



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

Office of Performance Management Oversight

FY24 Planning Template

Mass Cultural Council



Economic Development Leadership

Consumer Affairs and Business Regulation - Undersecretary D'Emilia

- Commissioners of Banking, Insurance, Licensing, Telecoms, Standards
- Partnering closely with Economic Foundations, Economic Strategies, other Cabinets

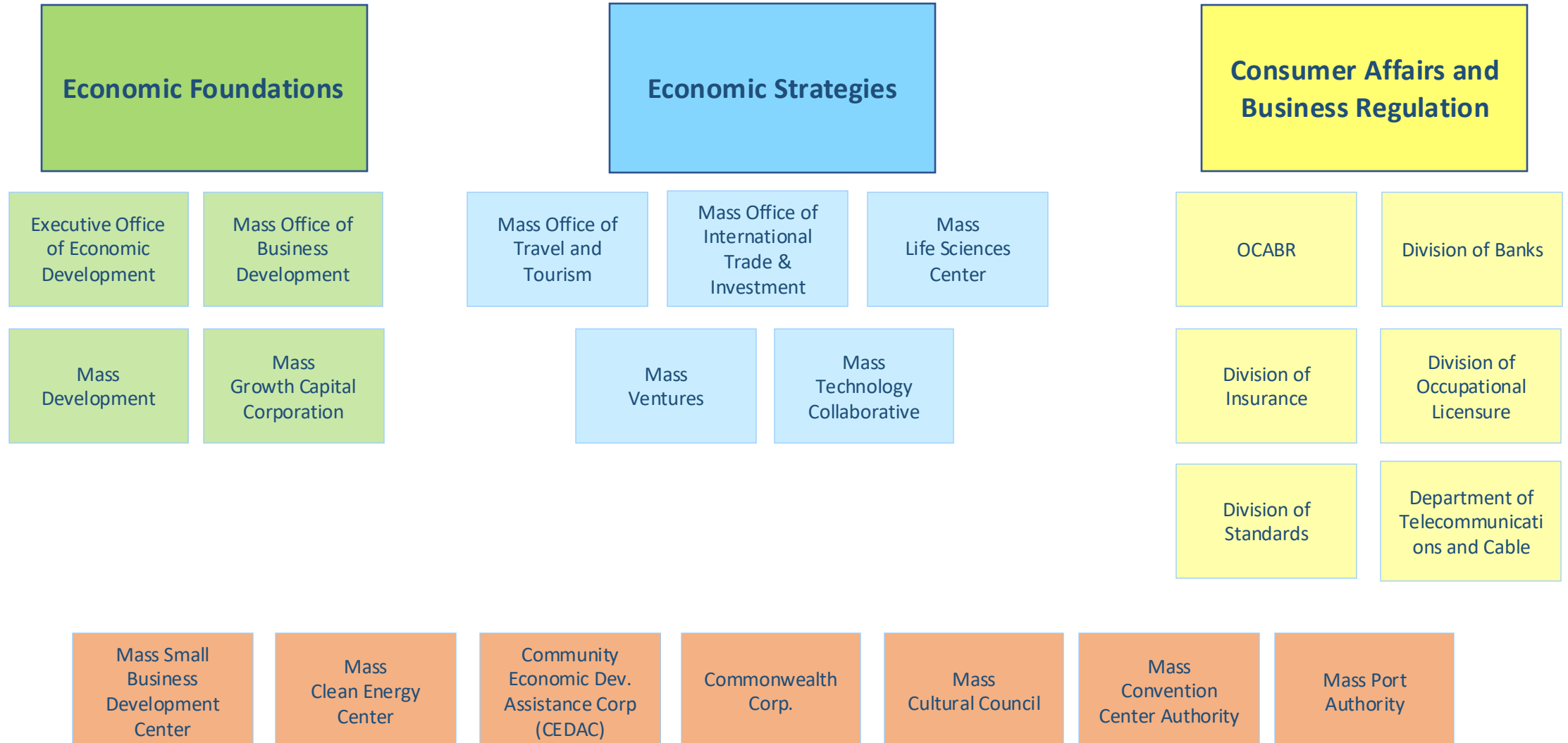
Economic Strategies Undersecretary Stanton

