

IT WORKS. WORK IT...

WE MAKE CREATIVITY WORK FOR MASSACHUSETTS



Massachusetts Cultural Council

SOURCES

- ¹ Massachusetts Cultural Data Project (MACDP). The CDP is the national standard for data collection in the arts and cultural sector. The data in CDP are self-reported by the individual organizations. Analysis of the CDP data is based on the "most recent fiscal year data" from Massachusetts CDP. State wide data analysis was performed by ArtsBoston in partnership with the Greater Philadelphia Cultural Alliance. The data analyzed was provided by 490 organizations across Massachusetts.
- ² Americans for the Arts, Arts & Economic Prosperity IV Calculator
- ³ Americans for the Arts, Arts & Economic Prosperity IV Calculator
- ⁴ MACDP and Americans for the Arts, Arts & Economic Prosperity IV Calculator
- ⁵ Source: Boston Business Journal, December 2013
- ⁶ State Arts Agency Final Descriptive Reports FY13, National Assembly of State Arts Agencies
- ⁷ MACDP
- ⁸ Culture Track 2014: Focus on Boston, LaPlaca Cohen, for Museum of Fine arts, Boston <http://www.mfa.org/news/news-and-events/culture-track-focus-on-boston>
- ⁹ The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies, Washington, DC: National Endowment for the Arts, Catterall, J.S., Dumais, S.A. & Hampden-Thompson, G. (2012).
- ¹⁰ Education Next Magazine, Jay P. Greene, U of Arkansas, et al, WINTER 2014 / VOL. 14, NO. 1, http://educationnext.org/files/ednext_XIV_1_greene.pdf
- ¹¹ The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies, Washington, DC: National Endowment for the Arts, Catterall, J.S., Dumais, S.A. & Hampden-Thompson, G. (2012).
- ¹² Massachusetts Department of Elementary and Secondary Education: 2011-12 Graduates Attending Institutions of Higher Education All Colleges and Universities - Low Income: http://profiles.doe.mass.edu/state_report/gradsattendingcollege.aspx
- ¹³ MA Department of Elementary and Secondary Education, Education Data Services- Data Analysis and Reporting
- ¹⁴ MACDP
- ¹⁵ MACDP
- ¹⁶ National Endowment for the Arts and George Washington University, The Creativity and Aging Study The Impact of Professionally Conducted Cultural Programs on Older Adults Final Report: April 2006 (<http://arts.gov/sites/default/files/CnA-Rep4-30-06.pdf>)
- ¹⁷ http://www.aoa.gov/agingstatsdotnet/Main_Site/Data/2008_Documents/Population.aspx
- ¹⁸ https://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb10-ff13.html
- ¹⁹ National Association of Area Agencies on Aging report, "The Maturing of America"

MCC MISSION

The Massachusetts Cultural Council (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.

www.massculturalcouncil.org

IT WORKS.

A SMART INVESTMENT **DELIVERS RESULTS**

GROW THE CREATIVE ECONOMY

BUILD CREATIVE COMMUNITIES

INSPIRE CREATIVE MINDS

EXPAND ACCESS TO ARTS AND CULTURE

WORK IT...

A GREATER INVESTMENT **INCREASES RESULTS**

TOGETHER WE CAN PUT CREATIVITY TO WORK
FOR MASSACHUSETTS.



Massachusetts Cultural Council

Building Creative Communities. Inspiring Creative Minds.

IT WORKS.

MASSACHUSETTS INVESTS

\$12 million in arts and culture through MCC grants to 1,535 organizations, schools, and individuals. The organizations — nearly 500 arts, history, and science nonprofits across the Commonwealth — are powerful engines of our economy:



Each year non-profit organizations spend **\$1.2 billion** directly.¹



They generate **\$512 million** of indirect spending by visitors.



\$1.7 B
of economic
impact² for the
state

They generate **\$55 million** in revenue for the Commonwealth (e.g. license fees, taxes, etc.)³



Their audiences' spending generates another **\$34 million** of state revenue.



\$89 M
back into state
coffers



Helps pay for transportation, education, and other public services—a **seven to one return** on taxpayers investment in MCC.

THEY CREATE 52,000 JOBS.⁴

They are key engines of Massachusetts' third largest industry, tourism, representing the **majority of the top 25 visitor destinations.**⁵

One year after being designated, state Cultural Districts reported an aggregate **15% increase** in visitation.



WORK IT...

BOOST ECONOMIC IMPACT

of our nonprofit cultural organizations with greater state investment.

