

EBT Card to Culture Guidelines

ACCESS THE POWER OF CULTURE WITH YOUR EBT CARD

Participating Organizations

To be a part of this program, organizations will voluntarily offer free or steeply discounted admission to any bearer of a Massachusetts-issued Electronic Benefit Transfer (EBT) card.

Eligible discounts are:

- For regular admission, during all normal operating hours, or for every regular season performance, to be used at any time.
- Available to the family or individual adult holding the EBT card.
- Offered through the regular admissions process, or redeemable in the same manner that other discounts at the organization are.

Organizations decide on the extent of the discount for themselves – the admission price, if any, and the number of people that the discount extends to per card. Special performances or exhibits may be exempt from the discount – if there is an extra fee or upcharge, organizations are not obligated to offer a discounted rate. Organizations may limit the number of spots available to EBT cardholders, if there is limited capacity for a class or performance.

Examples of eligible discounts:

- Admission FREE for 2 adults and 2 children.
- Tickets \$1 per person, up to 6 people. Cannot be combined or used for special events.
- 30 tickets put aside per performance: \$5 each, 2 per card. Subject to availability – tickets will be released if the show sells out.
- Automatic qualification for financial aid, tuition will vary.

- \$2 per adult with EBT or WIC card, visitors under 18 are always free.
- One class per family for \$10 each semester, pending sufficient enrollment.
- All programs 75% off listed price, two people per EBT card.

Organizations must also:

- Consent to having their discount and visitation information on the Department of Transitional Assistance's website, and in their printed materials.
- Offer the discount until at least June 30, 2019, as listed on the DTA's site.
- Train box office or admissions staff ahead of implementing the EBT Card to Culture discount to make the transaction and entry process as smooth as possible.
- Collect usage and attendance information, and report on it by **July 15, 2019**.
 - The number of times the discount was used, as well as how many adults and how many children attended with the discount.

Mass Cultural Council and the Department of Transitional Assistance

Will provide promotion via:

- Mass Cultural Council and Department of Transitional Assistance's websites
- Poster that will be up at the DTA office nearest your organization
- On television bulletin board at the DTA office nearest your organization
- Brochure which will be available at each DTA office in Massachusetts, and included as an insert in mailings to DTA's constituents
- On the DTA's mobile app, which currently has 20,000+ users in Massachusetts
- All press releases and materials put out by the Massachusetts Cultural Council and Department of Transitional Assistance

Training:

- A training for admissions staff, about customer service and inclusion as it pertains to this program, and with a broader definition of accessibility.
- Access to a trainer at the DTA, should you desire more in-depth training for your staff.

How do I sign-up?

Make sure that your organization meets the minimum requirements listed above, and then **submit your information via this online form**.

Sign-ups are accepted quarterly. For participation in FY19, sign-up by:

July 31
September 30
December 31
March 31

If you have any questions about what qualifies for this program, please contact Kalyn King at the Massachusetts Cultural Council at kalyn.king@art.state.ma.us.