



IT WORKS. WORK IT...

WE MAKE CREATIVITY WORK FOR OUR COMMONWEALTH

INTRODUCTION

How does creativity work?

Creative expression through the arts, humanities, and sciences connects us, inspires us, and challenges us to see our world, and one another, in new ways. Creativity helps our economy grow, our children learn, and our communities thrive.

Creativity: **It Works!**

And in cities and towns across the Commonwealth, the Massachusetts Cultural Council (MCC) is putting creativity to work for our Commonwealth.

MCC is a state agency that promotes excellence, access, education, and diversity in the arts, humanities, and sciences to improve the quality of life for Massachusetts residents 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.

The current, FY15 state appropriation for MCC is \$12 million. MCC seeks to increase that investment to nearly **\$24 million** over the next four years to support:

- 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 and abilities, regardless of income.

The following pages represent MCC's spending blueprint that outlines the resources necessary to more fully realize these goals through its various grant programs and services.

In 2014 the Phi Beta Kappa Society awarded MCC its prestigious Key of Excellence Award for the agency's efforts to provide at-risk youth and other vulnerable citizens with in-depth arts, humanities, and science experiences. The Award—only the second for a public agency in the US—cited MCC for "demonstrating a strong record of success at engaging the public across multiple disciplines in the arts and sciences" and "yielding more public access for residents and strong economic returns for communities."

MCC is putting creativity to work for the citizens of Massachusetts. It is time to reinvest in that vital mission.

GOALS & SPENDING PLAN FY16-FY19

Requested Annual State Funding*

FY15: \$12.0 million
FY16: \$15.1 million
FY17: \$17.9 million
FY18: \$20.8 million
FY19: \$23.8 million

GROW THE CREATIVE ECONOMY

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

Cultural Investment Portfolio (CIP)	FY15: \$4.2 million
	FY16: \$5.2 million
	FY17: \$6.2 million
	FY18: \$7.2 million
	FY19: \$8.2 million

CIP provides operating support for more than 400 nonprofit cultural organizations of all sizes across the Commonwealth. The current average grant is \$10,025. When organizations were surveyed, half said they would spend additional funds on salaries/stipends, marketing, and routine upkeep.

Next Year (FY16): The average CIP grant would be \$13,000

Four Years (FY19): The average CIP grant would be \$20,000.

- **Attract more visitors to Cultural Districts**

Cultural District Initiative (CDI)	FY15: \$0
	FY16: \$200,000
	FY17: \$300,000
	FY18: \$400,000
	FY19: \$500,000

There are 26 Cultural Districts and another 45 communities seeking state designation. Fifteen Cultural Districts that gathered data this year reported an aggregate 15% increase in visitation following their establishment. With funding for Cultural Districts, MCC will provide grants and training to help communities pay for staffing, launch marketing campaigns to attract new visitors, and spur more commercial activity.

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

Support for individual artists	FY15: \$366,000
	FY16: \$416,000
	FY17: \$466,000
	FY18: \$516,000
	FY19: \$566,000

The MCC recognizes working artists through its Artist Fellowship and Traditional Arts Apprenticeship Programs. Currently we award fellowships to roughly 100 artists each year.

Next Year (FY16): Continue to fund 100 fellowships and serve 100 additional artists through new program meant to catalyze artists' careers by helping support specific and unique opportunities.

Four Years (FY19): Serve 300 artists: maintain 100 fellowships & serve 200 new artists.

BUILD CREATIVE COMMUNITIES

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

Local Cultural Councils (LCCs)	FY15: \$2.76 million
	FY16: \$3.46 million
	FY17: \$4.26 million
	FY18: \$5.16 million
	FY19: \$6.16 million

Mass Humanities	FY15: \$453,000
	FY16: \$566,000
	FY17: \$680,000
	FY18: \$793,000
	FY19: \$906,000

LCC grants support over 5,500 projects in all 351 MA cities and towns. But LCCs can fund only 49% of requests they receive because of limited funds. Their average grant is \$500.