50% of organizations surveyed would spend additional funding on:

- SALARIES
- STIPENDS
- MARKETING
- FACILITY UPKEEP

MASSACHUSETTS ranks **42nd** in the nation in the average grant it awards to cultural organizations and community projects. Restoring investment in arts and culture would bring Massachusetts up to **20th** in the nation.⁶

ATTRACT MORE VISITORS

THERE ARE **27** MASSACHUSETTS CULTURAL DISTRICTS AND AN ADDITIONAL **45** COMMUNITIES SEEKING DESIGNATION.

WITH FUNDING FOR CULTURAL DISTRICTS, MCC WILL HELP COMMUNITIES ATTRACT VISITORS AND EXPAND CULTURAL OFFERINGS FROM WILLIAMSTOWN TO PROVINCETOWN.



42ND MASSACHUSETTS

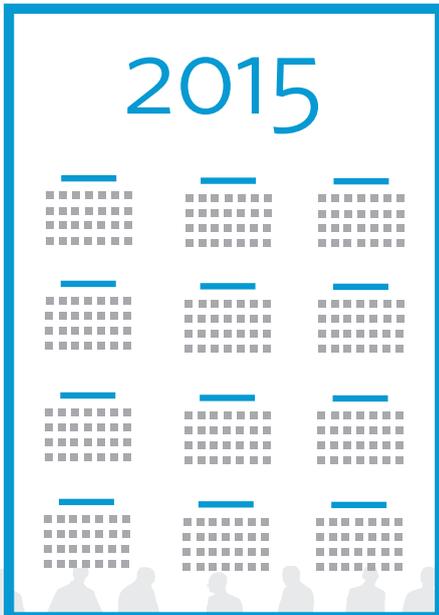
IT WORKS.

CIVIC ENGAGEMENT

2,300 dedicated citizens across the Commonwealth volunteer for Local Cultural Councils (LCCs), expanding access to the arts, humanities, and sciences in their community.



EACH YEAR LCC GRANTS SUPPORT MORE THAN 5,500 ACTIVITIES IN ALL 351 CITIES AND TOWNS.



OUR CULTURAL ORGANIZATIONS OFFER OVER 40,000 PUBLIC EVENTS EACH YEAR.⁷

THAT'S AN AVERAGE OF **120 EVENTS A DAY!**



THREE OUT OF EVERY FOUR CITIZENS PARTICIPATE IN AT LEAST ONE CULTURAL EVENT EACH MONTH, HIGHER THAN THE NATIONAL AVERAGE.⁸

WORK IT...

EXPAND OPPORTUNITIES

for citizens to experience arts and culture in their community...

LCCs can only fund 49% of the requests they receive because of inadequate funding.

LOCAL

CIVIC PRIDE

MADE IN MA

HOME GROWN

MAIN STREET

UNIQUE



DIY

SHARE

WITH ADEQUATE FUNDING,
LCCs COULD SUPPORT **8,000 PROJECTS**
AND MEET **95%** OF THE CURRENT
COMMUNITY NEED.



IT WORKS.



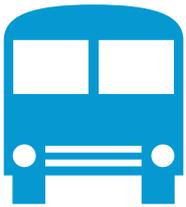
BETTER ACADEMIC PERFORMANCE

and lower dropout rates result when students participate in the arts in school and afterschool.⁹

27,500 CHILDREN ARE ENGAGED IN CREATIVE YOUTH DEVELOPMENT BY MCC GRANTEES.

Field trips improve students' knowledge, critical thinking skills, and ability to retain information... For many children in poor or rural communities, field trips may be the only chance they have to experience a science museum, live theatre or music in a concert hall.¹⁰

MCC's Big Yellow School Bus and Local Cultural Councils funded 1,147 field trips that sent nearly 100,000 students on culturally enriching field trips.



1,147 FIELD TRIPS
100,000 STUDENTS

At-risk students with access to the arts have better academic results, better workforce opportunities, and are more engaged in their community.¹¹

MCC's YouthReach participants are 17% more likely to go to college than other low income students.¹²

80%
OF YOUTHREACH PARTICIPANTS PREPARE FOR POST-SECONDARY EDUCATION

YOUTHREACH CURRENTLY SUPPORTS
40 PROGRAMS THAT REACH 3,500 KIDS.



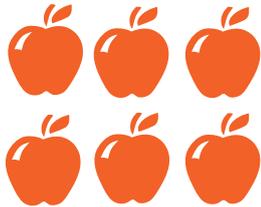
WORK IT...

MORE ARTS TO MORE KIDS

in schools and afterschool...



