

MASSCREATIVE

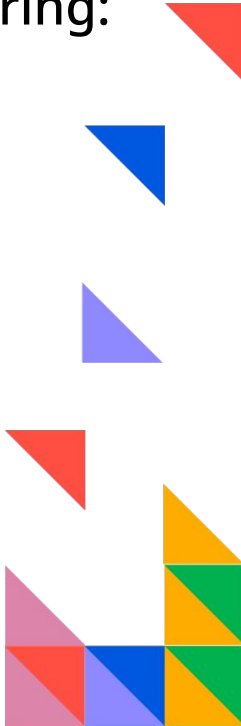


Creative Sector Advocacy Week 2024



Creative Sector Advocacy Week 2024

- Welcome!
- Take a moment to introduce yourself in the chat, consider sharing:
 - Your name
 - Where you are zooming in from today
 - Your role / engagement with the creative sector
 - What you are hoping to walk away with from today's session
- Remember to please mute your microphone
- We encourage you to get a notepad, pen/pencil, etc.
- Feel free to use the chat for any questions or info exchange throughout our convening.

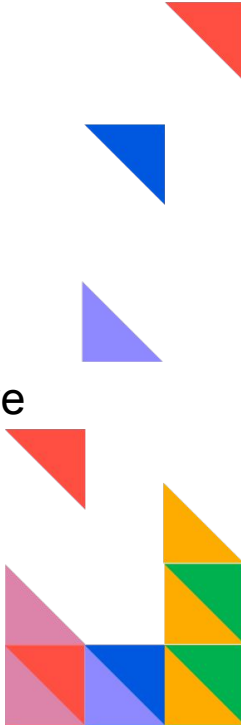


What is Creative Sector Advocacy Week?

MASSCreative is co-organizing a statewide Creative Sector Advocacy Week the week of **January 22 - January 26, 2024**.

- Local and regional convenings are happening that Monday, Tuesday, Thursday, and Friday.
- Creative Celebration Day at the State House on Wednesday, January 24th from 10 AM - 3 PM.
- Online celebration and actions all week!

We are organizing members of the creative community and building cross-discipline solidarity to raise visibility and support for Massachusetts' creative sector.



How To Be An Effective Advocate

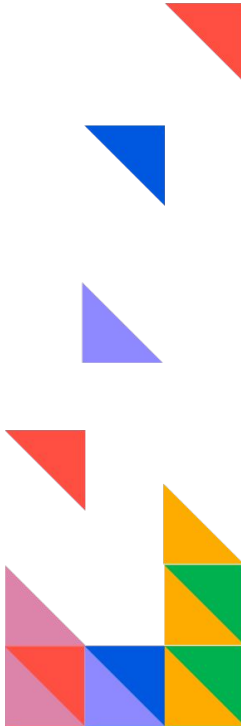


Welcome Norman!

Norman Abbott, Senior Government Affairs Specialist at
Metropolitan Area Planning Council

Formerly Regional Director for Congressman Seth Moulton and
in the Patrick Administration.

Also worked for the New England Anti-Defamation League
advancing the agency's state and local civil rights legislative
agenda.



Communicating with Lawmakers



Emails and Phone Calls

Subject line: Please support the creative economy this session!

Dear Representative or Senator [name],

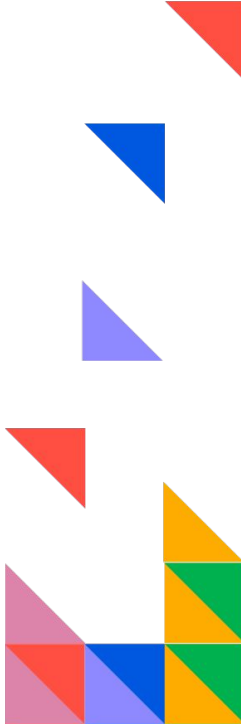
I hope this finds you and your staffers in great health. My name is [Richeline Cadet/insert name], I am a constituent living in [state representative/state senate district]. I am reaching out to share with you my support for the bill

→ **HD.3110/SD.2051, *An Act establishing a program for local art and community engagement (PLACE Act)*, sponsored by Rep. Mary Keefe, Rep. Steve Ultrino, Sen. Paul Mark, and Sen. Robyn Kennedy.**

As a resident of [insert city/town/district], I see how our community benefits from a strong creative sector. [Share personal story/connection if applicable. For example, are you an artist? Is there a particular local art form that you enjoy supporting?]. I am eager to continue advocating for this legislation and I hope as a constituent and community member to count on you [Give them an ideal and realistic solution you'll like to see them take].

