



IT WORKS. WORK IT...

WE MAKE CREATIVITY WORK FOR OUR COMMONWEALTH

Fiscal Year 2017 State Budget Request

The Massachusetts Cultural Council (MCC) seeks a **state appropriation of \$17 million for FY17**, a \$3 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, regardless of income or ability.

Investing in the arts, humanities, & sciences through MCC delivers significant returns to the Commonwealth and its citizens. In 2014 the 380 nonprofits in our Cultural Investment Portfolio (CIP) served **39 million visitors** through performances, exhibitions, & public programs—12 million free of charge. CIP organizations fueled our state's economy with \$1.2 billion in direct spending, and their audiences spent an additional \$1 billion—making the total economic impact of our arts and cultural nonprofits more than **\$2.2 billion**. This combined spending generated **\$124 million in revenue** for the Commonwealth of Massachusetts and its communities through taxes and fees. And this cultural activity supported **68,000 jobs** for the nonprofit organizations and companies and individuals that do business with them.

This document broadly outlines how MCC would invest an additional \$3 million to realize these goals through its grant programs and services to the cultural sector in FY17. By statute, all final budget allocations must be approved by members of the Massachusetts Cultural Council, who are appointed by the Governor.

Background:

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.

MCC's FY16 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. CFF is supported separately via the state's capital budget.

WORK IT: GOALS & SPENDING PLAN FY17

GROW THE CREATIVE ECONOMY: \$1.5 million

"AHA Fall River is creating a tremendous new energy that is benefiting local businesses, increasing tourism, expanding arts and culture and generating new interest far beyond our city boundaries. If we continue to utilize this energy, then Fall River has a bright future and a reason to be hopeful and proud with a collective optimism that is infectious," Dave Dennis, former Fall River City Councilor, on program supported by MCC's Adams Arts Program.

- **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. When organizations were surveyed, half said they would spend additional funds to pay workers, market programs, and improve their operations. Our Adams Arts Program fosters partnerships between these organizations, local businesses and governments, to attract new visitors and income and enhance community vitality.

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

There are 30 state-designated Cultural Districts and another 40 communities seeking state designation. In FY16 MCC launched a new program to support community festivals that draw visitors, employ artists, and celebrate civic heritage. With additional funding, MCC will provide grants and training to help these communities pay for staffing, launch marketing campaigns to attract new visitors, and spur more commercial activity.

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

The MCC supports working artists through its Artist Fellowship and Traditional Arts Apprenticeship Programs, and through Adams. Currently we award fellowships to roughly 100 artists each year and additional funding could double the number served through a new grant opportunity for artists.

BUILD CREATIVE COMMUNITIES: \$750,000

"Our community is not wealthy. I've seen how this community . . . grows and thrives with the creative programs that our town sponsors. It draws in people from outside of town to enjoy and take part in these programs. We use this money really well to the benefit of all ages and income levels." Ashfield Cultural Council volunteer Jane Willis.

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

MCC's Local Cultural Councils 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.

MCC supports Mass Humanities with an annual partnership grant to support community programs that engage citizens through literature, history, and other disciplines to enhance education, civic engagement, and lifelong learning in communities statewide.

INSPIRE CREATIVE MINDS: \$500,000

"Seeds of Solidarity's SOL Garden program for North Quabbin youth relies on funding from the MCC YouthReach program (and the generosity of individuals locally and beyond) to provide low-income teenagers with a high-quality, garden-based program after school and throughout the summer . . . amidst a social backdrop of increased opiate use, the program provides a safe setting that is a beacon of hope and lifeline to a positive future." Deb Habib, Seeds of Solidarity Director.

- **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 40 programs that reach 6,800 kids. These grants are a modest \$15,000; additional funds could help connect more underserved youth to transformative learning experiences that will help them build lifelong skills and capacities.

- **More arts, humanities, and sciences learning for more children**

In FY16 MCC's School Artist Residencies (STARS) will serve 23,000 kids through 216 residencies in schools across the state. Its Creative Minds Out-of-School program provided free arts education to 2,750 students 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

"The Autism Program at Boston Conservatory recognized a musical strength in her and carefully developed it. This process resulted in a success story that is nothing short of outstanding. No therapy has produced even close to these results." Parent Alice B. Taylor, on the impact of MCC-funded program on her daughter.

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

In FY16 MCC's UP Initiative helped 21 nonprofit organizations expand public access to their programs and facilities through collaborative learning and expert training.

CIP grants also played an important role in maintaining and expanding access to arts and culture. CIP organizations provided 12 million free admissions in FY15. And revenue earned from admissions only covers 28% of the cost to produce the cultural events.

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:** 2014-15 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>