



THE MASSACHUSETTS STORY

Americans for the Arts

June 2009



Boston

MASSACHUSETTS

- 1973** Arts Extension Service Strategic plan calls for the creation of a local arts council in every city and town in MA
- 1976** The idea of a state lottery was introduced.
- 1979** A bill calling for lottery proceeds to be distributed to the cities and towns through a system of local cultural councils was passed and signed.
- 1980s** Explosive economic growth in Massachusetts was mirrored in an expansion of MCAH programs.
- 1982** Massachusetts Arts Lottery Council (MALC) formed.
- 1983** The Legislature caps revenue distribution to MALC at \$3 million annually, and votes to distribute the remainder as local aid directly to cities and towns.
- 1988** Budget debates and advocacy efforts for the arts resulted in the merger of the Massachusetts Council for the Arts and Humanities and the Massachusetts Arts Lottery Council into the Massachusetts Cultural Council (MCC).

- 1998** The MCC was funded at its highest level - \$27.4 million. The Cultural Economic Development Program was launched.
- 2002** MCC's budget is cut by 62% - from \$19 million to \$7.3 million.
- 2004** John and Abigail Adams Arts Fund established by the Legislature.
- 2006** Cultural Facilities Fund Established
- 2007** Film Tax Credit Expanded, Film Office reconfigured.
- 2008** Creative Industries Director position created. Creative Economy Council legislation passes.
- 2009** Design Industry Group of MA (DIGMA) launched. First Report of Creative Economy Council to Legislature July 1st

Regional studies in the past ten years:

- The Impact of the Non-Profit Cultural Industries in Massachusetts 1996
- The Creative Economy Initiative 2000

The Cultural Economic Development Program 1997-2002



hire **CULTURE**

Where creative job seekers
and employers click for free
in Massachusetts.

A free service of  Massachusetts Cultural Council



**MATCH
BOOK
.ORG**



ArtistLink

Massachusetts Cultural Facilities Fund

a project of the Commonwealth of Massachusetts

- Landmark legislation passed in July, 2006
- Part of major economic stimulus bill
- Broad-based advocacy effort

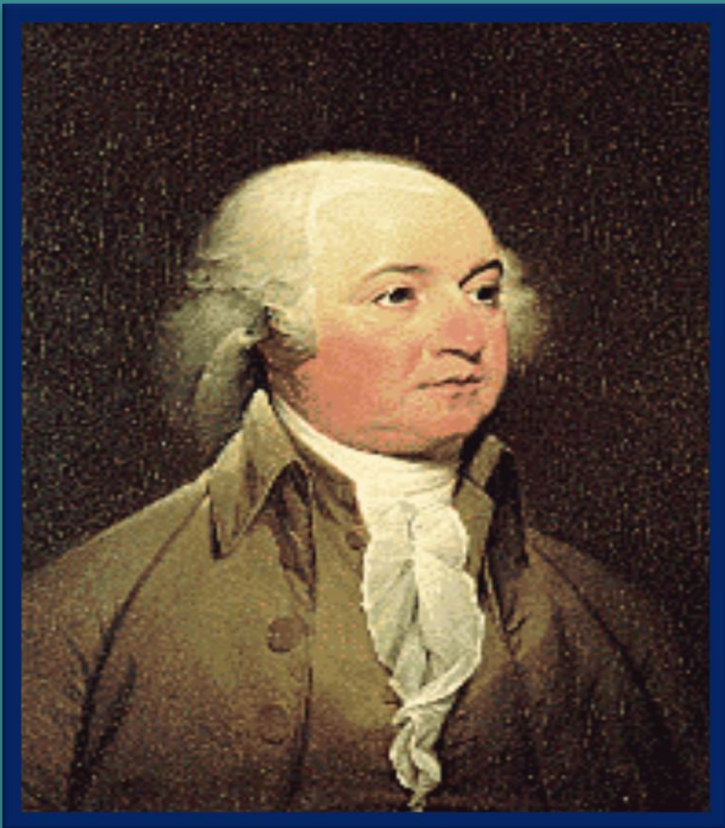


MASSDEVELOPMENT
Build. Create. Innovate.

“I must study politics and war that my sons may have liberty to study mathematics and philosophy. My sons ought to study mathematics and philosophy, geography, natural history, naval architecture, navigation, commerce, and agriculture, in order to give their children a right to study painting, poetry, music, architecture, statuary, tapestry, and porcelain.”

