

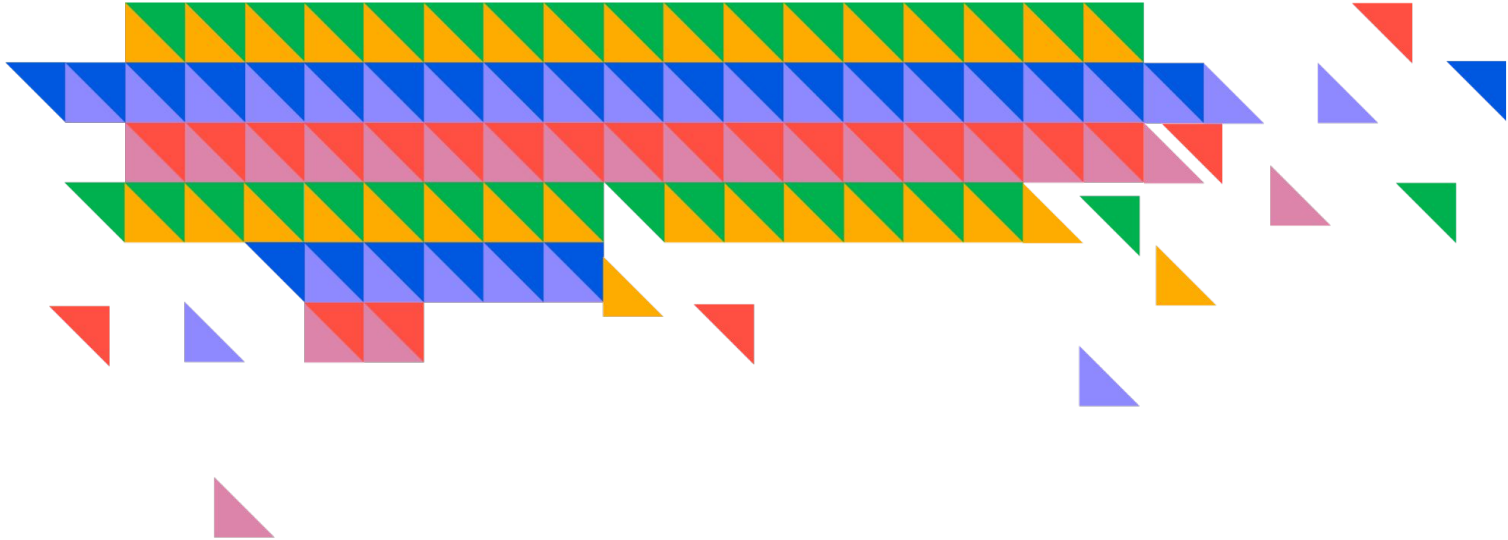


**ADVOCATE FOR  
CREATIVITY**

# Policy & Advocacy Webinar | May 12, 2023

- Welcome!
- We invite you to introduce yourself in the chat! Consider sharing:
  - Your name
  - Where you are zooming in from today
  - Your role/engagement with the creative sector
  - Upcoming cultural events that you're excited to participate in/enjoy
- Remember to please mute your microphone
- Feel free to use the chat to ask questions and exchange knowledge





# Advocacy & Organizing

# Advocacy & Organizing | May 2023

- Creative Advocacy Training response
  - May sessions
- Summer 2023 Community Days
- Candidates are launching their campaigns
  - We will be watching for new art champions
  - Check your voter registration
- We will be welcoming interns to our teams
- Our team went to Lawrence to meet with Elevated Thought and Haverhill to meet with Creative Haverhill

# Advocacy & Organizing | May 2023

- MASSCreative will be organizing an Advocacy week and Creative Sector at the State House Day in January 2024.
- We plan launch our Create The Vote Fellowship later this fall/early 2024.
- We are open to consult orgs and individual artists on advocacy efforts and policy agenda
- Once we wrap up our Creative Advocacy Training for the spring, we will work on scheduling the next one in the fall for anyone who's interested



An abstract graphic composed of numerous small triangles in various colors (red, blue, green, yellow, purple, pink) arranged in a pattern that resembles a stylized map of the state of Massachusetts. The triangles are arranged in horizontal bands, with some colors repeating in a grid-like fashion, while others are scattered. The overall effect is a vibrant, multi-colored geometric composition.

# Policy & Government Action

# Policy & Government Action | May 2023

## FY24 House Budget Outcomes:

- House approved \$25M for the Mass Cultural Council (line item 0640-0300)
- Appropriates \$895K in earmarks for 16 arts and cultural organizations
- 11% increase over the Mass Cultural Council's FY23 operating budget
- MASSCreative sent a thank you letter to House leadership signed by artists, creatives, cultural organizations and advocates



# Policy & Government Action | May 2023

## MORE GOOD NEWS!

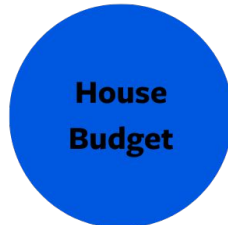
- The Senate Ways and Means Budget released on Tuesday includes \$25 for the Mass Cultural Council!
- These increases would not happen without your advocacy. THANK YOU!
- Senate Budget debates begin Monday, May 22nd.



