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**Public funding policies and their relevance to the maintenance and expansion of cultural projects: the case of the Lyra Popular Philharmonic Orchestra of Mucugê.**

*Public policies for financing and their relevance for the maintenance and expansion of cultural projects: the case of the Lyra popular de Mucugê philharmonic*

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### Summary

This article analyzes the relevance of public policies for cultural funding to the sustainability and expansion of the Lyra Popular Philharmonic of Mucugê, a non-profit institution dedicated to the preservation of intangible heritage and the promotion of music education in the interior of Bahia. The research adopts a qualitative, descriptive approach, based on a case study and report of institutional experience. The main cultural policies in force in Brazil and Bahia are analyzed, with emphasis on the Aldir Blanc National Policy for Cultural Promotion (PNAB), parliamentary amendments, and municipal contracts, as well as their impacts on maintaining the Philharmonic's activities. The results demonstrate that public funding was crucial for the revitalization of the institution, guaranteeing financial stability, institutional strengthening, and expansion of educational and cultural activities. It concludes that public policies for cultural funding play a strategic role in valuing regional artistic expressions, social inclusion, and human development, especially in inland contexts historically marked by restrictions on access to cultural goods.

**Keywords:** Cultural policies; Public funding; Philharmonic societies; Cultural management.

### Abstract:

This article analyzes the relevance of public cultural financing policies for the sustainability and expansion of the Lyra Popular de Mucugê Philharmonic, a non-profit institution dedicated to the preservation of intangible heritage and the promotion of music education in the interior of Bahia, Brazil. The research adopts a qualitative and descriptive approach, based on a case study and an institutional experience report. The study examines the main cultural policies in force in Brazil and in the state of Bahia, with emphasis on the National Aldir Blanc Policy for Cultural Promotion (PNAB), parliamentary amendments, and municipal contracts, as well as their impacts on the Philharmonic's activities. The results show that public funding has been decisive for the revitalization of the institution, ensuring financial stability, institutional strengthening, and the expansion of educational and cultural actions. It is concluded that public cultural financing policies play a strategic role in valuing regional artistic expressions, promoting social inclusion, and fostering human development, especially in inland territories historically marked by limited access to cultural assets.

**Keywords:** Cultural policies; Public funding; Philharmonics; Cultural management.

## 1. Introduction

The Lyra Popular Philharmonic Orchestra of Mucugê is one of the most important cultural landmarks from the municipality of Mucugê, located in Chapada Diamantina, Bahia. Founded at the end of the 19th century, The institution has historically been linked to the promotion of community musical practices and to building local cultural identity. After a long period of inactivity, the Philharmonic was Revitalized from 2023 onwards, resuming its activities as a space for musical training and inclusion.



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social and preservation of intangible heritage.

Maintaining and expanding cultural projects in municipalities in the Brazilian interior.

They face significant structural challenges, such as a scarcity of their own resources and instability.

financial difficulties and challenges in accessing cultural management mechanisms. In this context, policies

Public funding plays a central role in ensuring the continuity of artistic activities and

educational initiatives, by enabling community institutions to develop projects with social impact and cultural.

Given this scenario, the present study seeks to answer the following research question:

which forms the basis of public policies for cultural incentives and funding, contributing to the

Sustainability and the strengthening of the Lyra Popular Philharmonic of Mucugê? The overall objective

It consists of analyzing the importance of raising public funds for maintenance and expansion.

of the institution. As specific objectives, it is intended to: (I) map the main public policies of

(I) promoting culture in Brazil and Bahia; (II) identifying the sources of resources accessed by

Philharmonic; and (III) evaluate the impacts of applying these resources to its cultural activities and formative.

## **2. Theoretical Framework / Results**

### **2.1 Cultural public policies in Brazil and Bahia**

Brazilian cultural policy has been consolidated, in recent decades, based on...

recognition of culture as a fundamental right and responsibility of the State. This concept

It broadens the understanding of culture beyond the artistic dimension, incorporating it as an element.

constitutive of citizenship, collective identity, and social development.