- John Adams

The John and Abigail Adams Arts Program





- Connect artists and cultural organizations to local and state economic development efforts
- Nurture new arts and cultural enterprise development
- Raise awareness of the state's cultural products
- Increase arts and cultural visitors to the state



Turners Falls RiverCulture encourages the development of creative and cultural industries in the Turners Falls area by... hosting and promoting cultural events, nurturing local artists and establishing an environment that attracts businesses, residents and visitors. We believe that inviting people to experience creativity and offering access to arts and culture significantly enhances their quality of life and is a vital component to a desirable destination. By highlighting our heritage and indigenous assets as we cultivate creative endeavors, we intend to engender a strong sense of community.

....community revitalization



Town of Montague

First Light Power, Northfield Mountain

Fostering the Arts & Culture Partnership

Eileen A. Dowd

The Shea Community Theater, Inc.

Hallmark Institute of Photography

Brick House Community Resource Center

Great Falls Discovery Center

Franklin County Chamber of Commerce

Christopher Janke

Friends of Wissatinnewag, Inc.

John F. Nelson

AHA!

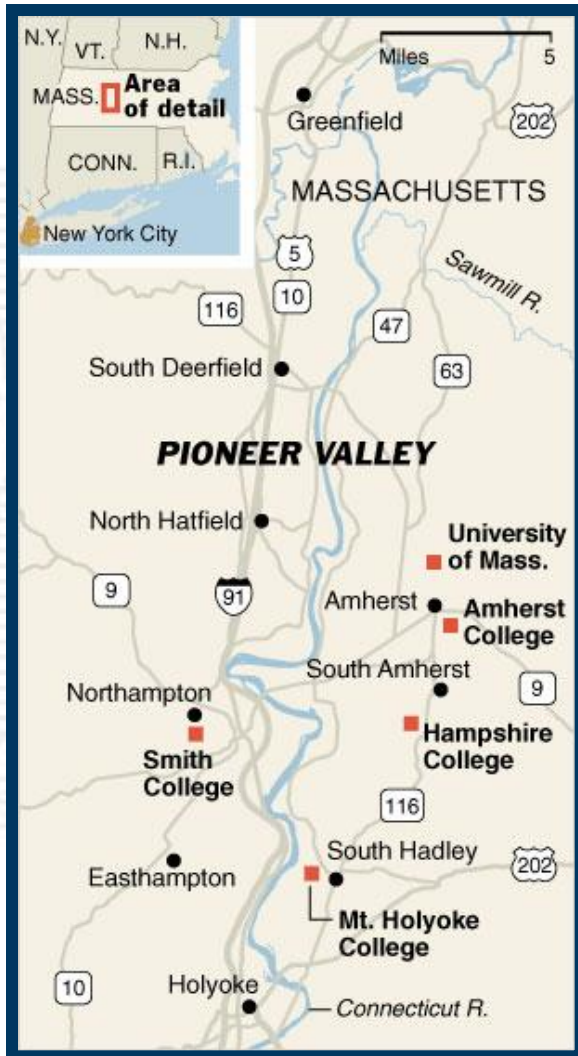
- Art, History & Architecture



AHA! is a cooperative venture dedicated to invigorating the downtown New Bedford cultural scene. The project accomplishes this through presenting second Thursday free cultural nights - inviting local and regional artists, cultural groups and educators to showcase their work while boosting visitation and economic activity in the city

....community revitalization

Museums 10



Partnership:

Amherst College Museum of Natural History
Emily Dickerson Museum
The Eric Carle Museum of Picture Book Art
Hampshire College Art Gallery
Historic Deerfield
Mead Art Museums of Amherst College
Mount Holyoke College Art Museum
National Yiddish Book Center
Smith College Museum of Art
University Gallery, University of MA Amherst

...cultural tourism

Refocusing the Lens

Partnership:

