



IT WORKS. WORK IT...

WE MAKE CREATIVITY WORK FOR OUR COMMONWEALTH

Fiscal Year 2018 State Budget Request

The Massachusetts Cultural Council (MCC) seeks a **state appropriation of \$16 million for FY18**, a \$2 million increase from the current fiscal year. The agency will put these funds to work toward:

- A healthy state economy that benefits from a robust nonprofit cultural sector, cultural tourism, and a creative workforce.
- More vital, livable communities flourishing with arts and cultural activities accessible to all.
- Young people who possess the knowledge, imagination, and creativity to succeed in school, careers, and civic life.
- A cultural sector that opens its doors to young and old of all backgrounds, income and abilities.

Investing in the arts, humanities, & sciences through MCC delivers significant returns to the Commonwealth and its citizens. In 2015 more than 500 Mass cultural nonprofits served **24 million visitors** through performances, exhibitions, & public programs—**nearly half free of charge**. These organizations fueled our state's economy with \$1.4 billion in direct spending, and their audiences spent an additional \$618 million, for a total economic impact of **\$2 billion**. This combined spending also generated **\$104 million in revenue** for the Commonwealth and its communities through taxes and fees. And this cultural activity supported **62,000 jobs** for the nonprofit organizations and companies and individuals that do business with them.

The summary below broadly outlines how MCC would invest an additional \$2 million to realize these goals through its grant programs and services to the cultural sector in FY18. A longer term vision is outlined in our updated "It Works" case statement. By statute, all final budget allocations must be approved by members of the Massachusetts Cultural Council, who are appointed by the Governor.

Background:

The Mass Cultural Council is a state agency that promotes excellence, access, education, and diversity in the arts, humanities, and sciences, to improve our quality of life and contribute to the vitality of our communities. MCC pursues this mission through grants, services, and advocacy for nonprofit cultural organizations, schools, communities, and artists. Its FY17 budget is \$15.7 million, which includes a \$14 million state appropriation and grants from the National Endowment for the Arts. MCC also runs the Massachusetts Cultural Facilities Fund (CFF) in partnership with MassDevelopment, with a separate allocation from the state's capital budget.

WORK IT: GOALS & SPENDING PLAN FY18

GROW THE CREATIVE ECONOMY: \$1 million

"The road from empty buildings to arts community has been difficult, and will continue to be so. But the partnership of artists, arts, and community is once again a proven success story," Crystal Campbell, ArtWorks! New Bedford, *Standard Times*, Dec. 21 2016.

- **Boost the economic impact of nonprofit cultural organizations**

MCC's Cultural Investment Portfolio (CIP) provides operating support for nearly 400 nonprofit cultural organizations of all sizes across the Commonwealth. Half of organizations surveyed said they would spend additional funds to pay workers, market programs, and improve their operations. MCC also provides an annual partnership grant to Mass Humanities for community-based projects that use history, literature, and other humanities disciplines to strengthen and improve civic life.

- **Transform cities and towns through arts-led economic development.**

MCC will continue to advance [Futurecity\Massachusetts](#). With pilot projects in Boston, Worcester, and Springfield, Futurecity\Mass represents an entirely new approach to city planning that positions artists and creative expression as central economic drivers in real estate development.

- **Achieve excellence: attract and support a creative workforce**

The MCC supports working artists through its Artist Fellowship and Traditional Arts Apprenticeship Programs. Currently we award fellowships to roughly 100 artists each year and additional funding will allow us to increase grant awards for our artists.

BUILD CREATIVE COMMUNITIES: \$500,000

"The LCC Program gives a great perspective on the richness and depth of the cultural arts opportunities in our community and shows the cooperative nature that evolves between our small towns and the groups within them." John Zimmerman, Westhampton Cultural Council

- **Expand opportunities for citizens to participate in arts & culture in every community**

MCC's Local Cultural Councils support more than 6,000 projects in all 351 MA cities and towns. But Local Councils can fund only 57% of requests they receive because of limited funds. With additional funds, MCC will work with cities and towns to help meet this demand and amplify the vital work of the Local Cultural Councils in their communities.

- **Attract more visitors to Cultural Districts & Community Festivals**

There are 35 state-designated Cultural Districts and another 40 communities seeking state designation. MCC also supports more than 200 community festivals that revitalize downtowns, employ local artists, and preserve and celebrate cultural heritage. With additional funding, MCC will provide grants and services to help these communities hire staff and reach new audiences for their programs.

INSPIRE CREATIVE MINDS: \$250,000

“[Arts education](#) has been shown to improve student performance across the disciplines as well as to have a positive effect on other indicators like family involvement, [absenteeism](#), and school culture and climate. Beyond teaching students about public performance or painting techniques, arts programs also deepen students’ involvement in their own education.” Boston Globe editorial, January 2, 2017.

- **Reach more at-risk youth with arts, sciences, & humanities**

YouthReach is a national model program that leverages the unique power of creative expression to help at-risk adolescents. SerHacer is a new music initiative focused on supporting and developing intensive music education primarily for at-risk youth. YouthReach and SerHacer currently support 63 programs that reach more than 8,000 kids. These grants are a modest \$15,000; additional funds could connect more underserved youth to transformative learning experiences that will help them build lifelong skills and capacities.

- **Expand learning through the arts, humanities, and sciences for more children**

In FY17 MCC’s School Artist Residencies (STARS) will serve more than 22,600 students through 222 residencies in schools across the state. Its Creative Minds Out-of-School program provided free arts education to 2,750 youth in Boys & Girls Clubs, YMCAs & other afterschool sites across the state. Still, demand continues to far outstrip our funding: With additional funds MCC could reach dozens more schools with quality arts and humanities learning in Gateway Cities and other high-need communities.

EXPAND ACCESS TO ARTS & CULTURE: \$250,000

“When Tower Hill Botanic Garden opened its newest garden . . . we considered it to be our greatest step yet in moving towards being an accessible place to find peace and beauty that embraced the philosophy and practice of Universal Design. (MCC’s) UP program has given us that education and more importantly provided the tools and resources to continue learning and help educate others.” Marleen Kilcoyne, Tower Hill Botanic Garden, Boylston.

- **Make Massachusetts the most accessible place in the nation for arts and culture**

In FY17 MCC’s UP Initiative helped 31 nonprofit organizations expand public access to their programs and facilities through collaborative learning and expert training. In the coming year we plan to continue this work with a particular focus on helping nonprofit organizations advance initiatives around diversity and inclusion.

MCC grants also play an important role in maintaining and expanding access to arts and culture. CIP organizations provided 11 million free admissions in FY16. And the revenue they earn from admissions covers only 28% of the cost of producing cultural programs. When organizations were surveyed, nearly half said they would spend additional funds on providing free or low-cost admission, improving accessibility for persons with disabilities, and expanding programming.

***Sources:** 2015 Cultural Data Project (<http://www.culturaldata.org/>); Americans for the Arts: Arts & Economic Prosperity IV Impact Calculator: <http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator>