



2023-2024 CREATIVE SECTOR AGENDA

MASSCREATIVE AND ITS MEMBERS SUPPORT THE PASSAGE OF THESE FIVE BILLS TO ADVANCE ARTS, CULTURE, AND CREATIVITY IN THE COMMONWEALTH.

H.3241 / S.530, An Act to preserve space for the creative economy (Creative Space Preservation Act). Sponsored by Rep. Dan Cahill and Sen. Liz Miranda

The creative space preservation bill would create a defined property restriction for creative maker space and performance or exhibition space and allow cities and towns to establish trust funds to hold assets and property for creating and preserving creative spaces, giving them more tools to keep artists in their communities.

H.228 / S.130, An Act to promote downtown vitality (Downtown Vitality Act).

Sponsored by Rep. Tony Cabral and Sen. John Cronin

This would establish the Downtown Vitality Fund and allocate 5% of revenues from online sales taxes collected in Massachusetts to support staffing and operations of cultural districts, business improvement districts, main street associations, and parking benefit districts in Gateway Cities and other low-income communities.

H.151 / S.113, An Act improving accessibility in the creative economy (ACE Act).

Sponsored by Rep. Dan Donahue and Sen. Paul Mark


The Accessibility in the Creative Economy (ACE) Fund would provide grants to organizations focused on the arts, culture, humanities, and interpretive sciences to remove barriers encountered by people with disabilities.

H.3246 / S.2190, 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

The PLACE Act would allocate a percentage of construction costs on any Commonwealth-owned property for a public art fund. The fund would be used to create and maintain public art in Massachusetts. It would codify the process for commissioning public art, making it easier for cities and towns to engage their residents in developing relevant and inclusive public art for all.

H.3244 / S.2194, An Act creating a program to increase cultural equity in tourism promotion (Cultural Equity in Tourism Act). Sponsored by Rep. Pat Duffy and Sen. Jake Oliveira

This bill would establish a grant program within the Massachusetts Office of Tourism and Travel to support tourism marketing and promotional expenses for arts and cultural organizations. The fund would prioritize arts and cultural organizations and events that amplify the stories of historically marginalized or underrepresented cultures. By increasing local and regional tourism to more culturally diverse spaces and events, Massachusetts can support economic vitality for everyone.



FY25 BUDGET REQUEST

\$28 Million for Arts, Culture, and Creativity

MASSCREATIVE, ITS MEMBERS, AND ADVOCATES SUPPORT

\$28 MILLION FOR THE MASS CULTURAL COUNCIL IN FY25 (LINE ITEM 0640-0300).

Public investment in the creative sector is a sound investment

Events and activities generated by the creative community have a multiplier effect across the Commonwealth. Americans for the Arts' recent study, Arts and Economic Prosperity 6, reported that the average person who attends a performance, outdoor festival, or museum opening in Springfield, spends an additional \$31.85 in event-related spending on retail, parking or hospitality.

In March 2023, the U.S. Bureau of Economic Analysis and the National Assembly of State Arts Agencies reported that arts and culture was a \$27.2 billion industry in Massachusetts in 2021, during the COVID pandemic. The sector accounted for 4.2% of the Commonwealth's GDP and 135,181 jobs.

Creativity and cultural experiences are highly valued by the constituents

A majority of the state's residents (65%) rated arts and culture organizations as highly important, well above the national rating of 56%, in Slover-Linnett's 2021 report Culture + Community in a Time of Transformation.

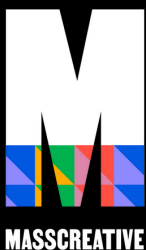
Communities are stronger with art, culture and creativity at the center

Massachusetts' 55+ Cultural Districts - supported by Mass Cultural Council grants - increase the amount and improve the quality of public programs, which attract more people to gather in the community.

Public investment supports increased equity and access for all.

Thanks to the Mass Cultural Council's grantmaking efforts, every legislative district receives funding to support cultural non-profits, artists, and creative businesses. Meanwhile, private funding and consumer interest result in a disproportionate distribution of earned and contributed revenue, often overlooking Gateway Cities and rural communities. Public investments are necessary to ensure that creativity is supported and nurtured throughout the Commonwealth.

WE STRONGLY SUPPORT A \$3M INCREASE TO MEET DEMANDS AND SECURE EQUITABLE ACCESS TO ARTS, CULTURE AND CREATIVITY IN THE COMMONWEALTH.



Contact:
Emily Ruddock
eruddock@mass-creative.org
617-350-7610
www.mass-creative.org
#CreativeMA