



Culture connects

Pow Wow

Aquinnah



Power of culture

COMMUNITY INITIATIVE

2



Porchfest Arlington

- The **goal** is to bring programs together to deepen our community-based strategy and to foster the cultural life across the Commonwealth.
- Local Cultural Council Program
- The Massachusetts Cultural Districts Initiative
- The Festivals Program

CORE PRINCIPLES

3



Cambridge Street Festival

- Belief that culture **elevates the quality of life and well-being** of all communities in Massachusetts.
- **Local level impact**
- **Celebrating the unique**
- **Empower communities**

LOCAL CULTURAL COUNCIL PROGRAM

4



Lowell Folk Festival

- 40+-years-old
- Largest cultural funding network in the country
- 351 cities and towns, 2,500 volunteers
- More than 6,000 grants, \$3.4M awarded
- In FY19 each municipality received between \$4,800 and \$198,000 for granting

CULTURAL DISTRICTS INITIATIVE

5



Concord Cultural District

- Launched in 2011 by an act of the state legislature
- “Executive branch agencies, constitutional offices and quasi-governmental agencies shall identify programs and services that support and enhance the development of cultural districts and ensure that those programs and services are accessible to such districts.”
- 51 designated districts
- 750 diverse partners
- 5-year designation
- Municipality holds the designation

FESTIVALS PROGRAM

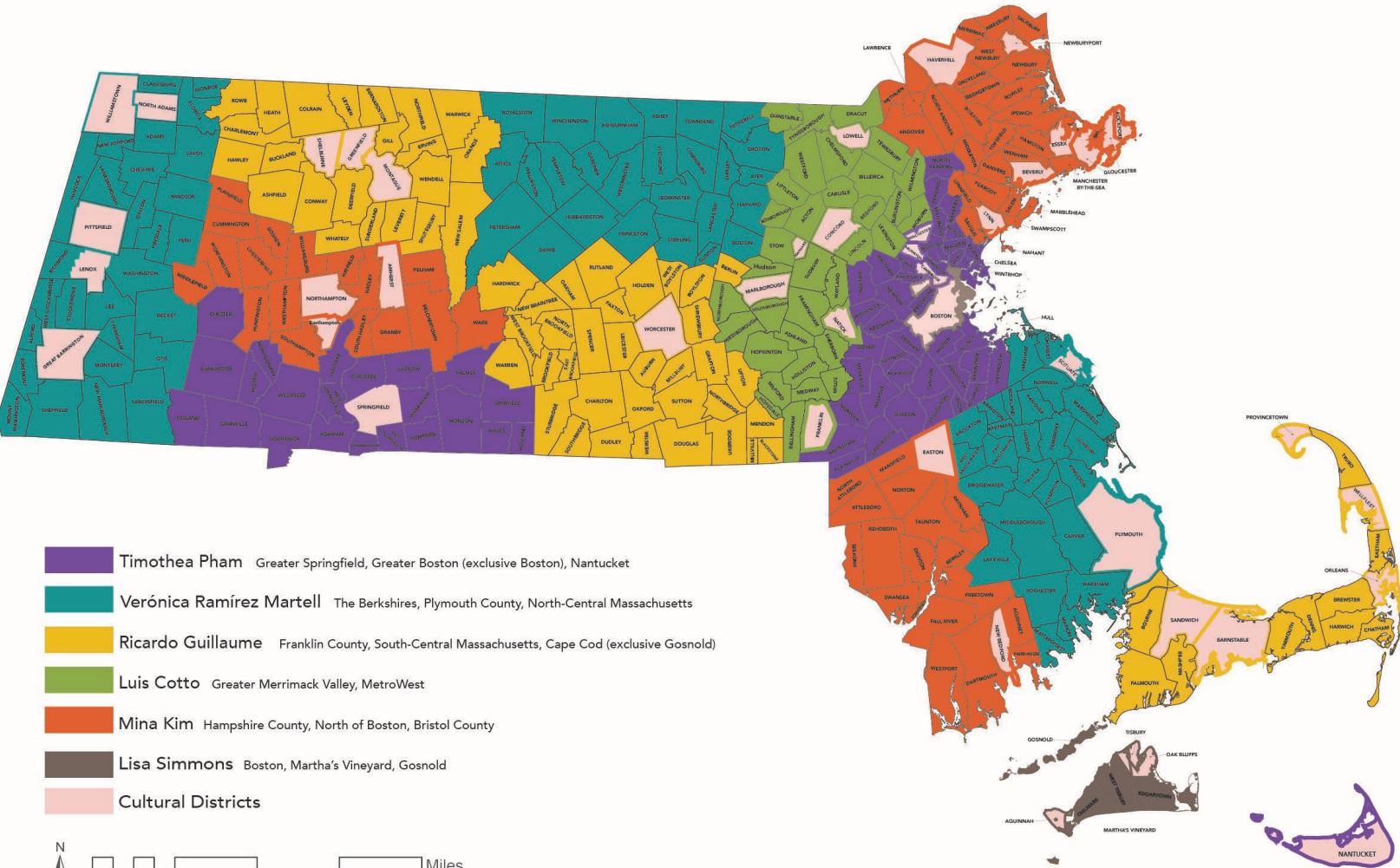
6



Mass Festivals

- The Festivals Program is designed to provide funding to help festival programmers meet the needs of producing, promoting, and developing audiences.
- 200+ Festivals supported over time
- 2 grant cycles
- \$500 grants

WORKING REGIONALLY



WHY THE COMMUNITY INITIATIVE MATTERS

8



Arlington Street Fair

- Creates alliances and fosters partnerships
- Encourages entrepreneurship
- Impacts economic growth & opportunity
- Empowers communities to identify and support what makes them unique
- Makes arts and culture visible