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Northeast Arc to put Peabody on display

The Northeast Arc is one step closer to opening an art gallery in its Peabody location with a \$3,000 grant from the **Massachusetts Cultural Council**'s Adams Arts program, supporting a project that aims to promote Peabody's downtown area by highlighting the area's cultural heritage.

A nonprofit that supports children and adults with disabilities, the Northeast Arc owns the building in downtown Peabody and it is converting the lobby into an a gallery to hold community art classes and host free exhibits.

The Arc submitted a proposal to the Cultural Council in partnership with local businesses and organizations, which together have formed what they are calling the **Peabody Cultural Collaborative**.

Among the Arc's partners are the city of Peabody, **Peabody Access Telecommunications**, the **Peabody Area Chamber of Commerce**, Concept Art Services LLC, and local arts and historic organizations.

The collaborative is considering a number of programs to highlight the Peabody area, including pairing cultural exhibits with restaurant promotions and after-hours events at local businesses.

With the Cultural Council grant, the collaborative will hire a consultant to conduct focus groups with businesses and residents and complete a survey to determine the best time and combination of activities.

The Massachusetts state budget calls for more than \$700,000 this year in grants through the Adams Arts Program for the Creative Economy, a program of the Massachusetts Cultural Council.

The grants essentially are designed to create jobs in the arts and cultural sector statewide, and the Northeast Arc grant is one of 27 projects the Cultural Council will fund this year.

Mary Moore covers nonprofit organizations and philanthropy.