

MAY 1 - 10, 2020



Presented by **Highland Street Foundation** and produced by the **Boch Center**, ArtWeek is Massachusetts's annual award-winning innovative festival featuring hundreds of unique experiences. It shines a spotlight on towns and neighborhoods across the Creative Commonwealth while promoting accessibility and affordability for all to arts, culture, and creative experiences. Statewide champions and supporters of ArtWeek include the Commonwealth of Massachusetts, Massachusetts Office of Travel & Tourism, and the Massachusetts Cultural Council, who also serves as ArtWeek's Creative Communities sponsor.

ARTWEEK BY THE NUMBERS*

*since fall 2018

1,900+ Event Hosts

130+ Neighborhoods & Towns

100+ million Press Impressions

2,000+ Unique Events

200+ Partners & Collaborators

\$2.8+ million In-Kind Media Support

"ArtWeek celebrates the power of arts, culture, and creativity to strengthen our education system, build a robust and creative workforce, support community health and wellness, and create strong communities."

Proclamation by Governor Baker

2019 ARTWEEK HIGHLIGHTS

Statewide Footprint Expands in Second Year: Estimated 55,000 people of all ages and backgrounds attended nearly 600 unique events in 134 towns and communities. Over 70% were free and 90% were free or under \$25.

Leveraging Partnerships: A total of 139 Partners (Statewide, Regional, and Community-Level) galvanized communities across the state, including: cultural districts, cultural councils, chambers of commerce, convention and visitors bureaus, community centers, schools, and more. These Partners act as volunteer champions by educating their communities about ArtWeek, recruiting potential event hosts, and providing local marketing support.

Expansion in Special Programs: Besides hundreds of statewide events, ArtWeek's Special Programs are designed to spotlight ingenuity in the culinary and hospitality sectors as well as innovative outdoor salutes to create a fully-rounded experience for visitors and residents. Sixty-nine locations featured an ArtWeek Special Program in 2019, including Art of Food, Light Up the Night, and ArtWeek on the Road. This year, ArtWeek piloted the Lodging Offers program - hotels, bed-and-breakfasts, and county inns offered special lodging discounts and creative packages during the ten days of ArtWeek.

"ArtWeek provides a unified platform and menu for the community to engage with the arts and culture sector in unique and exciting ways throughout the state."

2019 Community Partner (VSA Massachusetts)

Questions? Want to join? Please contact Sue Dahling Sullivan, Boch Center Chief Strategic Officer and ArtWeek Lead Champion, at sdsullivan@bochcenter.org or Kelly Artamonov, ArtWeek Community Engagement Manager, at kartamonov@bochcenter.org, or the team at artweek@bochcenter.org for more information.

LEARN MORE AT ARTWEEKMA.ORG

EVENT APPLICATION DEADLINES

FRIDAY, JANUARY 10 Early Bird Deadline

FRIDAY, FEBRUARY 21 Final Deadline

"Being an event host allows local artists and cultural organizations in our community to shine a statewide spotlight on what we have to offer, and it gives us a greater collective voice and presence."

2019 Event Host (Debra Vanderwerf, ArtsFest Hudson)

