



The Art of Community
Collaboration:
Sparking Change

Mass NonProfit Network Conference

October 10, 2018

APRIL 26 – MAY 5, 2019

PRODUCED BY BOCH CENTER
PRESENTED BY HIGHLAND STREET FOUNDATION



“THE BAYSTATE’S MOST
CREATIVE FESTIVAL” -WCVB

APRIL 26 – MAY 5, 2019



ArtWeek in the Press

-WCVB

“ArtWeek: The name pretty much says it all. The state-wide art extravaganza unites creators across disciplines in a dizzying array of performances, exhibits, workshops and work that defies categorization. Peruse the offerings by region or date, or just walk out into the world — you may stumble upon something amazing.”

-WBUR

Also cited by Forbes Travel, USA Travel, Expedia, Thrillist, and Americans for the Arts as a destination festival!





ArtWeek Collaborations

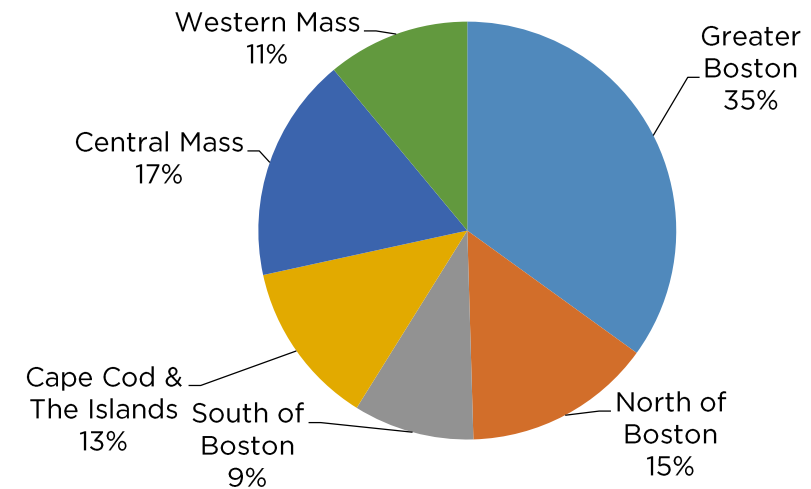
“A rising tide lifts all boats”

- 2 Lead Champions
- 10 Statewide Partners
- 23 Regional Partners
- 38 Community Partners
- 18 Media Partners
- Online Toolkits
- Webinars and Coaching
- Visibility
- Flexibility

2018 State of the Art(Week) Report

- Launch of statewide expansion
- 535 events attended by est. 73,000 pp
- 130 neighborhoods & towns
- \$250,000+ in-kind media and press
- 65% of events were free & 90%+ free or under \$25
- Excellent geographic representation across the state

S18 ArtWeek Events by Region



Impact Examples

Visitors from out-of-state/in-state:

Eric Carlisle Museum
Springfield's Chalk Art Festival
#Stand with Immigrants
Bidwell House

- Art+Culture+Business:

