Springfield Cultural Partnership (springfieldculture.org) oversees the cultural district, Springfield Central Cultural District founded in 2014 with designation by the Mass Cultural Council. We received 501(c)(3) designation in 2016 as SCP. In 2019, we launched a new Strategic Plan with community inputs.

**MISSION:** to foster civic engagement and arts education in the City of Springfield by creating and sustaining a vibrant cultural environment, authentically engaging institutions, artists, and the community.

The pandemic took the arts & culture community for a world-wind. The Mission of the Springfield Cultural Partnership became even more prevalent and important than ever as we focused on creating equal opportunities, fair representation of BIPOC & LGBTQIA+ artists and uplifting our community through alternative program measures to combat the obstacles of COVID-19.

**VISION:** to succeed as a significant force in the region’s creative community by contributing to economic vitality and cultural enrichment. The Cultural Partnership fosters a synergy and alignment of cultural resources that create an enriching, welcoming experience for Springfield visitors and residents alike.

**GUIDING VALUES:** Collaboration, Community, Diversity & Inclusion, Innovation, Respect

**Springfield’s Creative Economy:**

**Springfield, MA** represents what we believe is representative of the future of all other US cities – culturally, racially, demographically, and socio-economically diverse, filled with challenges and enormous opportunities. Artists of all types are part of our community and hold hope and grief in equal parts and honor the lived experience of our neighbors.

The creative industry contributes $50 million to the Springfield economy representing 1,800 full time jobs.

Over 521,000 people attend arts & cultural events, a quarter of them from out of town. Each attendee spends $27, on average, at local restaurants & businesses. ¾ of outsiders would not have visited had it not been for these events.

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1 *The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Springfield, MA* (Fiscal Year 2015; report by Americans for the Arts)

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**SCP & Springfield’s Creative Economy:**

1. Oversees [Springfield Central Cultural District](#), a walkable downtown area with attractions like art, music, theater, dining, and historic architecture

2. **Convenes and collaborates** with 45+ SCP member organizations, artists, foundations, and state-wide creative organizations to connect the dots among cultural offerings and opportunities in the region. We provide resources, convening, creative placemaking, cultural programming, and arts advocacy for Springfield.

3. **Promotes** artists from communities previously left out, perhaps unintentionally, from the arts & cultural scene, e.g., Black & Latinx artists, LGBTQIA+ artists. This work includes creating equal opportunities, **Diversity, Equity & Inclusion (DEI) training**, and creating program evaluation measures favoring equity.

4. SCP hosted Cultural Convenings. The overarching goals were to leverage connectedness and effective partnerships with other arts and culture organizations; provide support and problem solving for organizations across the community and to more deeply engage with Diversity, Equity & Inclusion initiatives as an anti-racist organization.

We are a **membership-based** organization. Members include artists, foundations, sponsors & supporters, and cultural organizations.

In turn, we are members of **collaborations & partnerships for promoting arts, culture, and the creative industry**. These include the Cultural Compact, our partnership with Springfield Cultural Council, City of Springfield, and Massachusetts Cultural Council, MassCreative, Mass Cultural Council, LiveMutual by MassMutual, and TDI District initiatives by MassDevelopment.

**PROGRAMS:**

**Trust Transfer Project (TTP) - Uplifting & Connecting Community**

TTP allows local BIPOC artists to lead in health messaging around topics that directly impact the lives of their family, and community: Covid19, food insecurity and mental health. This model offers an opportunity to share

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SpringfieldCulture.Org
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and receive health messages in a creative way that builds agency and advocacy in our community.

TTP recognizes artists as essential workers who meet people where they are while bringing joy, trust, hope and connection. TTP is essential to the SCP mission because it leverages Springfield’s existing trusted cultural assets to demonstrate the power of the arts to engage, connect, and transform communities.

TTP is a part of Mass Cultural Council’s Culture Rx initiative for using art to promote public health, and the BeHealthy Partnership which is made up of the Baystate Health Care Alliance and Health New England.

SPark! Igniting Our Community - Placemaking

The Pynchon Plaza pocket park connects the revitalizing downtown to our city’s cultural district, home to Springfield Museums, the central library, and Springfield Armory National Historic Site. SPark! is creating an open-air art gallery and community gathering space, by installing multimedia works inspired by our culture and history. In 2021, residents, community stakeholders, and cultural organizations called for, selected, and commissioned works by local artists fostering community involvement in developing the downtown.

Thank an Artist - Supporting artists

Weekly radio segment on WTCC FM 90.7. The radio segments consist of collaborative at-home soundbites from local artists, organizations and community leaders! Also an annual festival, TAA acknowledges & promotes local artists & performers in collaboration with Springfield Cultural Council. For the inaugural edition, in 2019, we invited 225 artists and the public to MGM Springfield. We had artists’ tables, performances, food trucks, cash bar, prizes, and free entry.

Art Stop(s) - Supporting Artists

This is a hybrid of art exhibition and street festival. Besides giving displays, talks, and receptions at galleries, artists exhibit at unconventional downtown venues & underutilized spaces. Dancers, musicians, entertainers, and guides steer visitors from place to place. Partnering restaurants offer discounts to attendees. All locations are in a walkable downtown area.

Springfield Creative Leaders - Supporting Artists

An all-inclusive program supporting local artistic talent. Goals include: Skill building & skill sharing for creatives; Mentorship on managing artistic endeavors; Affordable programming, events, and public arts in downtown, that reflect people living there; Designing repeatable, sustainable events & exhibitions that reduce artists’ dependence on expensive, big events; Town Halls; and Promoting art in underserved communities (e.g., low-income people, people of color, native Spanish speakers) by working with arts, cultural & academic organizations.

Painted Pianos - Placemaking

Painted Pianos brighten the streetscape and increase comfort and walkability downtown, providing exposure for local artists and musicians. Pianos are placed in high traffic public spaces, painted and decorated by local artists and feature lively lunchtime concerts hosted by local musicians.

COLLABORATIONS:

- Fresh Paint Springfield Fiscal Agent & Sponsor.
- Live Mutual by MassMutual Community Leader.
- Culture Rx Community Advisor
- MassDevelopment TDI District Advisory Member
- MassCreative Member
- AFTA Arts Economic Prosperity 6 participant

THANK YOU TO OUR MEMBERS & DONORS WHO MAKE SCP’S MISSION POSSIBLE.

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