



The Power of Culture

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



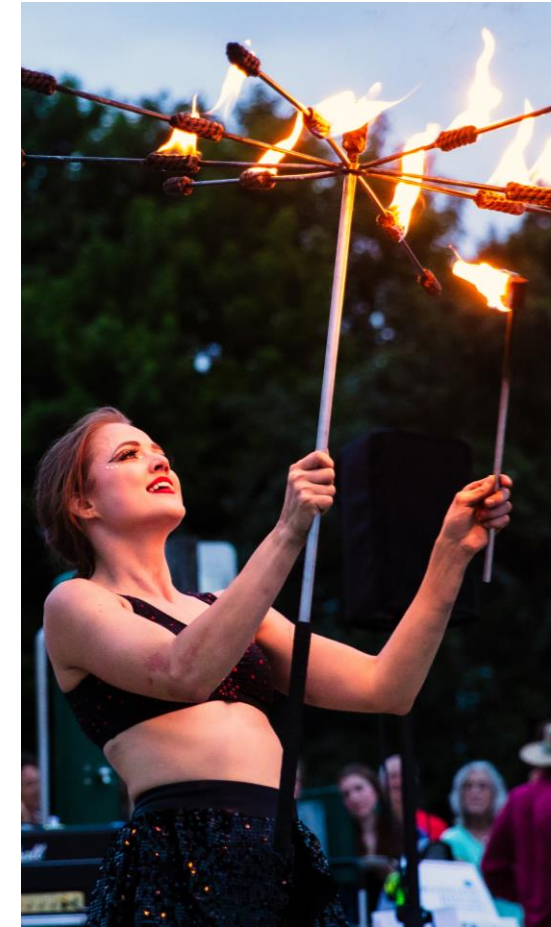
**Mass
Cultural
Council**

Power of culture

Ling Chu & Abby Lin | Chinese Ribbon
Dance

Agenda

1. Discussion of Mass Cultural Council mission, vision and impact.
2. Mass Cultural Council programs for municipalities
3. Panelists discussion of municipal support for their communities and promotion of the arts through LCCs and CD's
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

4



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:

- Two **sector-wide convenings** including elected officials, artists, economists, scientists, researchers, social workers, and representatives from numerous cultural organizations across the state
- 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
- **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
- 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

Sources of Funding

This year (FY24), Mass Cultural Council expects to invest **\$44 million** in state and federal public resources to support the Commonwealth's creative and cultural sector.

Sources for this funding include:

- \$25 million **state budget appropriation**
- \$5+ million from **casino state tax revenues**
- \$1.2 million in grants from the **National Endowment for the Arts (NEA)**
- \$11+ million in one-time state **pandemic recovery funds**



Creative Sector Advocacy Day 2024



Our Impact

Why Arts Matter



Josh Souza, New Bedford

Culture Spurs Economic Development

7



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

Culture Enhances Tourism

8



The Donkey Show at OBERON, American Repertory Theatre

Arts and cultural attractions help drive tourism. The AEP6 study, conducted by Americans for the Arts found:

- **30%** of attendees to an average arts or cultural attraction traveled from **outside the region** to attend
- **77%** of them said the attraction was the **sole reason** for being in the area
- Those who travel for arts and culture **outspend locals by nearly double** on other event-related spending including restaurants, lodging, shopping, transportation, etc.

Culture Creates Jobs

Mass Cultural Council's Cultural Facilities Fund provides major improvement grants to nonprofit cultural organizations.

- Recipient organizations employ **2,957 full-time equivalents** representing **\$341 million** in wages and salaries
- The projects supported by these grants created **3,220 new jobs**
- These projects have employed nearly **37,000 architects, engineers, contractors, and construction workers**



MASS MoCA, Solid Sound Festival



Municipal Funding Opportunities

Arlington Porchfest



Municipal Funding Opportunities

11

Cultural Facilities Fund (CFF)

Grants to support the acquisition, design, repair, rehabilitation, renovation, expansion, or construction of municipal cultural facilities. Grants range from \$7,000 to \$200,000. Managed in partnership with MassDevelopment.

(Application opens fall 2024)

STARS Residencies

Program is being redesigned, but it will continue to fund creative learning opportunities at schools. (Application opens fall 2024)



Green Roots, Chelsea

Municipal Funding Opportunities

12

Gaming Mitigation Fund

Grants to Massachusetts municipal performing arts centers to spend on touring shows or touring artist fees. Grants have ranged from \$5,000 to \$200,000. In FY24 \$3,662,200 was granted.

(Applications open late 2024)

Festivals & Projects

Culture elevates the quality of life and well-being of communities across Massachusetts. Through Festivals & Projects, we support organizations that celebrate, preserve, and inspire creativity. These \$2,500 grants fund activities that provide public benefit using the arts, humanities, or sciences.