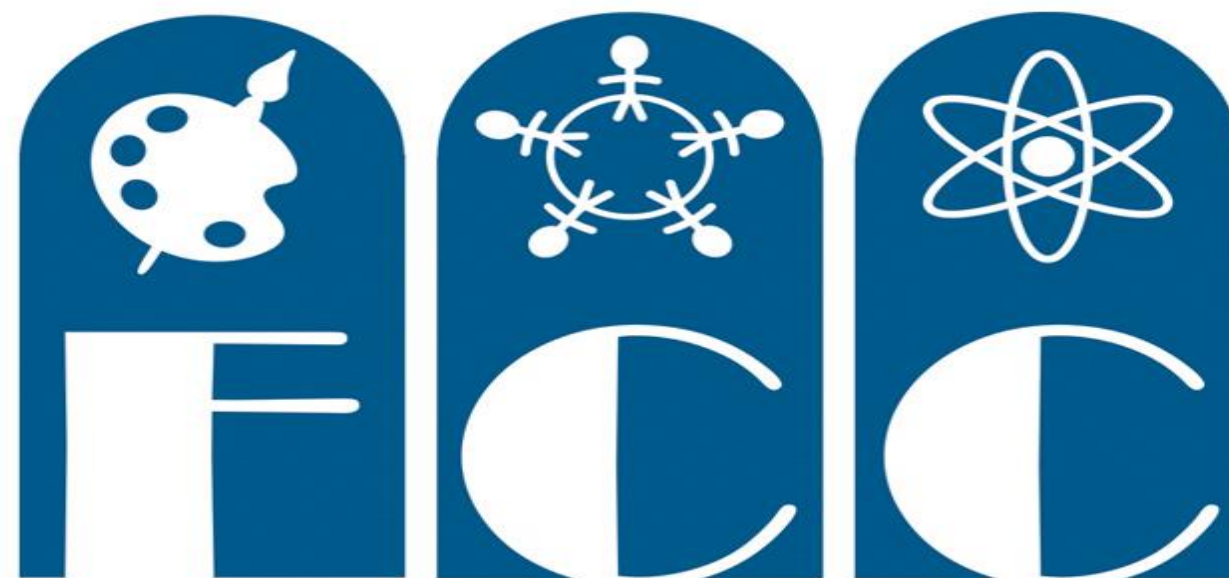
Hudson
Belchertown
Greenfield
Plymouth

- Increased funding/support:

Franklin
Lynn
Harwich

- Greater Boston Convention Bureau: Top Annual Events





Franklin Cultural Council



Franklin Cultural Council
presents



Franklin

Goals

- Showcase the breadth and depth of arts and culture in Franklin, for the community and for purposes of our Cultural District application
- Create partnerships between arts organizations and each other
- Create partnerships between arts orgs and non-arts orgs
- Drive visitors to Franklin for purposes of tourism and economic development

How did we get people involved?

- 14 via email (11 from e-newsletter, 3 from personal emails)
- 36 because of in-person meetings, often resulting in one org creating multiple events
- 25 were collaborations between at least 2 orgs
- 6 included 3 or more orgs



Collaborative Brainstorming = Creativity



- We had art orgs who partnered with schools, senior center, public library, local college, garden club, churches and a temple, local businesses, rec dept, charities, ethnic orgs, public television, and government

Art + Library: Art in Motion



Art + Town: ChalkWalk



Art + Charity: Empty Bowls

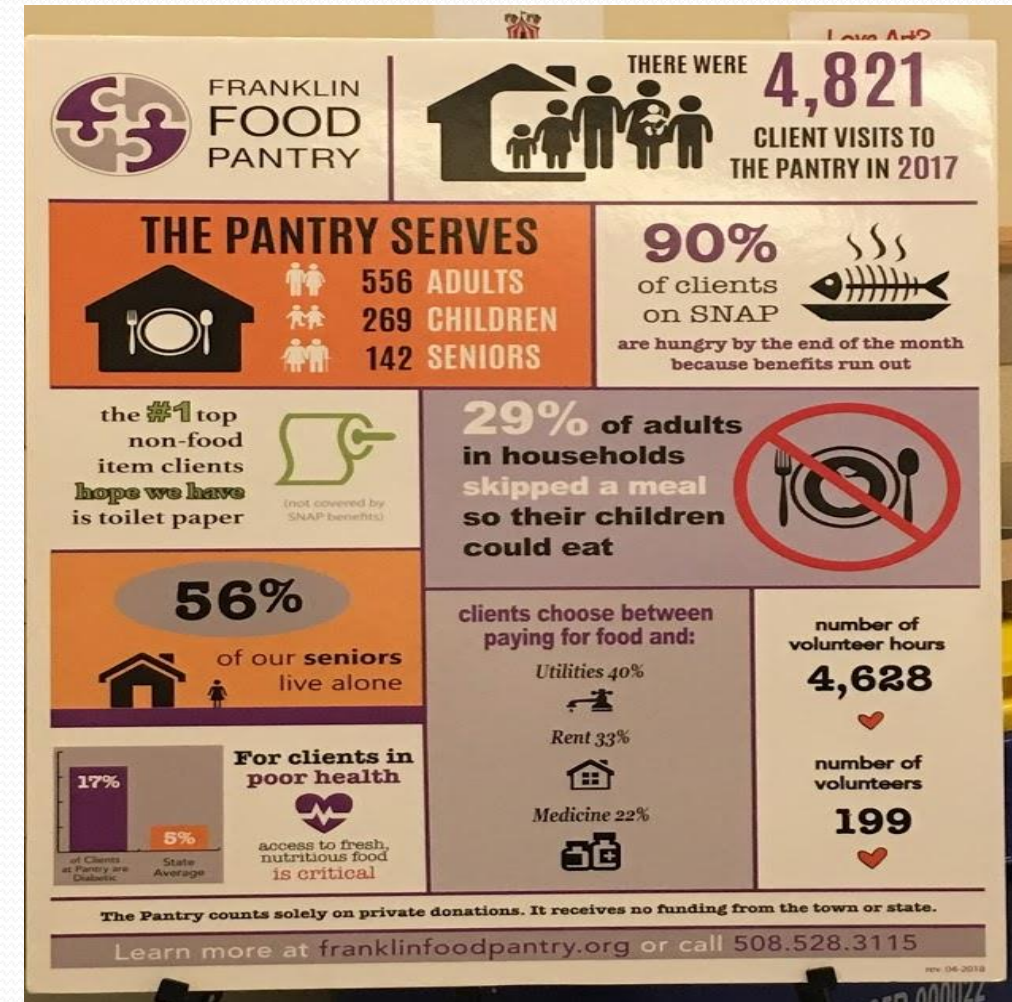
3RD ANNUAL Empty Bowls Dinner

Co-hosted by
the Franklin High School
Empty Bowls Club
and the Franklin Food Pantry



