

PLACE ACT

An Act establishing a program for local art and community engagement

Sponsored by Rep. Mary Keefe, Rep. Steve Ultrino, Sen. Robyn Kennedy, and Sen. Paul Mark

LANDSCAPE

Public art connects us to each other, place, and history. All across the Commonwealth, we see examples of this in our public art: The Boston Women's Memorial and Shaw Memorial, OG Slick POW WOW Mural in Worcester, Dr. Seuss National Memorial Sculpture Garden in Springfield, North Shore Art Trail, and Through the Looking Glass in Barnstable. Public art is an economic driver for communities that embrace it. In 2017, the Beyond Walls 10-Day international mural festival in Lynn generated over \$100,000 for local restaurants and businesses and attracted more than 5,000 visitors. As Massachusetts continues to develop and expand our economy, we have an opportunity to build an inclusive, reflective, and beautiful Commonwealth through investments in public art.

ABOUT THE PLACE ACT

The Program for Local Art and Community Engagement (PLACE) designates a percentage of construction costs on any Commonwealth-owned property and new public construction projects exceeding \$200K for a public art fund. The fund would be used to create and maintain public art in communities across Massachusetts. PLACE codifies 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.

THE PLACE ACT:

- Creates the Program for Local Art and Community Engagement (PLACE) Fund for the selection, design, creation, acquisition, installation, maintenance, and conservation of public art on Commonwealth-owned, managed, or occupied buildings. The Commonwealth would have sole ownership of all artworks acquired through the PLACE Fund. The artist would retain copyright of the artwork unless otherwise noted in their contract.
- The PLACE Fund would be held in trust by the Executive Office of Housing and Livable Communities, formerly known as the Department of Housing and Community Development, and administered by the PLACE Commission, in consultation with the Mass Cultural Council. The PLACE Commission would consist of 13 members who have demonstrated commitments to public art and creative placekeeping.
- The PLACE Commission would be required to convene local community advisory groups to ensure commissioned public art projects reflect the cultures and people where the public art is installed. The PLACE Act prioritizes work by and commissions from artists living and working in Massachusetts.
- No less than 1/2 of 1% of funds budgeted for the construction or substantial renovation of any Commonwealth-owned, managed, or occupied building would go to PLACE; no less than 1/4 of 1% of state funds budgeted for new buildings or construction projects over \$200K, excluding funding sources already designated for arts and cultural use, would go to PLACE. Funding could also be sourced through donations from individuals, museums, organizations, associations, nonprofits, businesses, estates, foundations, or other entities.

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WANT TO SHARE YOUR SUPPORT?

- Contact your state representative and state senator and ask them to co-sponsor H.3246/S.2190. You can find your elected officials at <https://www.mass-creative.org/learn/electedlookup>.
- You can also send your elected officials a message encouraging them to co-sponsor MASSCreative's entire 2023-2024 Creative Sector Agenda by visiting our website at <https://www.mcan-ma.org/take-action/legislativeagenda> or using the QR code.
- Contact MASSCreative at info@mass-creative.org with any questions about the legislation, to sign up your organization to endorse, and to join our coalition!



ENDORSEMENTS

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| MASSCreative | Cahoon Museum of American Art | Authentic Caribbean Foundation, Inc. |
| Now + There | Tzedeck.com | Rockport Art Association and Museum |
| Embrace Boston | Winchester Cultural District | Holyoke Art, Inc. |
| New England Foundation for the Arts | Worcester Center for Crafts | BostonAPP/Lab |
| Asian Community Development Corporation | Grass Pillow | Creative Haverhill |
| City of Lowell | West Medford Community Center, Inc. | Lynn Museum/LynnArts. |
| Metropolitan Area Planning Council | Creative Collective LLC | |
| Beacon Gallery | Boston Art Review | |
| Cultural Center of Cape Cod, Inc. | New Art Center | |
| HarborArts | Chaos Bookery | |
| Mudflat Pottery School Inc. | Bellforge Arts Center | |



LEARN MORE

- The 'Beyond Walls' Festival was an Economic Boon for Lynn, Study Find: <https://www.massdevelopment.com/news/the-beyond-walls-festival-was-an-economic-boon-for-lynn-study-finds>
- The formerly named POW! WOW! Worcester is skipping its 2022 street art festival, as its volunteers regroup and eye a smaller future: <https://www.wbjournal.com/article/the-formerly-named-pow-wow-worcester-is-skipping-its-2022-street-art-festival-as-its>
- The Financial Case for Public Art: <https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/the-financial-case-for-public-art>
- Why Public Art for Amherst? <https://www.amherstma.gov/DocumentCenter/View/38440/5-Why-Public-Art-in-Amherst?bidId=>
- Bloomberg Philanthropies Launches 2022 Public Art Challenge for U.S. Cities: <https://www.bloomberg.org/press/bloomberg-philanthropies-launches-2022-public-art-challenge-for-u-s-cities/>
- The 50 Best Works of Public Art in Greater Boston, Ranked: <https://www.wbur.org/news/2016/08/29/boston-best-public-art>
- Public Art as an Asset Within Development Projects - The Value Proposition: https://la.uli.org/public_art_asset/