- Tourism/MOTT, International trade/MOITI
- New growth initiatives: Workforce, CHIPS+Science, Climate-tech, ARPA-H
- Partnering closely with our Quasis: MassTech, MassVentures, Mass Life Sciences

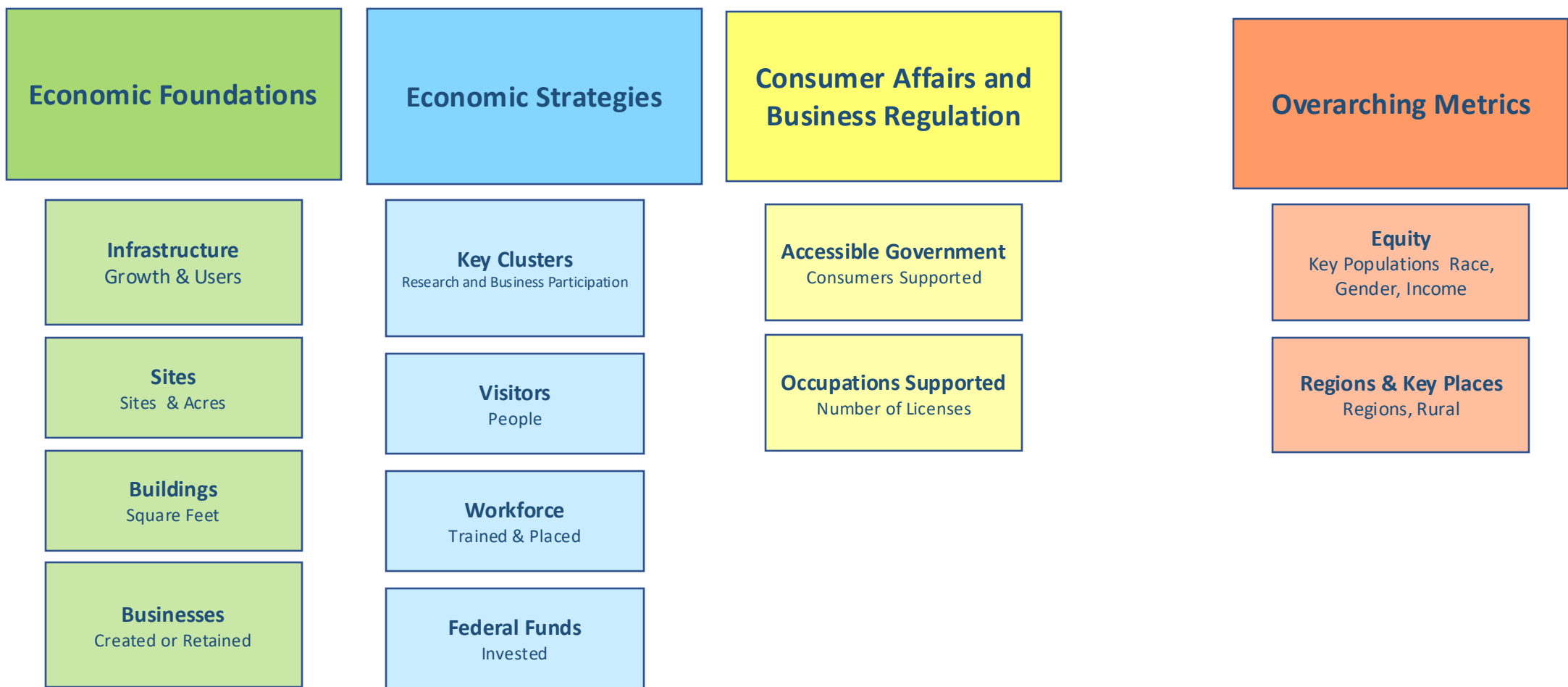
Economic Foundations - Undersecretary Stolba

- Infrastructure (MassWorks, One Stop, Broadband), Seaport Council, Military TF
- MOBD/Regional businesses, Rural director, Small/ micro businesses
- Partnering closely with our Quasis: MassGrowth, MassDevelopment, MassCEC

