



Office of Performance Management Oversight (OPMO)

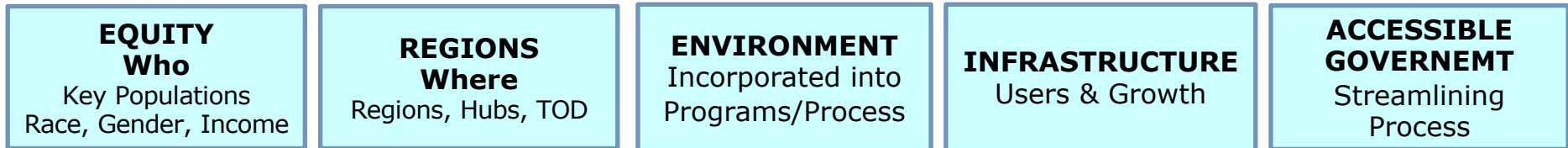
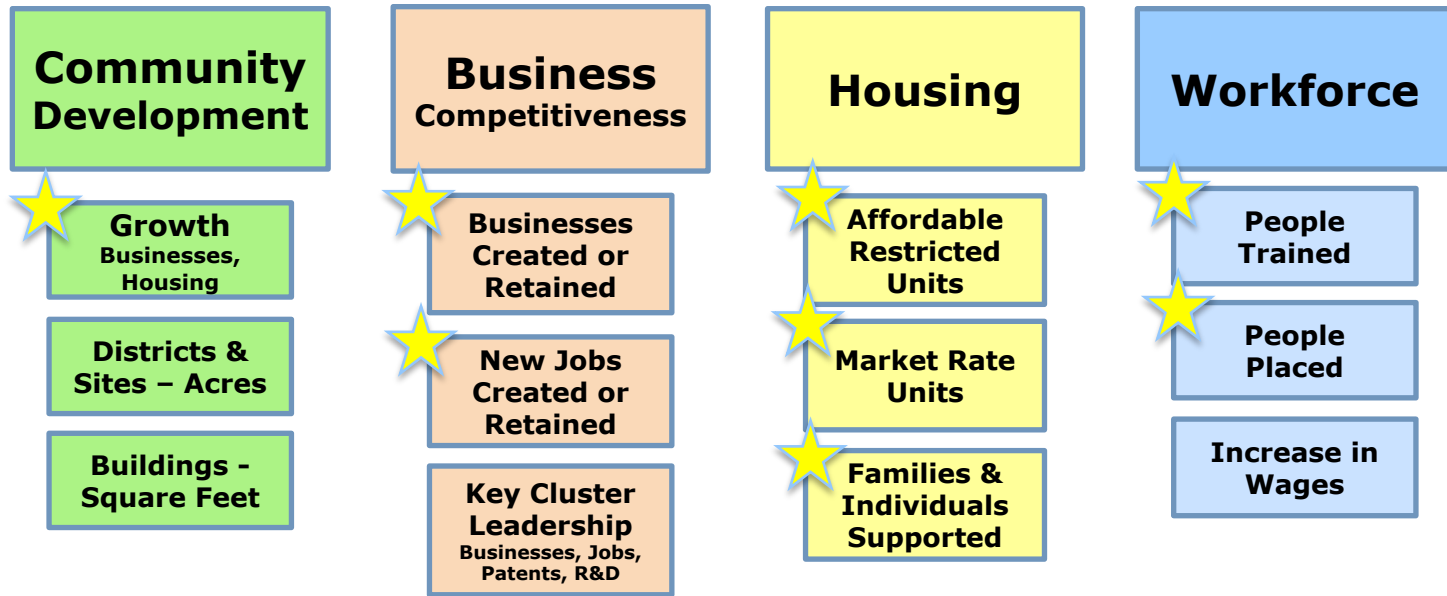
**Massachusetts Cultural Council
FY2022 Plan**



Economic Development Plan

Key Outcome Metrics

Economic Development Plan Pillars & Principals



Investment Leveraged from Other Sources - \$

Engagement & Technical Assistance – Contact with Individuals & Companies



Agency Mission

- **Mission:** Mass Cultural Council is a state agency that promotes excellence, education, diversity, and inclusion in the arts, humanities, and sciences to foster a rich cultural life for all Massachusetts residents and contribute to the vitality of our communities and economy.
- **Contribution to Partnerships for Growth:** We pursue this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools. We work with partners in government, the cultural community, and across sectors, to increase public and private investment in the arts, humanities, and sciences.



Agency Goals

- **Agency Goal 1: GROWING THE ECONOMY** - Support workforce development of artists/cultural practitioners in the Commonwealth, especially BIPOC artists and artists impacted by the COVID-19 pandemic through a series of targeted career-building trainings
- **Agency Target for Goal 1:** Provide workforce development trainings to at least 250 artists/cultural practitioners through a series of trainings in the form of online webinars and workshops focusing on career-building skills and knowledge and professional development
- **Agency Goal 2: GROWING THE ECONOMY/COMMUNITY DEVELOPMENT-** Support the increase of economic activity in the economy through the support of increased visitation and opening of new businesses in designated Cultural Districts
- **Agency Targets for Goal 2:** Increased visitation to Cultural Districts in FY22 in at least 35 existing Cultural Districts (there are 51 existing today with the possibility of designating up to 4 more during the year). Net new business openings over closings in existing Cultural Districts of at least 75 in FY22



Assets for Artists Collaboration

- **Program Description:** Mass Cultural Council has partnered with MASS MoCA's Assets for Artists to support career-building and professional development, through a series of 6-8 online workshops free to Massachusetts artists.
- **Program Budget:** \$16,000
- **Partnerships for Growth Goal Alignment:** Workforce Development
- **Fiscal Year Goal 1:** Train artists/cultural practitioners impacted by COVID-19 with career-building and professional development skills
- **Fiscal Year Target 1:** At least 250 artists/cultural practitioners undertake Assets for Artists trainings in FY22
- **Results of Goal 1:** While there was a total cumulative attendance (including accessing recorded sessions) of 314 at 7 separate sessions under the contract with Assets for Artists. The total number of unique individual artists reached was 200 (24% of participants attended more than one session)



Cultural Districts Initiative

- **Program Description:** An initiative to allow communities to create state-sponsored cultural districts to stimulate new arts and cultural activity and attract creative businesses. Launched in 2011 by an act of the state legislature, Cultural Districts drive economic growth, strengthen local character, and improve the quality of life of families across Massachusetts. By supporting arts, humanities, and science organizations, Cultural Districts attract tourists and entrepreneurs, which in turn help communities foster their cultural sector and expand their tax base. Mass Cultural Council also provides individual grants of \$7500 to each District
- **Program Budget:** \$412,500
- **Partnerships for Growth Goal Alignment:** Business
- **Fiscal Year Goal 1:** Increase economic activity in Cultural Districts through increased rates of outside visitation
- **Fiscal Year Target 1:** At least 35 Cultural Districts will report an increase in visitation to the District in FY22
- **Results of Goal 1:** 40 districts reported an increase in visitation in FY22



Cultural Districts Initiative

- **Fiscal Year Goal 2:** Increase number of new businesses in Cultural Districts
- **Fiscal Year Target 2:** The 51 Cultural Districts in the aggregate will report a net increase in new businesses in FY22 of at least 75.
- **Results of Goal 2:** The 51 Cultural Districts reported an aggregate increase of 120 businesses in FY22.