



CULTURE CONNECTS

Mass Cultural Council agency overview
and COVID-19 relief efforts

By

Michael J. Bobbitt, Executive Director
and Ricardo Guillaume, Program Officer

Pow Wow

Aquinnah



Power of culture

AGENCY MISSION

- The [Mass Cultural Council](#) is a state agency that promotes excellence, inclusion, education, and diversity in the arts, humanities, and sciences, fosters a rich cultural life for all Massachusetts residents, and contributes to the vitality of our communities and economy.

AGENCY BREAKDOWN

- 19-member Governing Board, appointed by Governor Baker
<https://massculturalcouncil.org/about/board/>
- 31 Staff members <https://massculturalcouncil.org/about/staff/>
- 23 Programs and 7 services between 7 departments
<https://massculturalcouncil.org/about/programs-a-z/>

JOINT COMMITTEE ON TOURISM, ARTS, AND CULTURAL DEVELOPMENT

<https://malegislature.gov/Committees/Detail/J30>

3

SENATE MEMBERS



Edward J. Kennedy
Chair



John Cronin
Vice Chair

Susan L. Moran

Walter F. Timilty

John C. Velis

Ryan C. Fattman (Ranking Minority)

HOUSE MEMBERS



Carole A. Fiola
Chair



Dylan A. Fernandes
Vice Chair

Tricia Farley-Bouvier

Mary S. Keefe

Natalie M. Blais

Tommy Vitolo

Smitty Pignatelli

John H. Rogers

Kip A. Diggs

Mathew J. Muratore (Ranking Minority)

David T. Vieira

ADMINISTRATION AND FINANCE

4

- Contracts, administering of funds, grant and fiscal operations, information systems coordination

ARTISTS

- **Nearly \$1.2M Awarded through COVID-19 Relief Fund for Individuals**
<https://massculturalcouncil.org/blog/nearly-1-2m-awarded-through-covid-19-relief-fund-for-individuals/>
- Artist Fellowships: <https://massculturalcouncil.org/artists-art/>
- Choreography, Crafts, Drawing & Printmaking, Painting, Photography, Sculpture/Installation/New Genres
- Dramatic Writing, Fiction/Creative Nonfiction, Film & Video, Music Composition, Poetry
- Folk Arts & Heritage: Traditional Arts

EXECUTIVE OFFICE

- Executive Director, Deputy Director, Public Affairs Director, and Operations Director

5

ORGS

- **Cultural Facilities Fund (CFF):** Development and revitalization of cultural facilities
- **Cultural Investment Portfolio (CIP):** Gateway orgs and Portfolio orgs, advisory Services & Capacity Building Initiatives, [Card to Culture](#), [Gaming Mitigation](#), and [CultureRx](#)
- **Universal Participation Initiative (UP):** UP Designation, Innovation and Learning Network
- **Creative Youth Development (CYD):** YouthReach, META (Music Educators & Teaching Artists) Fellowship
- **Education:** STARS Residencies, Creative Minds Out of School, Poetry Out Loud, Big Yellow School Bus <https://massculturalcouncil.org/education/>

PUBLIC AFFAIRS

- Public Affairs Director, Digital Communications Manager, Communications Manager, and Public Engagement Manager

COMMUNITY INITIATIVE

6

- **Local Cultural Council Program (LCC)** - 40-years-old, largest cultural funding network in the country, all 351 cities and towns have an **LCC**, 2,500+ volunteers, more than 6,000 grants, \$3.4M awarded, written into statute.
- **Cultural Districts Initiative** - Launched in 2011 by an act of the state legislature, 49 designated districts to date, 5-year designation which municipality holds
- **The Festivals Program** - Provide funding to help festival programmers meet the needs of producing, promoting, and developing audiences, established 3 years ago, 4 grant cycles all awardees receive \$500 grants, over \$225,000+ in funding

Communities



Lisa Simmons
she/her/hers

Community Initiative Program Manager
Local Cultural Councils, Festivals, Cultural Districts
617-858-2707
lisa.simmons@art.state.ma.us



Luis Edgardo Cotto
he/him/his

Cultural Districts Program Manager
Local Cultural Councils, Cultural Districts
617-858-2727
luis.cotto@art.state.ma.us