Office of Performance Management – Agencies



Economic Development – Metric Alignment



Agency Goals

Mission: Mass Cultural Council advances the Commonwealth's creative and cultural sector by celebrating traditions and talents, championing its collective needs and equitably investing public resources

Agency Goal 1: Advance the Massachusetts Creative and Cultural Sector through building partnerships, identifying recommendations and storytelling inside and outside the Sector

Agency Target 1: Increased visitation to Cultural Districts in FY24 in at least 40 existing Cultural Districts versus FY23 resulting in an average 10% increase in total visitorship to the Districts from FY23 to FY24. (there are 55 existing districts today with the possibility of designating up to 2 more during FY24).

Net new business openings over closings in existing Cultural Districts of at least 85 in FY24. Increased visitation and economic activity is designated Cultural Districts (Economic Foundations & Economic Strategies)

Results: There are currently 55 Cultural Districts. Increased visitation to 46 or 84% of Cultural Districts in FY24. Those districts report seeing an average of 17% increase in total visitorship to the Districts from FY23 to FY24. Target exceeded.

50 Districts reported new business openings in FY24. The total net increase of new businesses across the districts was 107 new businesses. Target exceeded.

Agency Goal 2: Build and Support programmatic practices that advance equity, diversity and inclusion through our services to the Massachusetts Creative and Cultural Sector

Agency Target 2: Retain/create at least 475 gig jobs to Massachusetts artists and cultural workers (Economic Strategies)

Results: Retained/created 522 gig jobs to Massachusetts artists and cultural workers. Target exceeded.

Cultural Districts Initiative

Program Description: The Cultural Districts program is 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.

Anticipated Program Budget: \$825,000 (55 current Districts)

Fiscal Year Goal 1: Increase outside visitation rates to Cultural Districts

Fiscal Year Target 1: At least 40 Cultural Districts will report increased rates of visitation to the District in FY24 versus FY23 resulting in an overall 10% increase in total visitorship to the Districts from FY23 to FY24.

Results: There are currently 55 Cultural Districts. Increased visitation to 46 or 84% of Cultural Districts in FY24. Those districts report seeing an average of 17% increase in total visitorship to the Districts from FY23 to FY24. Target exceeded.

Fiscal Year Goal 2: Increase in economic activity through business openings in Cultural Districts

Fiscal Year Target 2: Net new business openings over closings of at least 85 in FY24

Results: 50 Districts reported new business openings in FY24. The total net increase of new businesses across the districts was 107 new businesses. Target exceeded.

Grants for Creative Individuals/ Remaining Pandemic Recovery Funds

Program Description: Grants for Creative Individuals is a new FY24 Mass Cultural Council Program replacing its former Artists Fellowship program and is designed to provide unrestricted \$5000 grants to individuals in the Creative and Cultural Sector who demonstrate realization of their creative expression and commitment to their artistic/cultural practice. Funding priorities will include recipients who are BIPOC, deaf, disabled, new grantees, traditional/folk artists and persons receiving antipoverty benefits. Additionally, Mass Cultural Council has \$500,000-\$1 million in leftover Pandemic Recovery Funds (From Chapter 102 of 2021-the *Covid Recovery Needs Act*) and we will continue to provide \$5000 grants under our previous Cultural Sector Recovery Grants for Individuals programs to approximately 100-200 individuals. We have learned through our COVID relief and recovery programs over the past 3 years that a \$5,000 is equivalent to preserving a gig job by an artist or cultural worker.

Anticipated Program Budget: At least \$2.375 million (Grants for Creative Individuals-\$1.875 Million and at least \$500,000 in remaining Pandemic Recovery Funds to pay out grants on the Cultural Sector Recovery Program)

Fiscal Year Goal 1: Provide income for practicing artists and cultural workers from these two very similar but distinct programs.

Fiscal Year Target 1: The equivalent of 475 gig jobs retained for 475 distinct creative individuals

Results: Retained/created 522 gig jobs to Massachusetts artists and cultural workers. 384 \$5,000 Grants for Creative Individuals (\$1,920,000) and 138 \$5,000 Cultural Sector Recovery Grants for Individuals (\$690,000). Target exceeded.