Instruments such as the Law for Cultural Incentives, and the national, state, and municipal systems.

of culture and, more recently, the Aldir Blanc National Policy for the Promotion of Culture (PNAB)

These represent significant advances in structuring public cultural funding. The PNAB, in

Specifically, it establishes continuous transfers of federal resources to states and municipalities, promoting

Decentralizing cultural policies and strengthening local initiatives.

In the state of Bahia, these guidelines are implemented through specific programs of

Support for philharmonic orchestras and civilian bands, recognizing their historical, educational, and social value. Such

Policies have contributed to the preservation of centuries-old musical traditions and to the inclusion of

young people in training programs related to music.

### **2.2 Fundraising in cultural organizations**

The sustainability of non-profit cultural organizations requires planning.

Strategic, capacity for institutional coordination, and diversification of funding sources.

Exclusive reliance on public resources, while relevant, poses challenges related to



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Bureaucracy and instability in funding make it necessary to seek partnerships.

complementary.

In the case of the Lyra Popular Philharmonic Orchestra of Mucugê, institutional experience demonstrates that Fundraising transcends technical aspects, becoming a political process and Symbolic affirmation of culture as a social right. The development of projects, the dialogue with Public managers and accountability are fundamental steps towards the consolidation of Institutional credibility and continued access to development policies.

### **2.3 Parliamentary amendments and PNAB**

Parliamentary amendments are an important financing mechanism. cultural, by enabling the allocation of public resources to specific projects of interest. Community-based. Combined with the PNAB (National Policy for Cultural Action), these tools broaden the reach of cultural policies and They strengthen local grassroots organizations.

In practice, the combination of these instruments was decisive for the revitalization of The Lyra Popular Philharmonic of Mucugê, enabling the acquisition of musical instruments, the realization of training workshops and the expansion of public presentations. This experience highlights the The transformative potential of public policies when aligned with the real demands of communities. cultural.

### **3. Materials and Methods**

The research is characterized as qualitative, descriptive in nature, and structured around a... This is a case study and an account of institutional experience. The methodological choice stems from the performance... of the author as founder and president of the Lyra Popular Philharmonic of Mucugê, which makes possible a Internal and contextualized analysis of cultural management.

Data collection was based on documentary research, with analysis of projects submitted to public notices, financial reports, administrative records and institutional documents related to fundraising. Additionally, observations were considered. Institutional and collective records regarding the social and cultural impacts of the activities carried out.

The data analysis followed the content analysis technique, allowing for the identification of recurring patterns, categories, and strategies in the practice of cultural management and in the application of policies. public funding.

### **4. Results and Discussion**

The results indicate that the Lyra Popular Philharmonic Orchestra of Mucugê was successful in its fundraising efforts. of resources through different public funding mechanisms, most notably amendments



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parliamentarians, resources from the PNAB (National Primary Care Policy), and contracts signed with municipal public authorities. This  
The diversity of funding sources contributed to the institution's financial stability and expansion.  
their cultural activities.

The Philharmonic's presidency has proven to be strategic in developing projects.  
in coordination with public managers and in overseeing accountability, strengthening the  
Institutional credibility. The observed social impacts include an increase in the number of young people.  
Those served benefit from strengthening local identity and promoting social inclusion through music.

### **Final Considerations**

The study highlights that public policies for cultural funding constitute a central axis.  
structural for the sustainability of community cultural projects. In the case of the Lyra Philharmonic.  
Popular in Mucugê, access to public resources made it possible to revive a centuries-old tradition.  
The expansion of training activities and the consolidation of the institution as an agent of transformation.  
social.

It is concluded that strengthening policies to promote culture is essential for...  
preservation of intangible heritage, for the democratization of access to the arts and for the  
human development in local contexts. The experience analyzed reaffirms that investing in  
Culture is about investing in citizenship, identity, and the future.

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