



# This is the power of culture.

An investment for our Commonwealth 2019



*Power of culture*



*“To invest in our cultural life is to invest in our shared future.”*

— ANITA WALKER, EXECUTIVE DIRECTOR,  
MASS CULTURAL COUNCIL



*Front/back cover:  
Tower Hill Botanic Garden*

*This page: Mural,  
Lynn Cultural District*

Vibrant cities and towns. Children experiencing the delight of discovery. Our icons of liberty preserved and celebrated. Our science museums, helping us understand our world and inspiring a new generation to make it better.

## **This is the power of culture.**

Mass Cultural Council works to unleash this power across the Commonwealth. As a state agency, we promote excellence, inclusion, education, and diversity in the arts, humanities, and sciences to foster a rich cultural life for all Massachusetts residents and contribute to the vitality of our communities and economy. We pursue this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools.

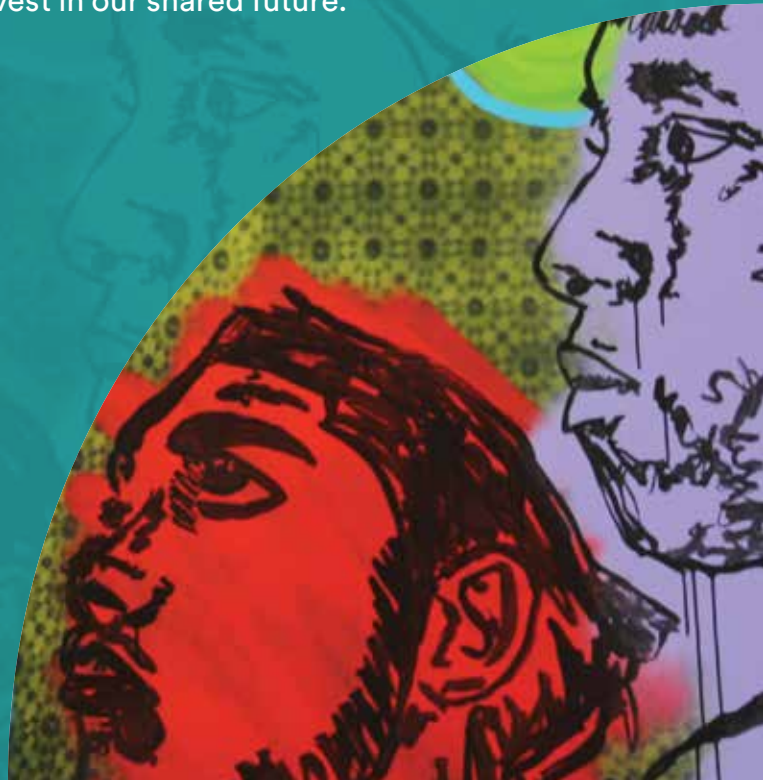
Working through the arts, humanities, and sciences, culture is a dynamic force for enriching communities, growing the economy, increasing accessibility, and fostering individual creativity. Culture is intrinsically valuable and unique in its ability to lift the human spirit.

Realizing this vision will require resources. Funding for Mass Cultural Council comes from annual appropriations from the Commonwealth, grants from the National Endowment for the Arts, and other sources. The pages that follow illustrate the impact of our current investments, and what we could achieve with additional resources in the years to come.

A rich cultural life plays an essential role in healthy communities, good schools, and a strong economy. To invest in our cultural life is to invest in our shared future.

Sincerely,

Anita Walker  
Executive Director  
Mass Cultural Council



# Culture embraces everyone.

We are making culture inclusive, welcoming to everyone – as creators, participants, or audiences – and free of barriers, whether physical, educational, or societal. Why? Because, as our state grows more diverse, culture helps us build relationships across ethnic, racial, and generational lines. It makes our community stronger.

# 200

**200** festivals were funded by the Council, providing **455,761** attendees free or low-cost experiences across the Commonwealth<sup>1</sup>.

*This page: Museum of Science  
Photo: Nicolaus Czarnecki*

*Opposite: Ali Stroker  
Photo: Teddy Wolff*

# 20



# 58,431

The EBT Card to Culture has provided **258,431** free or discounted admissions to **140+** cultural organizations to Mass residents of limited means<sup>2</sup>.

