



# The Power of Culture

*Why Arts, Culture, and Creativity  
Matter in Massachusetts*

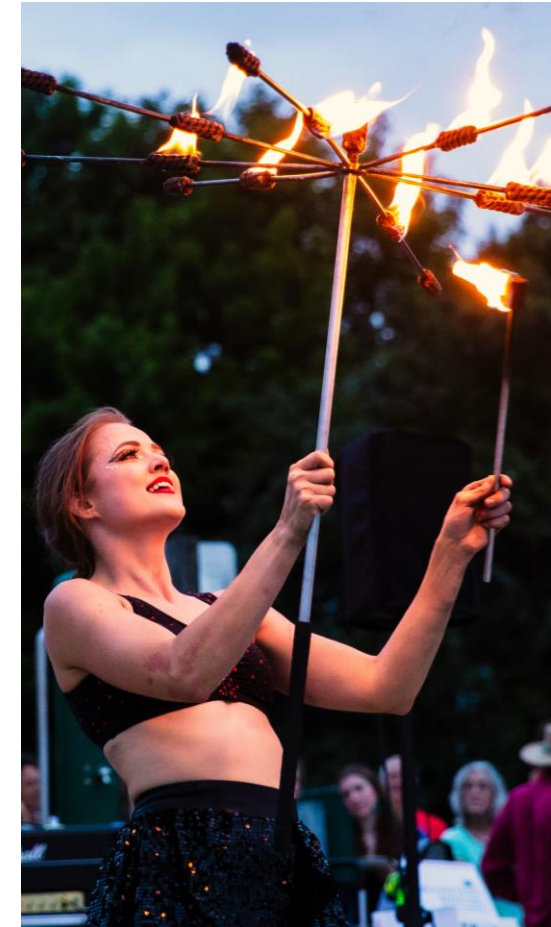


*Power of culture*

Ling Chu & Abby Lin | Chinese Ribbon Dance

# Agenda

1. Mass Cultural Council mission, vision and impact.
2. National and local cultural stories supporting arts and culture.
3. Panel discussion – Municipal officials on their community's commitment and support of arts & culture
4. What you can do.
5. Q & A



First Friday Martha's Vineyard

# We Are Mass Cultural Council

Mass Cultural Council is your independent state arts agency.

Our charge is to bolster the Commonwealth's creative & cultural sector.

Our efforts:

- Advance economic vitality
- Support transformational change
- Celebrate, preserve, and inspire creativity across all communities



Fenway Cultural District's Opening Our Doors day.

# Advancement – FY24 Current Progress

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Health & Wellness through Creativity Panel Event | October 2023

We've built a strong foundation and taken action to establish and reignite relationships with key collaborators to embed the arts more prominently within key sectors across the Commonwealth:

- Establishment of the **Governor's Cultural Policy Development Advisory Council** by Governor Healey through Executive Order
- Forging new relationships with **Secretaries and Agency heads** within the Healey-Driscoll Administration
- Reinvigorating a partnership with the **Mass Office of Travel & Tourism (MOTT)** to strategically align our work – resulting in a new policy (reinforced in pending legislation) to **prioritize projects located in cultural districts** for certain grant programs
- **Advocacy partnerships** with MASSCreative, Mass Humanities, and others to tell a strong story about the creative and cultural sector on Beacon Hill and across Massachusetts, resulting in robust budget appropriations and capital spending authorizations for our programs
- A **monthly listing of curated learning and funding opportunities** for the cultural sector which has grown to become one of the most-visited pages on our website

# Economic Development & Arts and Culture

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Apollinaire Theatre, Chelsea.

Arts and culture are essential for economic prosperity, innovation, creativity, and good health. The sector is key to a strong state economy.

According to the U.S. Bureau of Economic Analysis, in 2022 arts and culture in Massachusetts:

- Generated \$28.6 billion in spending and economic activity
- Accounted for 4.1% of the state's gross domestic product (GDP)
- Supported 133,773 jobs



# Cultural Stories ways to support arts and culture in communities

Arlington Porchfest



# Arts & Culture Transforms Communities

## 5 Buckets to Support Arts and Culture in Your Municipality

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1: Infrastructure

2: Planning

3: Funding

4: Programming

5: Marketing/Promotions

Greenfield

# Arts & Culture Transforms Communities – Infrastructure

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Porchfest Arlington

Raise \$\$\$, recommend policy, present at government level meetings, oversee programming, etc. Inspirational stories:

- Office of Arts and Culture/Creative Economy/Etc. – New Orleans, Philadelphia, Providence
- FT/PT Staff Position(s) - Des Moines, IA (Public Art Coordinator), Eugene, OR (Cultural Services Director), Ann Arbor, MI (Public Art Administrator), Boulder, CO (Cultural Affairs Manager)
- Artist-In-Residence Program – NPS, NYC, Austin, North Charleston, SC, International
- Municipally Designated Partnership/Advisors – Commissions, Cultural Districts, Non-Profits (St. Paul, MN; Oakland, CA)



# Arts & Culture Transforms Communities

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## Planning



Jiehae Park and Wai Ching Ho in *Endlings*,  
American Repertory Theatre

Master Creative Sector Plan or advise on Municipal Master Planning. National models:

- Asheville Arts in the Heart Strategic Plan
- Iowa City Public Art Master Plan
- Denver's Imagine 2020 Cultural Plan
- Dubuque Arts and Culture Master Plan

# Arts & Culture Transforms Communities

## Programming

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Receita de Samba, Cambridge

**Parks and Rec** - Local Goods in Parks and Historic Sites, benches, bike racks, bike trail art

**Public Art** - busker/street performer program, art in municipal buildings, festivals, murals on blank walls, public works (utility boxes, fire hydrants, trash receptacles, storm drain covers), Activating vacant storefronts/windows with displays and pop-up stores