Mina Kim
she/her/hers

Program Officer
Local Cultural Councils, Cultural Districts
617-858-2703
mina.kim@art.state.ma.us



Timothea Pham
she/her/hers

Program Officer
Local Cultural Councils, Cultural Districts
617.858.2721
Timothea.Pham@art.state.ma.us



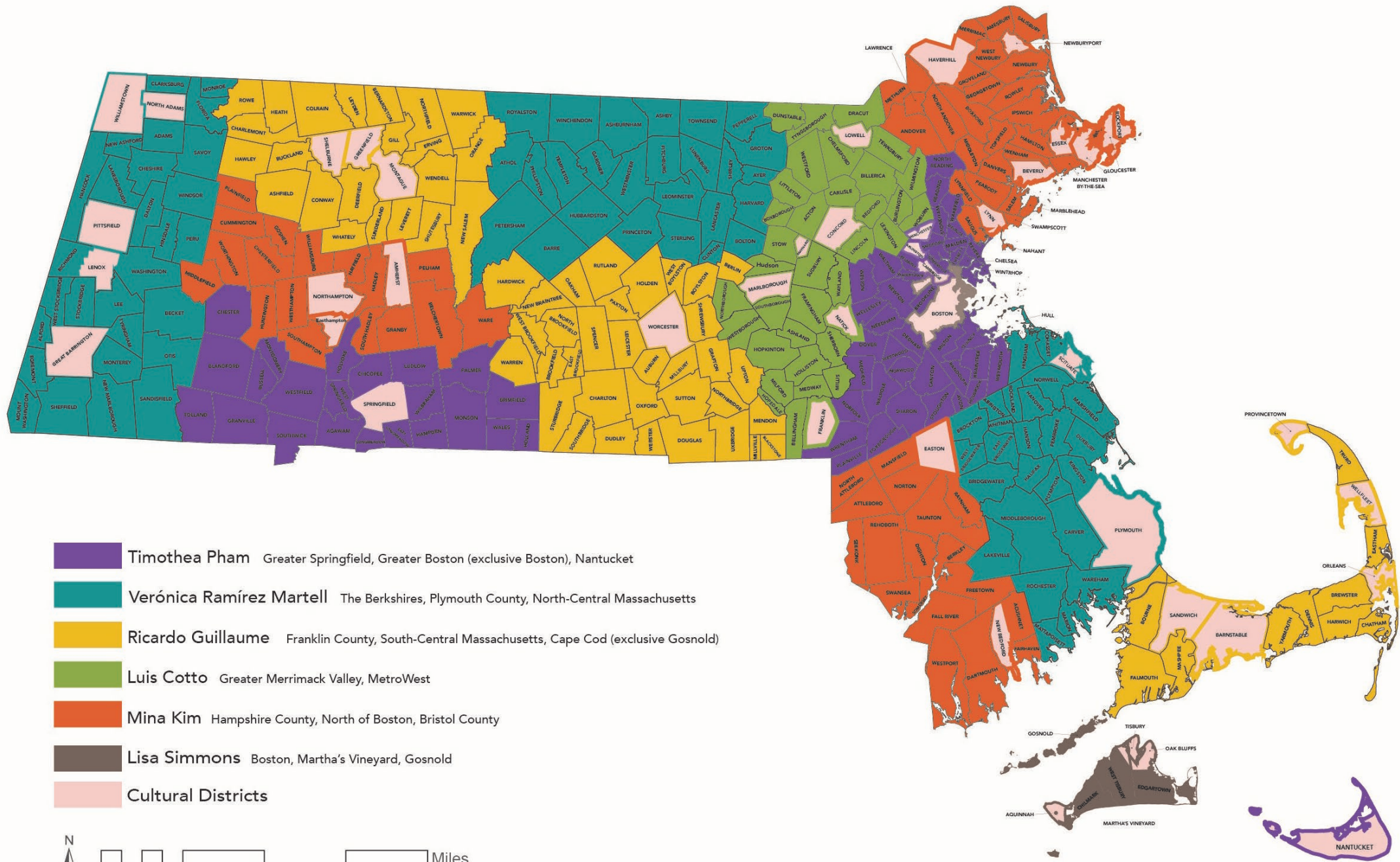
Ricardo Guillaume
he/him/his

Program Officer
Local Cultural Councils, Cultural Districts
617-858-2714
Ricardo.Guillaume@art.state.ma.us