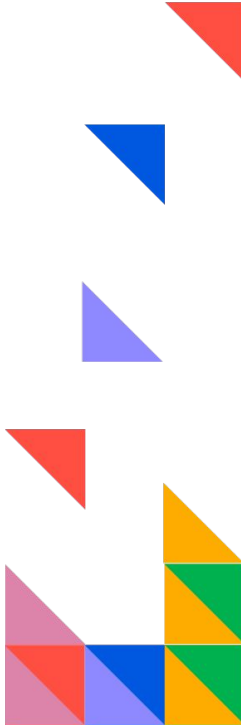
In solidarity,

[Richeline Cadet/insert name]



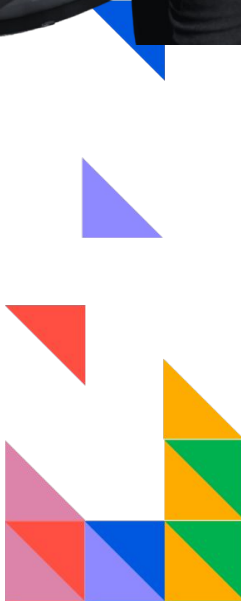
Emails and Phone Calls

- Start by introducing yourself and exchange pleasantries
 - Hello representative or senator {name}, my name is, I am a constituent from {--}, how are you today?
- Explain why you are calling and Share your Why
 - I am giving you a call today, to share my support H.3246 / S.2190: An Act establishing a program for local art and community engagement or “PLACE”. [Share personal story/connection if applicable. For example, are you an artist? Is there a particular local art form that you enjoy supporting?].
- Make an Ask
 - As an art administrator, I know first hand how important a vibrant creative community is to all of us. Which is why I had to call you today and ask you to [what would you like to see them do?]



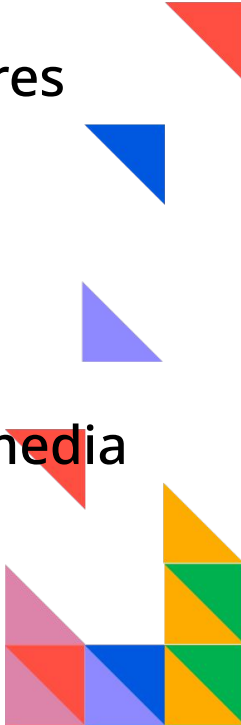


Actions You Can Take Next Week



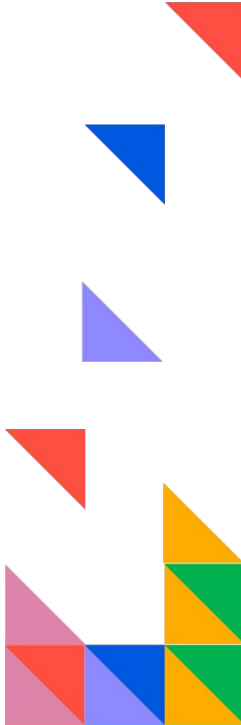
Creative Advocacy Week Communications

- Help us amplify content before and during Advocacy Week
 - Use #CreateAdvocacy2024
- Planning on hosting an event near you? Please share pictures and tag MASSCreative so we can also amplify!
- Expect to receive more emails from MASSCreative and our co-hosts with Advocacy Week information.
- Use our Creative Sector Advocacy Week page to find more resources: blogs, registration forms, downloadable social media graphics.



5 Days of Action

- Monday - Find out who your legislator is and reach out
- Tuesday - Act on a cultural policy you care about: endorse, write, amplify
- Wednesday - Amplify your creative community at home
- Thursday - Build our advocacy networks
- Friday - Self-reflect / Long-term advocacy planning

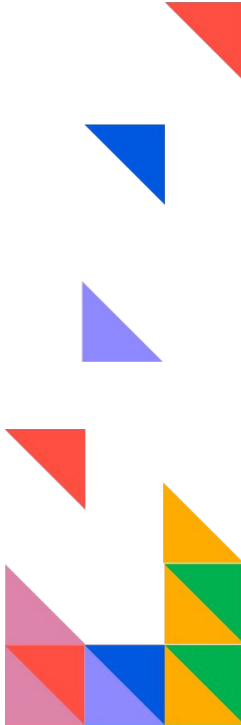


Asks You Can Make



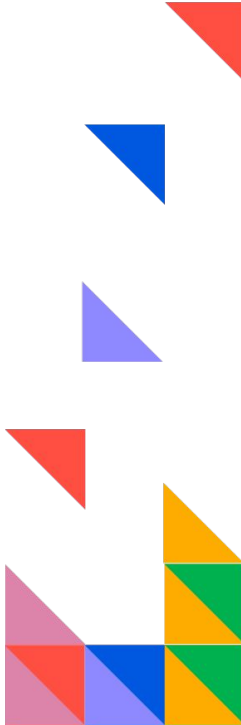
Creative Sector Advocacy Week Policy Briefing