**Transportation** - creative wayfinding, intersection/crosswalk art, sidewalk poetry stamps, bus shelter art

# Arts & Culture Transforms Communities

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## Marketing/Promotions



Green Roots, Chelsea

Arts page on City/Town Website or separate arts website (Ashville, NC, Hudson, NY, Iowa, IA, Marfa, TX)

Arts Signage – Saratoga Springs, NY, Carmel-By-The-Sea, CA, Sedona, AR, Ashville, NC

# Arts & Culture Transforms Communities

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## Funding



Tower Hill Botanical Gardens

Fund Arts and Culture in a manner that is equitable to Parks & Rec or Sports

Use existing tax programs – DIF, TIF, BID, CPA and MassCreative bills-esp. Downtown Vitality Bill

Direct revenue from municipal fees to arts and culture (Parking, Parking meters, Parking tickets, etc.)

- Tax Revenue – What has worked elsewhere in the nation:
- Special Districts or Cultural Tax Districts (St. Louis, MO and Allegheny County, PA)
- admission/amusement tax (Seattle, WA)
- Sales Tax for the Arts (Salt Lake, UT and Denver, CO)
- Property Tax for the Arts (St. Louis, MO, Genessee County, MI)
- Hotel Tax (San Francisco, CA, Miami-Dade County, FL, Austin/San Antonio, TX, San Diego, CA)
- Beverage Tax for the Arts (Flagstaff, AZ)
- Cigarette Tax for the Arts (Cleveland, OH)
- Household Income Tax for Arts Education (Portland, OR)
- Billboard Tax Fund for Arts Organizations (Baltimore, MD)
- Gaming (gambling) Tax for the Arts (Deadwood, SD)
- Percent for Public Art from New Construction (about 450 localities)
- Bed, Board, Booze Tax (Flagstaff, AZ)
- Land Development Tax (Louisville, KY)
- Tourist Development Tax (Sarasota County, FL)

# Arts & Culture Transforms Communities – Local Stories

## PARTNERSHIPS

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### New Bedford

- New Bedford Economic Development Council + New Bedford Creative + New Bedford's Tourism Office.
- New Bedford Arts, Culture and Tourism Fund

### Bedford

- Bedford Cultural District's operations managed by the Town's Economic Development office.
- Currently using CPA funds to develop a cultural performance venue.

### Lowell

- Canalway Cultural District managed by the City's CASE office, established by City ordinance.
- Partner with Cultural Council and District, implementing creative projects and community events.

### Harwich

- Town of Harwich established and funded a Director of Cultural Affairs position.
- Two designated cultural districts and 'The 204': school-turned-cultural arts mixed-use municipal facility.

### Beverly

- Dept. of Planning & Development coordinates funding, projects and programs with their cultural district.
- Shared vision and collaborative partnership (City/BAD/BMS) results in collective impact.

# Arts & Culture Transforms Communities – Local Stories

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## POLICY

City of Lynn

*A need for policy to inform a creative community placekeeping/public art infrastructure.*

- Established a Public Arts Commission via City ordinance.
- 'Lynnstallation' was implemented through a strong partnership process with technical assistance from MAPC. This is deemed a new model for municipal-artist collaboration through a 100% community-driven process.

## FUNDING

Start by creatively re-prioritizing funds you may already have.

- i.e. CDBG, Commercial Facade, CPA and other Smart Growth tools, funds offered through CBAs and HCAs, municipal parking revenue, etc.

It's important to recognize that even projects that may initially sound art-focused are very often rooted in community and economic development, so these funds are often applicable.

Community Preservation Act (CPA) Funding

Creative community placekeeping projects can be an eligible use of these funds.

- i.e. the creation of community gathering and event spaces, outdoor art galleries, and greenways, sidewalk or crosswalk interventions, creative bike racks, community paths and gardens, parks/parklets/pocket parks, and performance venues.



Shelburne Falls Cultural District



# What You Can do

*Support Arts & Culture in Your Community*

*Panel Discussion*



# Support arts and culture in communities: LCCs and Cultural Districts

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Turners Falls Cultural District

They are your direct line to the cultural community in your city/town

- Appoint members to your Local Cultural Council that reflect the diversity and rich cultural life of your community
- Provide opportunities for Local Cultural Council to address selectboard/city council meetings
- Encourage your LCC to make direct grant payments instead of reimbursements to promote equity/access. Consider Direct payments.
- Provide an administrative staff person to your CD and LCC – and/or a municipal liaison
- Match or partially match your LCCs state allocation. Give them a line item in your budget.



# More opportunities

- Involve artists in planning and zoning discussions.
- Make space for arts and culture - renovation and/or lease of municipal buildings.
- Seek out other funding opportunities
  - Community One Stop for Growth, Rural Development Fund, Destination Development Grants and MA250 Grants



Multicultural Day | Natick Cultural District

# Online Resources

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## MassCulturalCouncil.org

- **Agency Dates**— Key dates for all Mass Cultural Council grant programs and events.
- **Blogs**— Our Power of Culture blog is your source for Agency and sector news and information. Visit **ArtSake** to dig into the creative work of Massachusetts artists.
- **E-Newsletters**— Sign up to receive one – or all three! – of the Agency’s monthly newsletters: **Power of Culture**, **Artist News**, and **Community Initiative News**.
- Looking for additional support and creative opportunities? Check out our weekly **Artist Opportunities** roundup on ArtSake or our monthly **Opportunities & Resources for Cultural Organizations** on our Power of Culture Blog
- **Grants Management System**— Register once, apply for funding all year.
- **HireCulture.org**— A free, online listing of employment opportunities in Massachusetts.

Scan to learn more!





# Thanks so much!

Engage with us @MassCultural