(Applications open spring 2025)

Operating Grants for Organizations

Multi-year, unrestricted operating grants to organizations that enrich Massachusetts' cultural life. Municipal cultural organizations that manage their own budget and have at least one full-time compensated administrative staff position dedicated solely to operation of the cultural entity are eligible. Grant amounts start at \$6,000.

(Applications open now until June 13th)

What are Cultural Districts?

13



Crossroads Cultural District | Greenfield

Characteristics

- A specific geographical area in a city or town that has a concentration of cultural facilities, activities, and assets.
- Navigable, compact and the center of cultural and economic activity.
- Lively, engaging, attractive, appealing, enchanting, delightful...authentic.

Goals

- Attract artists and cultural enterprises
- Encourage business and job development
- Establish the district as a tourist destination
- Preserve and reuse historic buildings
- Enhance property values
- Foster local cultural development

More About Cultural Districts



Assabet Village Cultural District | Maynard

A Cultural District Designation is good for **10 years**.

In FY24, Mass Cultural Council invited its 55 [Cultural Districts](#) to apply for **\$15,000** in assistance to support development and sustainability efforts in their communities.

- 54 districts received a total of \$810,000

In FY23, our Cultural Districts reported:

- Over **1.3 million** visitors and attendees to their programs and events.
- Over **200 new businesses and/or organizations** opened within their boundaries.
- Almost **91%** of districts reported an increase in visitation, to the cumulative tune of **1,307%**.
- Supporting their local creative economy by **paying over \$600,000 directly to local Artists**.

Local Cultural Council Program

15

- Largest decentralized grant-making network in the country, where annual community funding for arts and culture is administered by appointed municipal officers, set into law by an act of the Legislature
- In FY24 the Agency allocated **\$5.5 million to the state's 329 LCCs** to regrant in every city and town in Massachusetts
 - **This translated to 7,600 grants, awarding a total of \$7.56 million in grants.** (The total amount granted includes the Agency's LCC allocations as well as unspent funds from prior LCC cycles, municipal matches, and local LCC fundraising efforts.)
- The allocations each year are based on the amount of funding the Mass Cultural Council receives and is determined by using the state's local aid formulas established by the legislature.
 - Based on population and equalized property values to provide low-income communities with relatively larger allocations.

Local Cultural Council Program

16



City of Fitchburg

- In FY24 allocations ranged from \$5,500 to \$297,200. \$5,500 is the minimum allocation amount, and 83 Local Cultural Councils receive the minimum amount.
- Each of the 351 cities and towns has a Local Cultural Council represented by 329 LCCs (some are regional).
 - There are roughly 2,500 municipally appointed LCC members across the state.
- The LCC Program Guidelines serve as the operational guide for LCCs and set the policies for their grantmaking and reporting.

Appointing Authority and Membership

17

- Local Cultural Councils consist of at least five, but no more than 22 members.
- Members appointed by the top appointing official in the community (i.e., Mayor, city manager, board of selectmen, or executive officer).
- Council members should have a demonstrated interest in the arts, humanities, or sciences, as determined entirely by the appointing authority, not Mass Cultural Council.
- The term of membership for a council member is three years; members can serve a maximum of two consecutive terms, or a total of six years, unless the appointing authority removes a member before the expiration of a term.
- Annually, each council must elect a chair, secretary, and treasurer. To preserve continuity of operations, the terms of individual council members should be staggered (that is, there should never be 100 percent turnover of members in a single year).



Acton-Boxborough Cultural Council

Managing Funds, Admin, and Council Programs 18

- All funds from Mass Cultural Council, municipal funds, donations to the LCC, and any interest earned thereon must be deposited in a revolving account kept separate and apart from all other monies and administered by the local city or town treasurer.
- An LCC may not accumulate unspent state funds at the local level. Unspent state funds from prior fiscal years must be accounted for, reported to Mass Cultural Council, and regranting in the next available funding cycle.
- LCCs may spend up to 5% of their state allocation each funding cycle for administrative expenses, such as paid staff, postage, and publicity.
- Although Local Cultural Council members cannot receive compensation, they can receive reimbursement for expenses.
- Councils can use up to 20% of their Mass Cultural Council allocation on programs that have been developed by the council that respond to cultural needs in the community.
- LCCs can fundraise from other local, state, public, private sources



What You Can do

Support Arts & Culture in Your Community

Andrew Tavarelli, 2018



Support your LCC and Cultural District

20



Shelburne 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.
- 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

Join us for our next webinar for even more inspiring examples and ideas of how to use the arts to improve your city town!



Multicultural Day | Natick Cultural District

Online Resources

22

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