*“Growing up with a disability, my access to the arts saved my life. It gave me a place to express all the things that I didn’t know how to articulate yet. The public investment in cultural access is essential for young people. We all need exposure and experience to the arts and culture.”*

— ALI STROKER,  
BROADWAY ACTRESS AND CO-FOUNDER  
OF THE NATIONAL DISABILITY THEATRE

## Opportunity: expanding access



Adults with disabilities are underrepresented among both performing arts and visual arts audiences. While adults with disabilities compose nearly **12%** of the U.S. adult population, they make up just under **7%** of all adults attending performing arts events or visiting art museums or galleries<sup>3</sup>.

*“Mass Cultural Council’s Universal Participation Initiative helped us make Discovery Museum a place where every person – regardless of age, ability, or learning style – can feel welcome.”*

— NEIL GORDON, CEO, DISCOVERY MUSEUM



# Culture enriches our communities.

Culture is integral to quality of life: it engages citizens, connects neighbors, and gives people compelling reasons to spend time – and money – in cities and towns across Massachusetts. That’s why the American Planning Association identifies culture as a primary tool for community revitalization<sup>4</sup>.

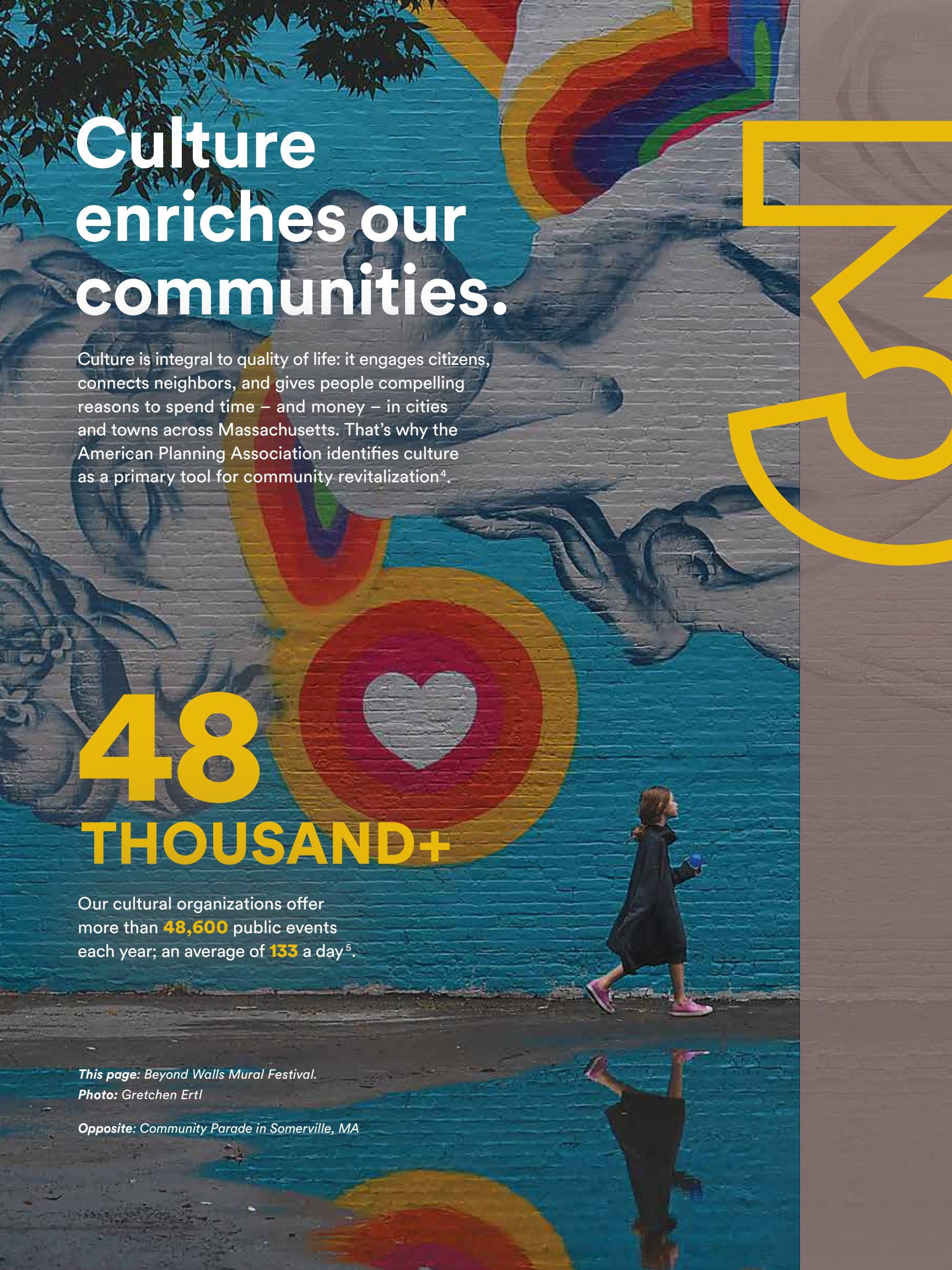
# 48 THOUSAND+

Our cultural organizations offer more than **48,600** public events each year; an average of **133** a day<sup>5</sup>.

*This page: Beyond Walls Mural Festival.*

*Photo: Gretchen Ertl*

*Opposite: Community Parade in Somerville, MA*



# 3 out of 4

**3 out of 4** Massachusetts residents participate in at least one cultural event each month, higher than the national average<sup>6</sup>.

*“Arts and culture play a key role in revitalizing Lynn’s downtown. Festivals, concerts, and exhibitions draw people from across the North Shore and beyond. We continue to draw from Lynn’s rich history of diverse arts and culture enabling us to instill confidence and pride in a new generation of Lynners.”*

— THOMAS M. MCGEE, MAYOR OF LYNN

**Local Cultural Councils provide grants in all 351 Massachusetts cities and towns<sup>7</sup>.**



# Culture drives growth and opportunity.

The economic impact of culture goes way beyond state revenue and job creation – though those are significant. Culture also propels urban development, ignites innovation and creativity, and attracts the skilled workforce Massachusetts needs to compete on the global stage.