- Items to consider discussing with legislators
 - FY25 State budget
 - Bills filed that will support the creative sector
 - Housing Bill



Creative Sector Advocacy Week Policy Briefing

- FY25 Budget
 - State revenues continue to go down
 - THIS WILL BE A TOUGH BUDGET
 - Mass Cultural Council budget
 - FY21 - \$18.2 million (COVID budget, level funding)
 - FY22 - \$20 million
 - FY23 - \$23 million
 - FY24 (current) - \$25 million

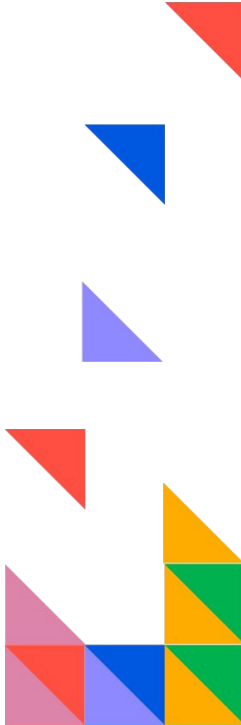


Creative Sector Advocacy Week Policy Briefing

- **FY25 Budget**

- Creative Sector's long term goal - \$5 per capita
- THIS WILL NOT HAPPEN IN ONE YEAR

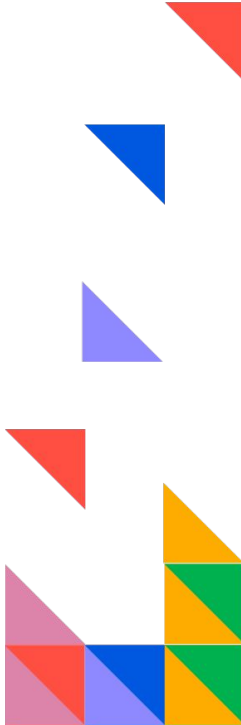
For FY25 we will advocate for \$28 million



Creative Sector Advocacy Week Policy Briefing

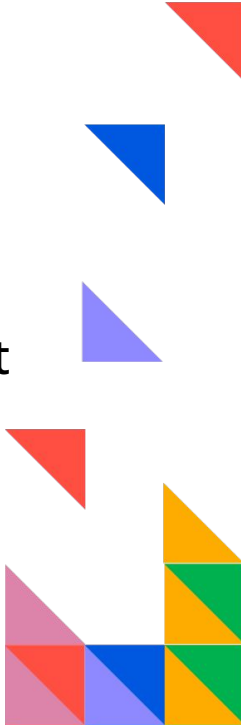
- **Creative Sector Agenda**

- Creative Space Preservation Act (H.3241 /S. 530)
- Cultural Equity in Tourism (H.3244 /S. 2194)
- ACE Act (H.151 / S.113)
- PLACE Act (H.3246 /S. 2190)
- Downtown Vitality Act (H.228 /S. 130)



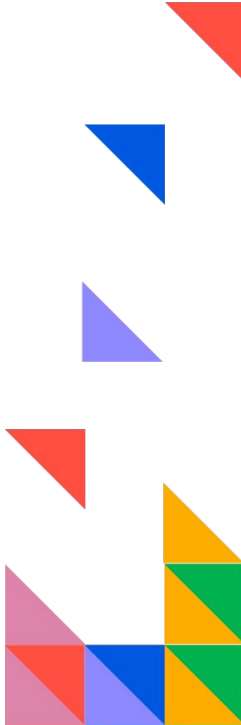
Creative Sector Advocacy Week Policy Briefing

- Affordable Homes Act
 - \$1.83 billion for housing production and preservation
 - Create 22,000 new affordable housing units
 - 12,000 additional units of middle-income housing
 - 1,9000 new home ownership opportunities
 - 35% reduction in residential building energy use by 2030.
 - Allows Accessory Dwelling Units (ADUs) built by-right without local permitting.
 - Sealing eviction records.



Creative Sector Advocacy Week Policy Briefing

- Affordable Homes Act
 - Joint Committee on Housing holding hearing tomorrow
Thursday 17 11am - 5pm
 - Written testimony due Friday January 19th at 5pm



Creative Sector Advocacy Week 2024

Discussion

