



Office of Performance Management Oversight (OPMO)

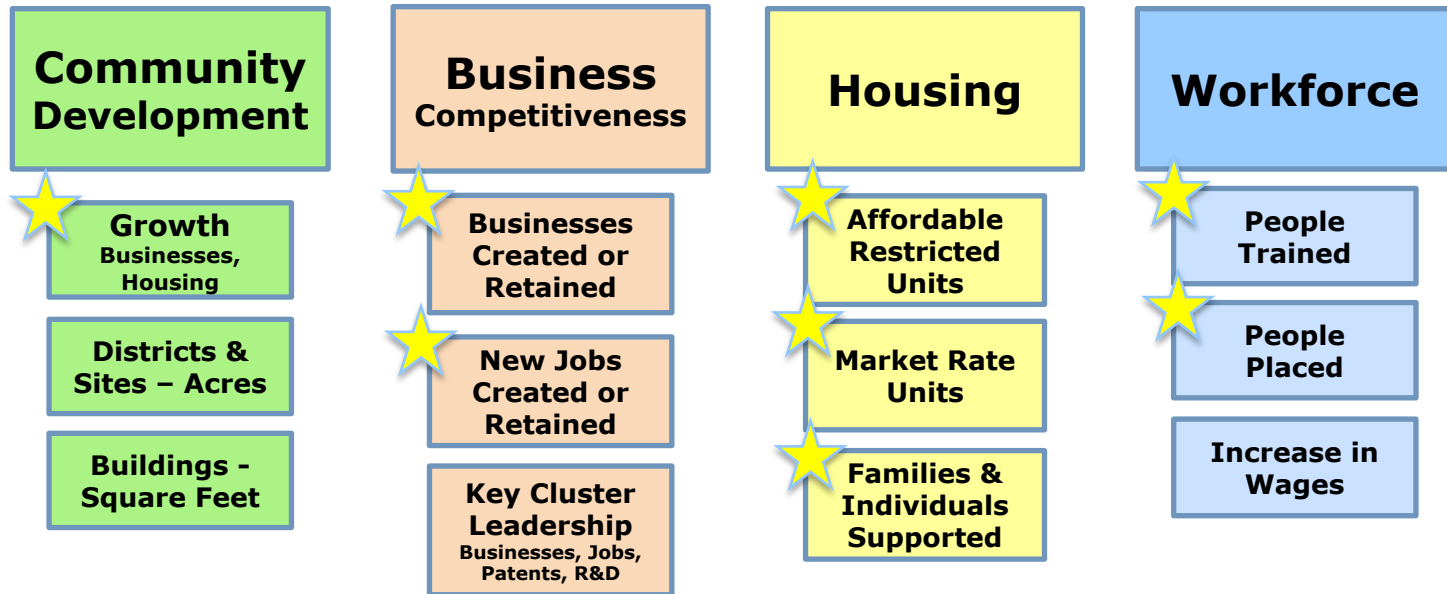
Mass Cultural Council
FY2023 Report



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 the economic health of communities through targeted investments in artists and the cultural sector ensuring Geographic diversity by reaching Gateway Cities and Under Served Rural Communities.
- **Agency Target for Goal 1:** Provide Cultural Sector Recovery Grants to Massachusetts artists/cultural practitioners and organizations so as to retain/create 3000 retained gig jobs and 3000 retained/created jobs at organizations
- **Results Goal 1:** Retained/created 3,987 gig jobs for individuals. Organizations reported they were able to retain 9,500 jobs as a result of funding and they reported that they were able to add an additional 2,400 jobs. **(Exceeded Target)**
- **Agency Goal 2:** 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 2:** Provide workforce development trainings to at least 300 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
- **Results Goal 2:** 455 artists/cultural practitioners took part in the career building workshops. **(Exceeded Target)**



Agency Goals

Agency Goal 3: 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 3:

- Increased visitation to Cultural Districts in FY23 in at least 37 existing Cultural Districts (there are 51 existing today with the possibility of designating up to 4 more during FY23)
- Net new business openings over closings in existing Cultural Districts of at least 80 in FY23

Result Goal 3:

- Increased visitation to Cultural Districts in FY23 in 48 Cultural Districts. Average increase of 27%. **(Exceeded Target)**
- Net new business openings over closings in existing Cultural Districts of 120 **(Exceeded Target)**



Cultural Sector Recovery Grants

- **Program Description:** Pursuant to Chapter 102 of the Acts of 2021, *An Act Relative to Immediate COVID-19 Recovery Needs*, Mass Cultural Council was provided with over \$60 million in funding and directed to develop and implement new, one-time grant programs to assist Massachusetts artists and cultural organizations with their pandemic recovery. Mass Cultural Council established two programs to implement this mandate- 1) **Cultural Sector Recovery Grants for Organizations** which offers unrestricted grants ranging from \$5,000-\$75,000 to Massachusetts cultural organizations, collectives, and businesses negatively impacted by the COVID-19 pandemic and 2) **Cultural Sector Recovery Grants for Individuals** which will provide unrestricted \$5,000 grants to Massachusetts artists, creatives, and gig workers to support recovery from the COVID-19 pandemic and set a path for growth.
- **Program Budget:** \$51 Million+ (\$36 Million+ for the Organizations Program and \$15 million for the Individual Program)
- **Partnerships for Growth Goal Alignment:** Business Competitiveness
- **Fiscal Year Goal 1:** Provide replacement income for Individuals' gigs/jobs lost during the pandemic so each Individual grant will be one "retained" job (at least)
- **Fiscal Year Target 1:** 3,000 jobs retained
- **Target 1 Result:** 3,987 jobs retained



Cultural Sector Recovery Grants

- **Fiscal Year Goal 2:** Provide recovery funding to 500 or more cultural organizations to overcome the effects of the pandemic
- **Fiscal Year Target 2:** 100% of the organizations receiving funding will be open and operating at the end of the fiscal year and report an aggregate of at least 3000 jobs have been retained/created.
- **Target 2 Result:**
 - 100% organizations that received funding were still open and operating at the end of FY23
 - 11,900 jobs have been retained/created (9,500 retained, 2,400 created)



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 an enhanced series of online workshops free to Massachusetts artists.
- **Program Budget:** \$50,000
- **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 300 artists/cultural practitioners undertake Assets for Artists trainings in FY23
- **Target 1 Result:** 455 artists/cultural practitioners undertook Assets for Artists trainings in FY23



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 \$15,000 to each District (a doubling of the grant amount available the previous year²³)
- **Program Budget:** \$825,000
- **Partnerships for Growth Goal Alignment:** Community Development/Growth
- **Fiscal Year Goal 1:** Increase economic activity in Cultural Districts through increased rates of outside visitation
- **Fiscal Year Target 1:** At least 37 Cultural Districts will report an increase in visitation to the District in FY23
- **Target 1 Results:** 48 Cultural Districts will reported an increase in visitation to the District in FY23
- **Fiscal Year Target 2:** Net new business openings over closings in existing Districts of at least 80 in FY23
- **Target 2 Results:** Net new business openings over closings in Districts of 120 in FY23