# 73,000

Our cultural nonprofits support more than **73,000** full-time-equivalent jobs<sup>8</sup>.

*This page: The House of the Seven Gables*

*Opposite: Mahaiwe Performing Arts Center.*

*Photo: Michael Lavin Flower*







# BILLION

in economic impact for Massachusetts

Each year, cultural nonprofits spend **\$1.38 billion** directly, generating **\$880 million** in indirect spending by visitors, resulting in **\$2.3 billion** in economic impact for the state<sup>9</sup>.

*“The Mass Cultural Council is an important partner that promotes excellence, inclusion, education, and diversity in the arts, humanities, and sciences - and that is what will continue to make Massachusetts one of the best places in the world to do business and build an enduring company.”*

— ELIAS TORRES, FOUNDER AND CTO, DRIFT

**\$41 million** in revenue, combined with **\$56 million** from audience spending results in **\$97 million** back into state coffers<sup>10</sup>. These funds help pay for transportation, education, and other public services – a seven to one return on taxpayers’ investment in the Council.



# Culture empowers a new generation.

More than arts education, culture is crucial to developing creative, productive, and independent-minded young people in Massachusetts – citizens who are ready to succeed in the global economy. Chances are, tomorrow's big entrepreneurs are earning their chops in programs like YouthReach and SerHacer.

# 102,403

**102,403** children are engaged in creative youth development and education by Mass Cultural Council grantees<sup>11</sup>.

*This page: Central Square Theater*

*Opposite: RAW Artworks*



# 84%

84% of creative youth development participants plan for post-secondary education<sup>12</sup>.

*“Mass Cultural Council’s continuous support for creative youth development empowers a new generation of creative, productive, and independent individuals.”*

— GUSTAVO DUDAMEL, MUSIC AND ARTISTIC DIRECTOR, LA PHIL

**If more funding was available, creative youth development programs could provide even greater opportunities to Massachusetts students and children.**

Regardless of economic status, students who study the arts in school have **lower dropout rates, higher GPAs, and better scores in math and language** on standardized tests<sup>13</sup>.