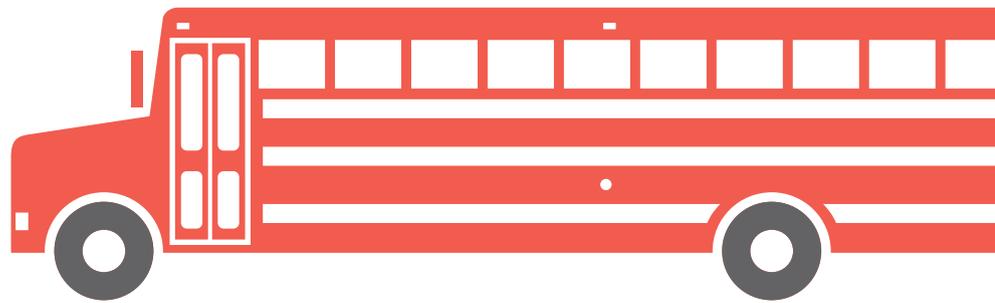
One in seven Massachusetts high schools offers no arts education for students.¹³



Teachers and principals are demanding arts and creative learning for their students: MCC has more than doubled funding for its STARS Residencies over three years, but demand continues to far exceed our resources.

WE COULD SERVE **40,000 CHILDREN** ANNUALLY THROUGH CREATIVE YOUTH DEVELOPMENT EXPERIENCES IN SCHOOL & OUT OF SCHOOL WITH ADEQUATE FUNDING.

WITH RESTORED FUNDING,
MCC COULD SERVE
150,000 STUDENTS
BY FUNDING
1,605 FIELD TRIPS.



YOUTHREACH & SERHACER, OUR NEW YOUTH MUSIC PROGRAM,
COULD SERVE **5,700 AT-RISK KIDS** WITH ADDITIONAL FUNDING.



IT WORKS.**COMMUNITY OUTREACH**

by our nonprofit cultural organizations provides 8.6 million free admissions each year. This represents more than 40% of the 21 million people who attend events at cultural organizations across the Commonwealth.¹⁴

28%

\$15 is the median admission price for these events— a price that covers just 28% of the cost to produce an arts event or performance.¹⁵



ADMISSION PRICE

PRODUCTION COST

PARTICIPATION IN COMMUNITY-BASED CULTURAL PROGRAMS

BY PERSONS OLDER THAN 65 YEARS OLD REDUCES "RISK FACTORS THAT DRIVE THE NEED FOR LONG-TERM CARE."¹⁶

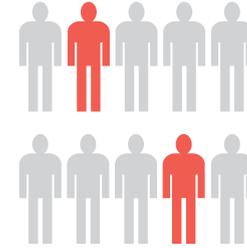
WORK IT...

MAKE MASSACHUSETTS

the most accessible place in America for arts and culture...



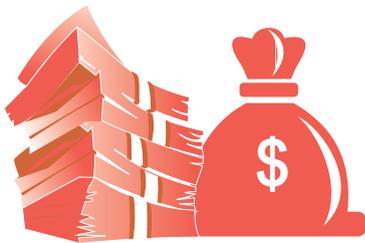
By 2030, more than **70 MILLION** Americans — twice the number in 2000 — will be 65 and older.¹⁷



At that time, older adults will comprise nearly **one in five** Americans.

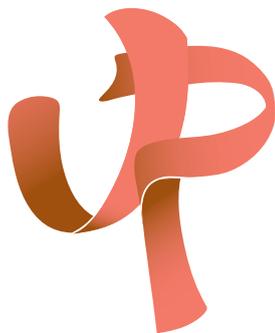
Additionally, nearly **two of every ten** Americans lives with a disability.¹⁸

MANY COMMUNITIES ARE UNPREPARED FOR THEIR QUICKLY AGING POPULATIONS, WITH "NOWHERE NEAR THE LEVEL OF PROGRESS THAT HAS TO BE MADE TO ENSURE THAT COMMUNITIES ARE LIVABLE FOR PEOPLE OF ALL AGES."¹⁹



48% of organizations surveyed would spend additional funding on:

- PROVIDING FREE OR REDUCED ADMISSION
- IMPROVING ACCESSIBILITY FOR PERSONS WITH DISABILITIES
- ADDING CLASSES, EXHIBITS, & PERFORMANCES FOR THE PUBLIC



MCC's new UP Program will support the growth and development of organizations that recognize the power of inclusive design to grow audiences and enhance cultural experiences for all.

In the first 5 years of UP the MCC will engage 50 organizations to develop accessibility initiatives at their organizations.

Funding for UP would allow the MCC to make grants to fund the accessibility initiatives the organizations develop.

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