

Greetings!

The fall has arrived, and there are a few announcements I wish to share from various folks in our region as well as the latest news on the Western Mass. Arts Alliance. Please email any information you want to include in our next email correspondence to the Western Mass. Arts Alliance list (which will go out in December). If you wish to be removed from this list, please email me (Maren Brown) at mtbrown@admin.umass.edu.

CONTENTS OF THIS EMAIL:

1. Update on Western Mass. Arts Alliance
2. Professional Development Opportunities
3. A Special Opportunity!
4. Prospecting for Funds

UPDATE ON WESTERN MASS. ARTS ALLIANCE:

MAP LISTING CULTURAL ATTRACTIONS ALONG THE I91 CORRIDOR NEARING COMPLETION: The I91 Cultural Corridor Committee will soon be publishing a map listing cultural attractions along the I91 corridor between Hartford and Western Mass. Corporate sponsorship has been secured for the design and printing of the map. The map is an undertaking between the Greater Hartford Arts Council and the Western Mass. Arts Alliance. Thanks to working group members Teri Anderson (City of Northampton), Wilson Faudre (Old State House in Hartford), Meri Jenkins (Massachusetts Cultural Council), Ken Kahn (Greater Hartford Arts Council), Bill Kelly (Kelly Design Company), Doreen Turgeon (Greater Springfield Convention and Visitor's Bureau) and Dyan Wiley (Massachusetts Cultural Council and steering committee member for the Western Mass. Arts Alliance) who worked so tirelessly on this project. The new cultural tourism working group will be linking with this effort, and we encourage interested individuals to contact Judy Steinkamp at steinkamp@admin.umass.edu for more information and to participate in these efforts.

THE STEERING COMMITTEE OF THE WESTERN MASS. ARTS ALLIANCE* has just completed the development of a new working mission statement, organizational plan and other planning documents aimed at creating a structure to support this new program. We will be uploading this information to a new web site that is currently under development, and will let you know when it is up and running. * Steering committee members include: Maren Brown, UMass Arts Council; Margaret Burggren, Office of Research Affairs at UMass/Amherst; Lisa Donovan, Berkshire Opera; Craig Dreeszen and Shirley Sneve, Arts Extension Service; Kris Woll Heeringa; Priscilla Kane Hellweg, Enchanted Circle Theater; Michael Kusek; Kay Simpson, Springfield Museums; Judy Steinkamp, Campus Planning and Space Management, UMass/Amherst; Lynne Thompson, UMass Extension; Dyan Wiley and Erin Williams, Massachusetts Cultural Council.

ARTS FUNDING FORUM: A forum that will introduce WMAA folks to funding options in our region is now being planned. If you would like to help out with this event, please contact Maren Brown at mtbrown@admin.umass.edu.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES:

LINKING ARTS, CULTURE AND ECONOMIC DEVELOPMENT CONFERENCE... will be held on October 11, 2001 from 8:30 a.m. to 3 p.m. at Bridgewater State College in Bridgewater, MA. Presented by the Institute for Regional Development at Bridgewater State College in collaboration with the Massachusetts Cultural Council and the Massachusetts Economic Development Council, the conference includes topics such as "Creating a Climate for Arts and Culture in Your Community," "Public Sector Partnerships with the Creative Industries" and more. Registration is \$45 per person. Call Kris Monohan at 508-531-2419 to register or visit their web site at www.bridgew.edu/ird/arts.ed.htm for more information.

A SPECIAL OPPORTUNITY!

The National Arts in Learning Foundation is looking for arts education partnerships between public schools and cultural/community organizations to host lunch sessions and give informal presentations at the Leading with the Arts Conference, hosted by Lesley University, the National Arts & Learning Foundation (NALF), and the Massachusetts Alliance for Arts Education, on November 30th in Cambridge. Ideally, participants would include an individual from both the school and arts organization. Contact NALF Director Meredith Eppel for more information at (508) 650-5044.

PROSPECTING FOR FUNDS:

Creative Schools Initiative: The Massachusetts Cultural Council (MCC) is pleased to announce the launch of the Creative Schools Program. This new funding opportunity for schools and districts will support projects that advance education in the arts, humanities, and sciences, and connect directly with school and district improvement plans. Attached to this E Newsletter is a PDF file (FY02guidelines.pdf) with their Guide to MCC Education Programs including the application for the Creative Schools Program. Please note that you cannot type into the application but instead should print out a copy and complete. The guide and application are also available on the MCC's web site at: <http://www.massculturalcouncil.org/applications/cspapp.html> If you do not have Internet access and would like a paper copy, or would like to discuss a potential project, please contact a member of the MCC Education Department at 617-727-3668, 800-232-0960, or TTY 617-338-9153. (Thanks to Carol Guidace for this information).

Local Cultural Council Program: The Local Cultural Council Program, the MCC's second largest grant program, provides a grassroots complement to the agency's centralized grant programs. Allocations are made to all of Massachusetts' 351 cities and towns to support community cultural activities. This is the largest decentralized program of its kind in the United States. Volunteer boards - Local Cultural Councils - in each community review applications from individuals, schools, and organizations for arts, humanities, and interpretive science projects that provide a local public benefit. Local Cultural Councils also accept and review applications from schools and youth groups for a ticket subsidy program, called the PASS Program. Statewide deadlines for all Local Cultural Councils is October 15, 2001. For more information and to download a copy of the grant guidelines, go to <http://www.massculturalcouncil.org/applications/lccapp.html>

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