Our creative youth development programs currently empower **6,094** at-risk youth. With additional funding, we could support **10,000** at-risk youth<sup>14</sup>.

**How additional support could expand the impact of creative learning experiences, in and out of school<sup>15</sup>:**

No. of kids served FY18  
**96,309**



With more funding, we could serve  
**125,000**





# Investing in culture.

*This page: Detail of Artist Carrie Gustafson glass piece.*

*Opposite: Cultural Festival in Somerville, MA*

*The numbers tell the story: culture is a powerful force for bettering our communities, growing our economy, creating opportunities, and developing a new creative generation. But there's more to culture than statistics. We believe that our cultural life is essential to our quality of life in Massachusetts. Culture elevates us, expands our perspective, and, in the words of Albert Einstein, "leads [us] toward freedom." We can't think of a better investment than that.*

**Leveraging public and private investment<sup>16</sup>**

For every

**\$1**

Mass Cultural  
Council awards



**\$152**

is raised by  
grantees



# What you can do.

# 1

**Get informed.** Mass Cultural Council funds dozens of programs and initiatives that have a profound impact in the lives of citizens across the Commonwealth. This report shows only a sample: visit [massculturalcouncil.org](http://massculturalcouncil.org) to learn more.

# 2

**Start a conversation.** Find out what's happening in the cultural life of your community. Talk to local employers, educators, engaged residents, and visitors. Ask them what culture means to them in their day-to-day lives.

# 3

**Stay connected.** You play an integral role in creating and supporting a rich, accessible cultural life in Massachusetts. Without you, we stand to lose everything that culture brings to our communities, to the state and local economies, and to our children. We believe in the power of culture. Will you?

## Resources

### Culture embraces everyone

- <sup>1</sup> From Mass Cultural Council FY18.
- <sup>2</sup> From Mass Cultural Council FY18 (data from July 1, 2017 – January 1, 2019).
- <sup>3</sup> National Endowment for the Arts Research on Arts Participation Among People With Disabilities, "A Matter of Choice? Arts Participation Patterns of Disabled Americans."

### Culture enriches our communities

- <sup>4</sup> The American Planning Association. "The Role of the Arts and Culture in Planning Practice."
- <sup>5</sup> From Mass Cultural Council FY18.
- <sup>6</sup> LaPlaca Cohen. "Culture Track 2014: Focus on Boston," Museum of Fine Arts, Boston. Retrieved from <http://www.mfa.org/news/news-and-events/culture-trackfocus-on-boston>
- <sup>7</sup> From Mass Cultural Council FY18.

### Culture drives growth and opportunity

- <sup>8</sup> Americans for the Arts. (2017). "Arts & Economic Prosperity 5: The Economic Impact of Nonprofits and Cultural Organizations and Their Audiences in the State of Massachusetts." Retrieved from [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)
- <sup>9</sup> Americans for the Arts.
- <sup>10</sup> Americans for the Arts.

### Culture empowers a new generation

- <sup>11</sup> From Mass Cultural Council as reported by Big Yellow School Bus, STARS Residency, Creative Minds Out of School, Poetry Out Loud, YouthReach, and SerHacer grantees.
- <sup>12</sup> From Mass Cultural Council as reported by YouthReach and SerHacer grantees.
- <sup>13</sup> Brown, Kimberley. (October 2017). "The Arts and Dropout Prevention: The Power of Art to Engage, A National Dropout Prevention Center/Network White Paper."
- <sup>14</sup> From Mass Cultural Council.
- <sup>15</sup> From Mass Cultural Council.

### Investing in culture

- <sup>16</sup> From Mass Cultural Council.



*Aquinnah Powwow,  
Aquinnah Circle  
Cultural District*

As a state agency, **Mass Cultural Council** works to elevate our rich cultural life in Massachusetts. We partner with communities across the Commonwealth to expand access, improve education, promote diversity, and encourage excellence in the arts, humanities, and sciences. Through our efforts, we make our state a better place to live, work, and visit for everyone.

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[massculturalcouncil.org](http://massculturalcouncil.org)