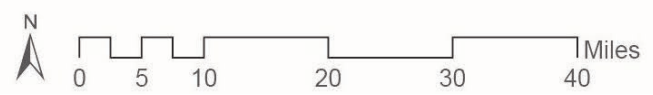


Verónica Ramírez Martell
she/her/hers | they/them/theirs

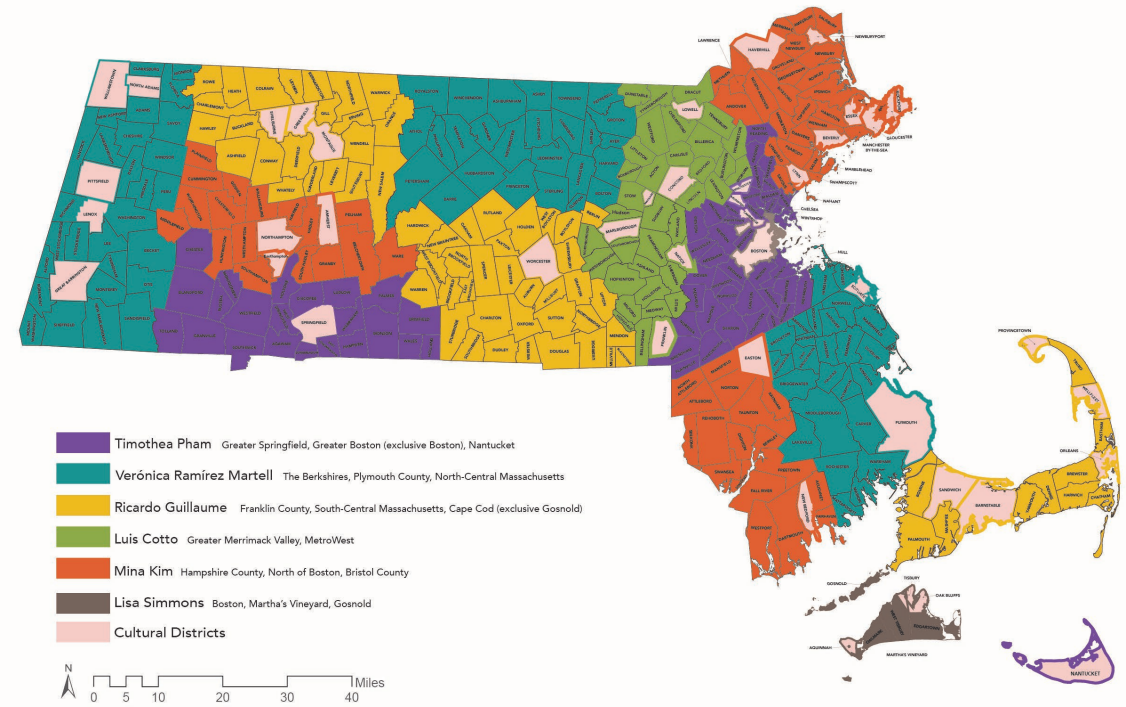
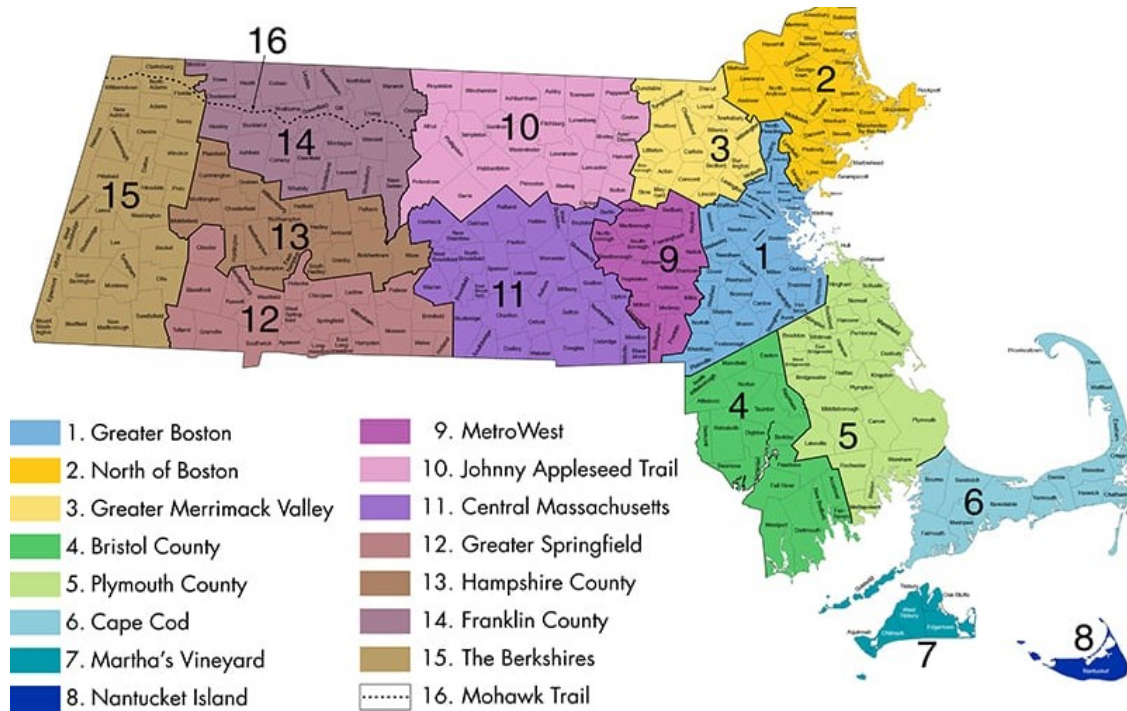
Program Officer
Local Cultural Councils, Cultural Districts
617.858.2729
V.Ramirez.Martell@art.state.ma.us