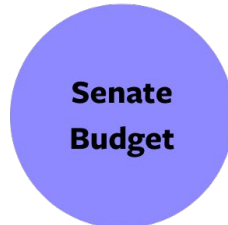
January/March\*



March



April



May



June



July 1



MASSCREATIVE





Legislative Agenda Updates  
with MassINC

# An Act to Promote Downtown Vitality (H.228/S.130)

## Goal:

Strengthen local business and cultural districts in an era of online retail



# **An Act to Promote Downtown Vitality (H.228/S.130)**

## Mechanism:

Establish a Downtown Vitality Fund with 5% of the state's sales tax revenue from online retailers



# An Act to Promote Downtown Vitality (H.228/S.130)

## Operations:

The Fund will disperse grants to establish, sustain, or provide technical assistance to district management entities in commercial areas, which could include:

- Business Improvement Districts
- Cultural Districts
- Parking Benefit Districts
- Other district management entities approved by the agency



# **An Act to Promote Downtown Vitality (H.228/S.130)**

Priorities for funding guidelines to be developed by EOHED:

- Include a local match
- Support multi-year funding
- Strengthen Gateway Cities and other low-income areas
- Expand entrepreneurship opportunities among underrepresented communities
- Strengthen cultural identity and prevent cultural displacement



# An Act to Promote Downtown Vitality (H.228/S.130)

## Downtown Vitality Advisory Board:

- Preliminary language calls for 15 members appointed by EOHEC Secretary, including:
  - MassDevelopment
  - Mass Cultural Council
  - Business Improvement District representatives
  - Cultural District representatives
  - Municipalities (Gateway City and non-Gateway City)
  - Underrepresented communities



# **An Act to Promote Downtown Vitality (H.228/S.130)**

Assigned to Joint Committee on Community Development and Small Business

Chairs:

- Rep. Paul McMurtry (Dedham/Walpole/Westwood)
- Sen. Pavel Payano (Lawrence, Methuen, Haverhill)

Vice Chairs:

- Rep. Jonathan Zlotnik (Gardner/Templeton/Winchendon/Ashburnham)
- Sen. Nick Collins (South Boston/South End/Dorchester)



# An Act to Promote Downtown Vitality (H.228/S.130)

## Questions:

1. How much does the remote retailers tax collect? Need to get info from Dept. of Revenue
2. When will a hearing be scheduled?
3. Will community development (and Massachusetts Downtown Initiative) remain with Secretary of Economic Development or Secretary of Housing?



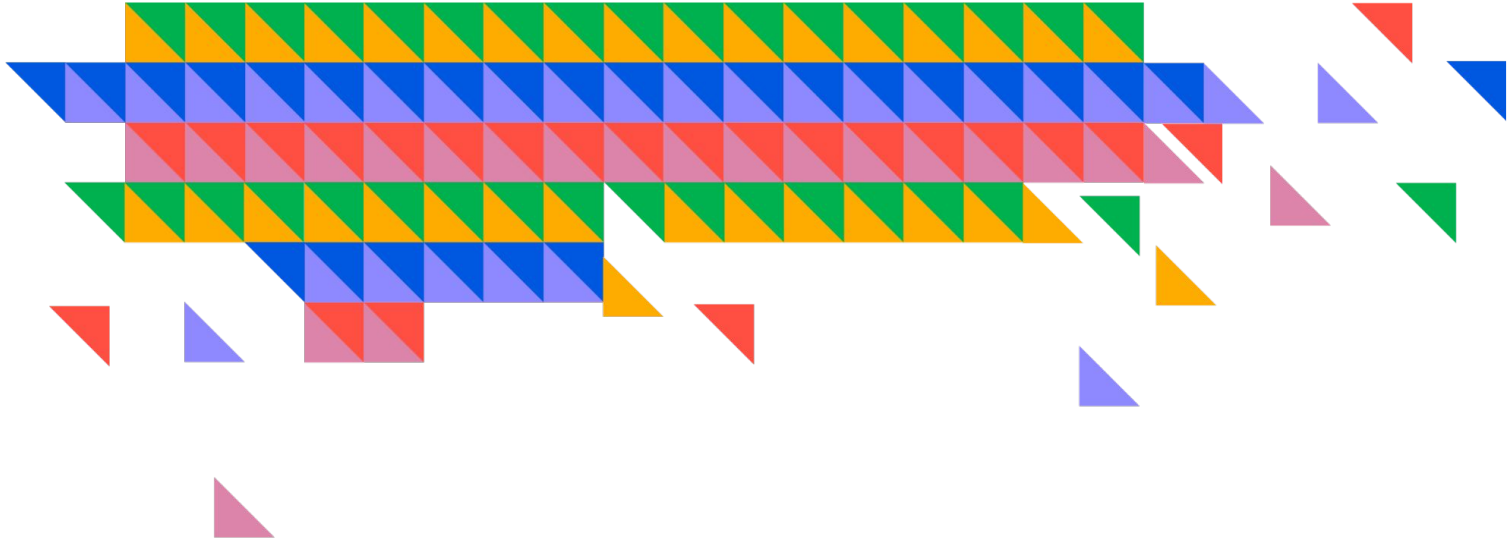


# An Act to Promote Downtown Vitality (H.228/S.130)

## Take Action:

1. Ask your State Representative and State Senator to co-sponsor bills
2. Identify potential local and state campaign allies





# Upcoming Events

# Upcoming Events | Spring & Summer 2023

- Monthly Open House to drop in, connect, and problem solve
  - *Next one is Friday, June 2nd at 12:00 pm*
- Monthly Policy & Action Update Webinar
  - *Next one is Friday, June 9th at 12:00 pm*

