

A photograph of a laser light show at night. Numerous bright blue and purple laser beams crisscross the dark sky, creating a grid-like pattern. In the foreground, a diverse group of people, including men, women, and children, are sitting on a wooden bench, looking up at the light display. The background shows some buildings and trees under the night sky.

# 2022 Essex County Arts & Culture Summit



JOHN ANDREWS PHOTOGRAPHY



JOHN ANDREWS PHOTOGRAPHY

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ESSEX COUNTY COMMUNITY FOUNDATION



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CREATIVE COUNTY INITIATIVE

# POLL EVERYWHERE

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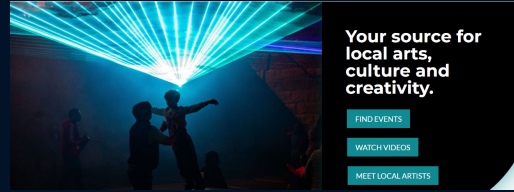
Using your phone camera, please center the QR code from this screen or the handouts to participate in our poll.



# Five Years Ago...



Prior to the launch of the Creative County Initiative, there was...



- No CCI Monthly MeetUp

- No common website or social media network

- No leadership support program like CCI ChangeMakers

- No Essex County-specific grant support for arts & culture

- No cultural planning in Essex County communities

- No special co-commissioning partner for Cabot murals!



# CREATIVE COUNTY INITIATIVE

JOHN ANDREWS PHOTOGRAPHY

## ABOUT US



### FUNDING & SUPPORT

More funding and support especially in previously underserved communities

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### CONNECTION

More connection to each other and to your town, city and business leaders

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### ESSENTIAL

A stronger value proposition expresses how essential your arts, culture and creative work is to strong and welcoming communities

# CREATIVE COUNTY INITIATIVE

## CREATES ↪

A regional voice for arts, culture and creative expression in Essex County

## PROMOTES ↪

Transformative community and economic development

## ELEVATES ↪

Arts and cultural experiences that celebrate diversity, equity, inclusion and access across communities

## INVESTS ↪

In artists and the creative economy in an environment of rapidly changing demographics

## CELEBRATES ↪

Essex County as a vibrant place to live, work, create and collaborate



JOHN ANDREWS PHOTOGRAPHY

# ABOUT US

## ESSEX COUNTY COMMUNITY FOUNDATION

A community foundation for our 34 cities and towns, inspiring philanthropy, managing charitable assets and supporting nonprofits in their work.