- Timothea Pham** Greater Springfield, Greater Boston (exclusive Boston), Nantucket
- Verónica Ramírez Martell** The Berkshires, Plymouth County, North-Central Massachusetts
- Ricardo Guillaume** Franklin County, South-Central Massachusetts, Cape Cod (exclusive Gosnold)
- Luis Cotto** Greater Merrimack Valley, MetroWest
- Mina Kim** Hampshire County, North of Boston, Bristol County
- Lisa Simmons** Boston, Martha's Vineyard, Gosnold
- Cultural Districts**



WORKING REGIONALLY



HOW WE CAN COLLABORATE

Agency County	Agency Program Officer	RTC First	RTC Last	RTC Name	RTC Counties	RTC Greater 6 Region
Greater Boston	Lisa Simmons	Martha J.	Sheridan	Greater Boston Convention and Visitors Bureau	Suffolk, Norfolk	Greater Boston
Dukes	Lisa Simmons	Nancy	Gardella	Martha's Vineyard Chamber of Commerce	Dukes	Cape & Islands
Dukes	Lisa Simmons	Nancy	Gardella	Visit Martha's Vineyard	Dukes	Cape & Islands
Middlesex	Luis Cotto	Karen		Greater Merrimack Valley Convention & Visitors Bureau	Middlesex	North of Boston
Essex	Luis Cotto	Erin	Lynch	MetroWest Visitors Bureau	MetroWest	Greater Boston
Hampshire	Mina Kim	Vince	Jackson	Explore Northampton	Hampshire	Western MA
North of Boston	Mina Kim	Ann Marie	Casey	North of Boston Convention & Visitors Bureau	Essex	North of Boston
Bristol	Mina Kim	Rick	Kidder	Southeastern MA Visitors Bureau	Bristol	South of Boston
Barnstable	Ricardo Guillaume	Wendy	Northcross	Cape Cod Chamber of Commerce	Barnstable	Cape & Islands
South Central MA	Ricardo Guillaume	Monique	Messier	Discover Central Massachusetts	Worcester	Central MA
South Central MA	Ricardo Guillaume	Monique	Messier	Discover Central Massachusetts	Worcester	Central MA
Franklin County	Ricardo Guillaume	Diana	Szynał	Franklin County Chamber of Commerce	Franklin	Western MA
Nantucket	Timothea Pham	Kristie	Ferrantella	Nantucket Chamber of Commerce	Nantucket	Cape & Islands
Greater Springfield	Timothea Pham	Mary Kay	Wyda	West Mass: Greater Springfield Chamber of Commerce	Hampshire, Franklin	Western MA
Berkshire	Verónica Ramírez Martell	Jonathan	Butler	1Berkshire	Berkshire	Western MA
Berkshire	Verónica Ramírez Martell	Peter	Tomyl	Mohawk Trail Association	Berkshire, Franklin	Western MA
Plymouth	Verónica Ramírez Martell	Lea	Filson	See Plymouth	Plymouth	South of Boston
North Central MA	Verónica Ramírez Martell	Roy M.	Nascimento	Visit North Central Mass: Johnny	Worcester	Central MA

