

# Case Study



## MISSION STATEMENT

The Cambridge Arts Council's mission is to ensure that the arts remain vital for people living, working, and visiting Cambridge.

## CONTACT CAC

CAC

344 Broadway Street

Cambridge, MA 02139

Tel: 617-349-4380

<http://www.ci.cambridge.ma.us/CAC/index>

## BUDGET AND STAFF SIZE

2006 Budget: \$1,400,000

Full-Time Staff: 4

Size of Board: 10

## ESTIMATED PROJECT VALUE:

\$29,000

## Cambridge Arts Council (CAC)

*Building the case for the arts as a differentiator.*

### THE NEED

The Cambridge Arts Council (CAC) nurtures the arts in every neighborhood of Cambridge. As CAC looks to engage more residents and visitors in their work, they identified a need for data to make the case for the arts as a vital component of Cambridge's uniqueness and edge.

*"Being in a position to help CAC develop a strategic business case for their work was great experience for me to get."*

—Jonathan Pecor, Team Lead, Accenture

### THE PROPOSED SOLUTION

Common Impact, and a team from Accenture, defined metrics that will allow CAC to highlight how the arts keep Cambridge a great place to live, work and visit. CAC will use this data to build a new brochure that will communicate a compelling need for their work, helping them to deepen their engagement with the city of Cambridge and its residents.

### ANTICIPATED RESULTS

With this brochure in hand, CAC will be able to communicate the need for on-going investments in the arts, helping the organization meet their mission of ensuring that the arts remain vital for all people living, working, and visiting Cambridge.