Data  
Driven



Community  
Informed



Cross-sector  
Collaboration

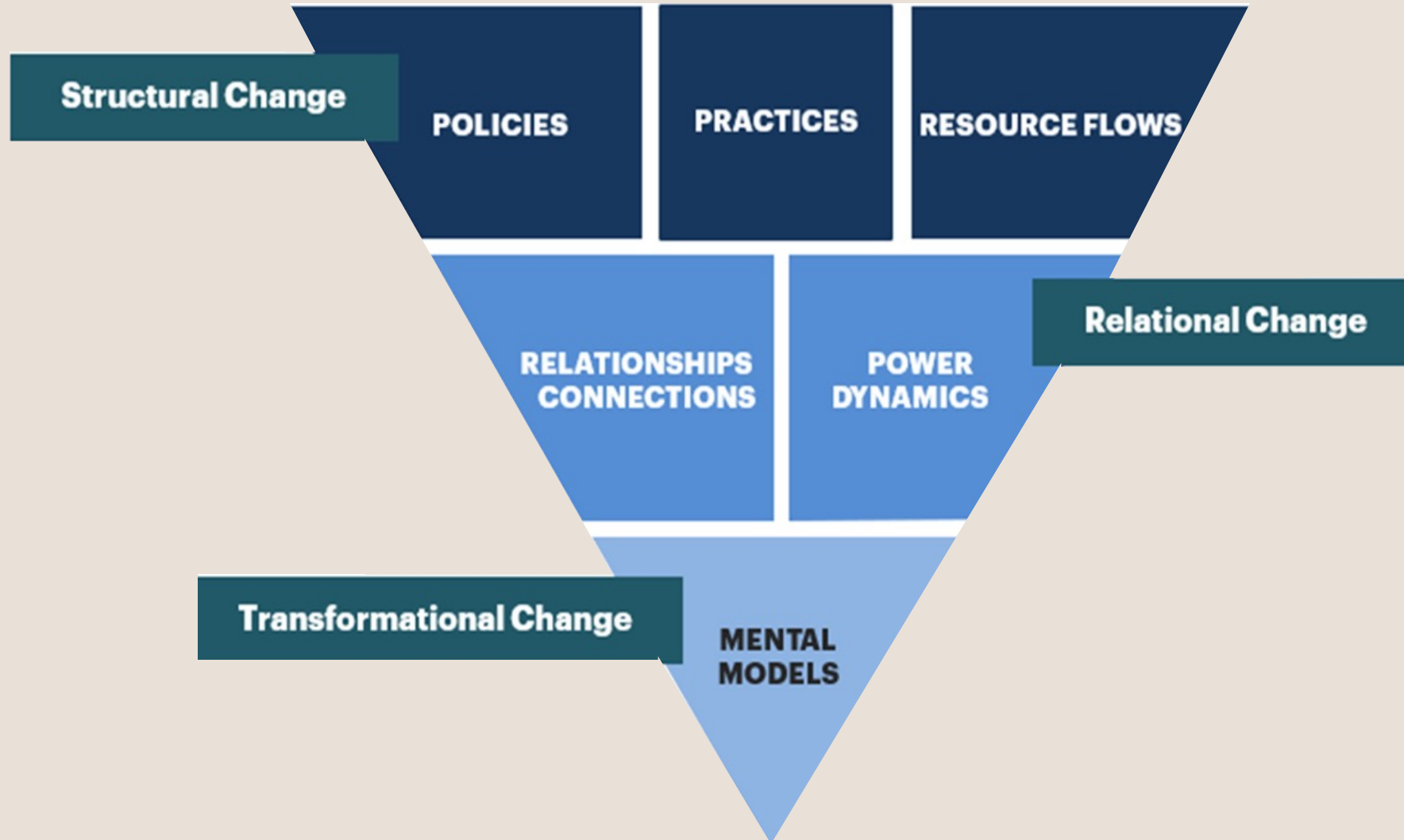


Fostering  
Change

- Committed to promoting systems-level change that allows arts and community culture to thrive

# WATERS OF CHANGE

(CollectiveChangeLab.org)



# OUR WORK

## Convenings

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1200

1200 People at 3  
Major Summits



800+

Monthly MeetUps  
Since 2020



25

CCI Steering  
Committee Advisors  
Meet Monthly

# COLLABORATIVE GRANTS

**45** collaborative grants for public art and place-based work, most involving multiple collaborators

## Special Project Grants

ESSEX COUNTY



## CCI Partnership Grants 2018-22

ESSEX COUNTY



**Increased local government commitment to planning, public art, staffing**

## ESSEX COUNTY



# CULTURAL PLANNING

Local municipal planning to result in staffing, public art policy development, public funding, zoning for creative businesses

## ChangeMakers 2021-22

### ESSEX COUNTY



# CAPACITY BUILDING

35

Capacity-Building  
Workshops

250+

Participants

2

ChangeMaker  
Leadership Support  
Cohorts

22

Participants

# COMMUNICATIONS

We have provided production, promotion and tech assistance services to many of you

5000+

Events Posted

200

Artist & Org Profiles

## Website events posted

### ESSEX COUNTY



# RESOURCED

Each town and city resourced by CCI, and we aim to reach the remaining towns as our work continues!

**>2M raised & invested**

**30K+ individuals**

**2K+ orgs**

**All communities will be supported by CCI**

ESSEX COUNTY



# CHANGES IN policies, practices, resources

*“What you do is only part of the equation -  
it's about how people feel.” –Maya Angelou*

We have helped create conditions for better:

**Connection**

**Conversation**

**Understanding**

**Belonging**

- Eunice Zeigler | 2021

ChangeMaker, Methuen

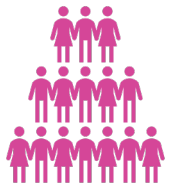
City Council Res. TR-21-89

recognizing Hispanic Heritage  
Month

- Tia Cole | 2021 ChangeMaker,  
Lynn

Trolley system for festival  
access from all neighborhoods

# BUILDING SYSTEMS OF



PEOPLE



RELATIONSHIPS



ORGANIZATIONS



RESOURCES

# BARR FOUNDATION

- ✓ Funding CCI for the next four years (2023-2026) in the amount of \$1.6m
- ✓ Raise additional \$400K
- ✓ Investing in CCI's sustainability

Building resilience  
Centering equity  
Strengthening the creative economy



# OUR 5 C'S

Convenings  
Collaborative  
Grants  
Capacity Building  
Cultural Planning  
Communications

\* Impact Investing  
\* Advocacy





# VISION

An Essex County with a strong creative ecosystem:  
sustainable, equitable & accessible



MICHAEL J. BOBBITT  
EXECUTIVE DIRECTOR  
MASSACHUSETTS CULTURAL  
COUNCIL