HOW WE CAN COLLABORATE

11

- Summits and meetings
- Connect LCCs and Cultural Districts to RTCs to promote non-profit and for-profit cultural offerings in shared regions
- Webinars
- Blog posts, sharing, tagging, liking on social media
- Brochures/visitor guides: Include cultural assets, organizations, and cultural districts in marketing

5TH COVID-19 IMPACT SURVEY RESULTS

1. March 8, 2020 - [One Year Later: Cultural Sector in Economic Crisis Due to Ongoing COVID-19 Pandemic](#)
 - Cultural Organizations Report **\$588.3M** in Lost Revenue
 - Artists Cite **\$30.4M** in Lost Income
 - **30K** Cultural Jobs Impacted Statewide



COMMULATIVE DATA FROM PREVIOUS FOUR SURVEYS

13

1. March 24, 2020 - [Early Economic Impacts of COVID-19 on MA Cultural Sector](#) – **Nonprofits report \$56M** in lost revenue, **individual artists report \$3M** in lost income.
2. April 15, 2020 - [MA Cultural Organizations Report More than a Quarter Billion in Revenue Loss and 1000s of Jobs Impacted by COVID-19](#) – Nearly **700 organizations report \$264M** in lost revenue, 91% of all respondents report cancelling events, 95% of organizations with facilities report closing their facility to the public.
3. November 9, 2020 - [Survey Shows Continued Staggering Impacts of COVID-19 on State's Cultural Sector](#) - **Organizations report \$484M** in lost revenue, **artists report \$20M**, more that 30K cultural jobs impacted.
4. July 6, 2020 - [Survey Reveals Significant Impact of COVID-19 on Cultural Sector](#) - **Nonprofits report \$425M** in lost revenue with 17K jobs impacted and **\$441.8M in total recovery costs**.

RESPONDING TO SURVEYS WITH RELIEF

14

- **March 2, 2021** - Mass Cultural Council, [MASSCreative](#), and State Senator Ed Kennedy (D- Lowell), chair of the [Joint Committee on Tourism, Arts and Cultural Development](#) partnered on new legislation to create a COVID relief and stabilization fund for the cultural sector.
- [HD 2105, An Act to rebuild the Commonwealth's cultural future](#) establishes the Massachusetts Cultural Economy COVID-19 Recovery Fund, to be administered by the Agency to cultural organizations, both non-profit and for profit
- <https://massculturalcouncil.org/blog/support-sd-2105-an-act-to-rebuild-the-commonwealths-cultural-future/>
- **February 25, 2021** - Nearly \$1.2M Awarded through COVID-19 Relief Fund for Individuals <https://massculturalcouncil.org/blog/nearly-1-2m-awarded-through-covid-19-relief-fund-for-individuals/>

RESPONDING TO SURVEYS WITH RELIEF: \$10M GRANT PROGRAM FOR CULTURAL ORGANIZATIONS AFFECTED BY COVID-19

15

- **November 20, 2020** - Mass Cultural Council, in partnership with the Baker-Polito Administration's Executive Office of Housing & Economic Development ([EOHED](#)) launched a \$10M grant program for cultural organizations affected by COVID-19.
- Supported by federal CARES Act funding and is a part of the Governor's Economic Recovery plan
<https://massculturalcouncil.org/blog/new-10m-grant-program-provides-state-cultural-organizations-covid-relief/>

RESPONDING TO SURVEYS WITH RELIEF

16

June 3, 2020 - [\\$30K in COVID-19 Relief Awarded to Berkshire Theater Professionals](#) - Mass Cultural Council distributes a **\$30,000** donation received from the [GKV Foundation](#) intended to provide financial relief to theater professionals living in Berkshire County who have lost income as a direct result of COVID-19 related cancellations and closures. The Agency is grateful to [Shakespeare & Company](#) for connecting us to the GKV Foundation, as their introduction enabled this initiative to occur. The Foundation's generosity supported thirty **(30) grants of \$1,000** each to eligible theater professionals in the Berkshires.