Tuesday, May 1st
6:00pm to 8:00pm
Franklin High School

"somewhere, someone's bowl is empty"



Art + Historical Museum: Trowbridge Piano Performance



Art + Schools: Art + Music Concert



Art + Church: Family Paint Afternoon



Art + Senior Ctr: Art Installation



Art + Business: Henna & Wine Tasting



Did we meet our goals?

- Showcase the breadth and depth of arts and culture in Franklin, for the community and for purposes of our Cultural District application
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Contact

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Franklin Cultural Council

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FranklinCulturalCouncil



DOWNTOWN LYNN CULTURAL DISTRICT

Est. 2012

ArtWeek 2018 Participant



HAIRSPRAY

Signature Theatre, VA

girls
inc.

Inspiring all girls to be
strong, smart, and bold



AFTER HOURS



Lynn Museum
& HISTORICAL SOCIETY

Lynn Arts^{inc.}

Rotary



LYNN PUBLIC SCHOOLS

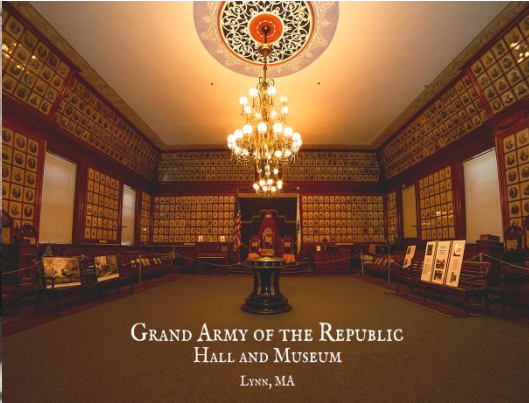
CITY OF LYNN MASSACHUSETTS

DISTRICT

WEBSITE SECTION



...just to name a few



COLLABORATION

is key to avoiding

Cross-Pollination

Why should every group take on the same or similar tasks, when they can each put forth their most successful element to build on an all-inclusive program larger than any one component?

Lynn's Cultural Make-Up

- ❖ Just under 100,000 residents
- ❖ 50+ Cultural Partners
- ❖ 30+ Cultural Businesses
- ❖ 25+ Cultural Facilities
- ❖ 18+ Nationally Registered Historic Amenities
- ❖ 8+ Natural Recreational Features
- ❖ 1 Cultural District Staff Member :/

Lynn's ArtWeek Plan of Attack

- ❖ 6 Months Teasers of Educational Information
- ❖ Webinar with the help of ArtWeek Team
- ❖ Consistent Email Blasts
- ❖ Community Catalyst: in-person solicitation, phone calls, emails, questions, concerns, marketing, online/social media, municipal, stakeholder and community updates



Lessons Learned

- ❖ **KNOWLEDGE IS POWER**
- ❖ Cater to various levels
- ❖ Respect Individual Sentiments
- ❖ Pillar of Support
- ❖ Enlist Help





St. Stephen's Memorial Episcopal Church

Boasts a collection of over 41 Tiffany stained glass windows, which are among, and possibly, the oldest ecclesiastical Tiffany windows in the world.



Beyond Walls

Mission: to activate space to strengthen communities.





- OASIS Art Therapy Studio
- Lynn Museum
- LynnArts
- LCTV
- NSCC
- PickUp Modern&More
- Lynn Public Schools
- Local Musicians
- Local Artists



Impact and Outcome

- ❖ Lasting Relationships, New and Old
- ❖ Sense of Family
- ❖ Visibility
- ❖ Momentum
- ❖ Opportunities: Cultural Compact



#ArtWeekLynn2019

A Final Word of Advice:

- ❖ Utilize the *incomparable* ArtWeek Team
- ❖ Be Patient; Listen, Respect, Appreciate

‘The Whole is a Whole Lot Greater Than the Sum Of Its Parts’



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Partner Panelists





Start Collaborating and
Spark Some Change!

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