Next Year (FY16): LCCs could fund 6,000 projects with an average grant size of \$600 and meet 58% of the total requests.

Four Years (FY19): LCCs could fund 8,000 projects with an average grant size of \$775 and meet 95% of the current community need.

- **Increase the capacity of communities to offer cultural activities**

Cultural Districts & Adams Arts	FY15: \$765,000
	FY16: \$965,000
	FY17: \$1,065,000
	FY18: \$1,165,000
	FY19: \$1,265,000

Professional Development Grants (Across all programs)	FY15: \$0
	FY16: \$0
	FY17: \$100,000
	FY18: \$100,000
	FY19: \$100,000

The MCC was able to meet 40% of the total amount requested by communities for Adams grants and awarded funding to 29 projects involving 260 organizations.

Next Year (FY16): Adams could fund 32 projects involving 300 partners.

Four Years (FY19): Adams could fund 45 projects involving 400 partners.

FY17 – FY19: MCC could restore professional development grants to support training for roughly 250 constituents a year in all of its core programs.

INSPIRE CREATIVE MINDS

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

YouthReach and SerHacer	FY15: \$586,000
	FY16: \$711,000
	FY17: \$836,000
	FY18: \$961,000
	FY19: \$1,086,000

YouthReach serves primarily 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 40 programs that reach 3,500 kids.

Next Year (FY16): YouthReach & SerHacer could serve 50 programs serving 4,375 kids

Four Years (FY19): YouthReach & SerHacer could serve 65 programs serving 5,700 kids.

- **More arts, humanities, and sciences to more children**

Creative Minds: In & Out of School	FY15: \$925,000
	FY16: \$1.2 million
	FY17: \$1.3 million
	FY18: \$1.4 million
	FY19: \$1.5 million

Big Yellow School Bus (BYSB) and LCCs fund 1,147 field trips that sent 98,967 students to cultural organizations.

Next Year (FY16): The two programs could fund 1,261 field trips serving 110,000 students.

Four Years (FY19): The two programs could fund 1,605 field trips serving 150,000 students.

In FY14 MCC's School Artist Residencies (STARS) served 21,000 kids through 189 residencies.

Next Year (FY16): STARS could serve 24,000 kids through 215 residencies.

Four Years (FY19): STARS could serve 30,000 kids through 278 residencies.

EXPAND ACCESS TO ARTS & CULTURE

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

UP Accessibility Initiative

FY15: \$125,000

FY16: \$225,000

FY17: \$275,000

FY18: \$325,000

FY19: \$375,000

In FY15 the MCC will engage 10 organizations in the UP Innovation and Learning Network to develop initiatives to expand access to their programs and facilities.

Next Year (FY16): The MCC will engage 10 additional organizations and funding would allow the MCC to make grants to each of them as well to help them implement accessibility initiatives/improvements.

Four Years (FY19): The MCC will have worked with 50 organizations to ensure that more underserved audiences can experience the benefits of arts and culture.

Cultural Investment Portfolio (CIP) grants also play an important role in maintaining and expanding access to arts and culture. The median admission price to cultural organizations is \$15. However, revenue earned from admissions only covers 28% of the cost to produce the cultural events.

When organizations were surveyed, 48% of respondents said they would spend additional funds on providing free/low cost admission, improving accessibility for persons with disabilities, and expanding programming.

** This plan addresses Massachusetts state appropriations only and assumes funding from the National Endowment for the Arts (NEA). It also includes necessary administrative costs.*

MCC may also receive funds via revenue generated from state-licensed resort casinos starting in FY17: By statute, 75% of those funds must be dedicated to a new program for performing arts venues negatively impacted by the casinos, with the remaining 25% for operating support through the CIP program. Funds would also cover necessary staffing, tech support, website, etc.