May 21, 2020 - [\\$3.34M Awarded in First Round of Gaming Mitigation Grants](#) - Mass Cultural Council announces recipients of the first round of Gaming Mitigation grants. In total, 52 non-profit and municipally-owned performing arts centers across Massachusetts will receive **\$3.34M** to help mitigate the challenges they face when directly competing with resort casinos to book touring artists.

RESPONDING TO SURVEYS WITH RELIEF

17

April 29, 2020 - [Federal CARES Act Funds to Support Creative Youth Development Programs Across MA](#) –

Governing Council votes to distribute federal [CARES Act](#) funds received by Mass Cultural Council to 74 Creative [Youth Development](#) (CYD) organizations statewide. The National Endowment of the Arts ([NEA](#)) received \$75 million from the CARES Act, Mass Cultural Council received **\$475,300** from the NEA's CARES Act allocation, and Mass Cultural Council made **\$7,000 awards to 74 CYD programs** ([YouthReach](#) and [SerHacer](#) grantees).

April 28, 2020 - [Mass Cultural Council Awards \\$272,000 from COVID-19 Relief Fund for Individuals](#) –

Mass Cultural Council awards **\$1,000 grants** from COVID-19 Relief Fund for Individuals to 272 individual artists and individual teaching artists, humanists, and scientists whose creative practices and incomes have been impacted by COVID-19 related cancellations and closures. A total of **\$272,000** was awarded to creative professionals statewide. With the support and generosity of the New England Foundation for the Arts ([NEFA](#)), who donated **\$47,000** to the COVID-19 Relief Fund for Individuals, we were able to make a total of 272 grants.

RESPONDING TO SURVEYS WITH RELIEF: \$10M GRANT PROGRAM FOR CULTURAL ORGANIZATIONS AFFECTED BY COVID-19

18

- Preference given to cultural organization whose mission is primarily focused on:
 1. Presenting, promoting, and/or preserving the cultural traditions, art, history, and creative expression of people of color, women, people with disabilities, veterans, immigrants, people who are LGBTQIA+, and members of other historically underrepresented and underfunded groups, or
 2. Advancing and/or supporting artists who are people of color, women, people with disabilities, veterans, LGBTQIA+, and members of other underrepresented and underfunded groups.
 3. That are in a [Gateway City](#) or in an under-resourced rural town.

DIVERSITY AND EQUITY WORK

19

Racial Equity Listening Sessions

Multicultural BRIDGE, a Berkshire-based grassroots organization dedicated to catalyzing change and integration through promoting mutual respect and understanding, led Mass Cultural Council through listening sessions on how we can support the sector in this time of change.

What we learned -

<https://massculturalcouncil.org/blog/racial-equity-listening-series-what-we-heard/>

DIVERSITY AND EQUITY WORK

20

BIPOC Cultural Youth Development Council

- Mass Cultural Council works with 73 Creative Youth Development programs that partner with more than 9,000 youth across the Commonwealth
- Nine alumni from these programs (ages 18-24) have been chosen to be involved in a six-month pilot and serve in a paid position as a Creative Youth Development (CYD) BIPOC Alumni Council Member
- BIPOC is an abbreviation for Black, Indigenous, and People of Color
- Approximately 80% of the young people in CYD programs in Massachusetts identify as BIPOC.

STAYING INFORMED

21

Agency Dates - <https://massculturalcouncil.org/culture-now/agency-dates/>

SOCIAL MEDIA



www.facebook.com/masscultural
www.facebook.com/CommunityMassCultural/



@masscultural



@masscultural

#PowerofCulture, #CultureHeals, #MACommunityStories



To learn more about how we harness the power of culture in Massachusetts, visit massculturalcouncil.org

