass Cultural Council's CIP Portfolio or Gateway funding are eligible to apply for a Festivals grant, **however if requests exceed available funds those organizations will only be awarded grants to the extent there are funds available.**
- Priority will be given to applicants that are not current CIP Portfolio or Gateway grantees.
- Additionally, an applicant may apply to both CIP Projects and Festivals for funding for the same festival, however, the maximum award amount between the two programs for that festival will be capped at \$2,500. This means that:

## Fall/Winter Festival Cycle:

- If a festival is awarded a \$1,500 Fall/Winter Festival grant, that same festival, if funded through CIP Projects will only receive \$1,000 in funding for a **total of \$2,500.**

## Spring/Summer Festival Cycle:

- **If a festival was awarded a \$2,500 FY22 CIP Project Grant, it cannot receive a Spring/Summer Festival grant for the same festival because it has received the capped amount of \$2,500. This means you may not submit an application for a festival that received funding from the Projects grant program. You can however submit for a different festival in the same organization.**



# Online Application Timeline



- January 10, 2022 – Application opened
- March 1 @ 5pm - Application closes
- Funding Period – March 1 – August 31, 2022
- Mass Cultural Council reviews applications March 2 – March 18th
- Award Notification – March 18, 2022
- Late March/Early April – Festival contracts sent
- Contracts returned to Mass Cultural Council for payment within 30 days of receiving it (or no later than May 1, 2022).
- Final Reports Due – within 30 days after the completion of the festival.



# 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/>

# 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.



# Who is working on this grant program?



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Program Manager



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