Center for Independent Documentary

Filmmakers Collaborative

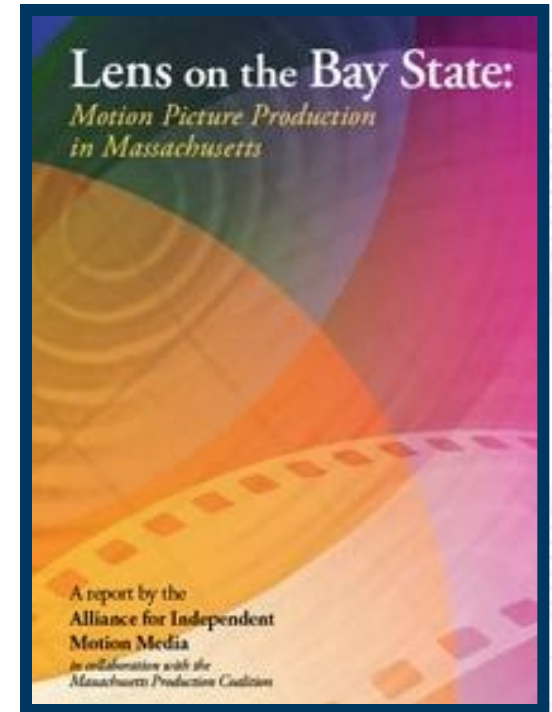
WGBH Boston media Productions

IATSE Local 481

The LEF Foundation

Central Productions

The Color of Film Collaborative



....cluster development

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CREATIVE ECONOMY



Image: Museum of Fine Arts

**Non-profit
Cultural Orgs**

CREATIVE ECONOMY



Non-profit
Cultural Orgs

Sole Proprietors

CREATIVE ECONOMY



Non-profit
Cultural Orgs



Sole Proprietors



Creative
Enterprises

For-Profit Creative Enterprises

Businesses in which the creative element is central to both the cultural and economic values of what they produce.

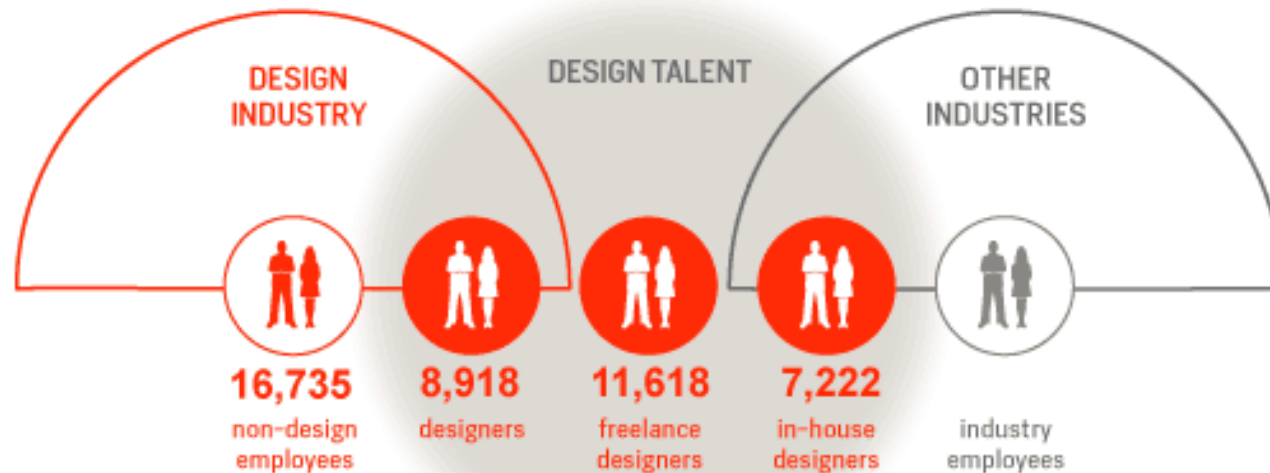
For-profit Creative Enterprises

We are focused on:

- **Entertainment-Based industries:** Film, TV, Digital Media, Videogames, Music and Publishing;
- **Design:** Architecture, Industrial Product Design, Graphic Design, Fashion and other design fields; and
- **Advertising and Digital Advertising.**

Why does the Government Care
about the For-profit Creative
Economy?

**Creative Workers work across fields.
Creative Businesses employ other workers.**

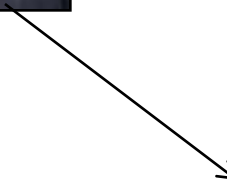


Massachusetts Design Employs 44,500

Recognized as a Global Growth Sector (2-7% )

Supports & Enriches Other Economic Sectors

How does the Massachusetts
Administration Support the Creative
Economy?



massculturalcouncil.org



EOHED



massculturalcouncil.org



EOHED



MOTT

Massachusetts
It's all here.®



EOHED



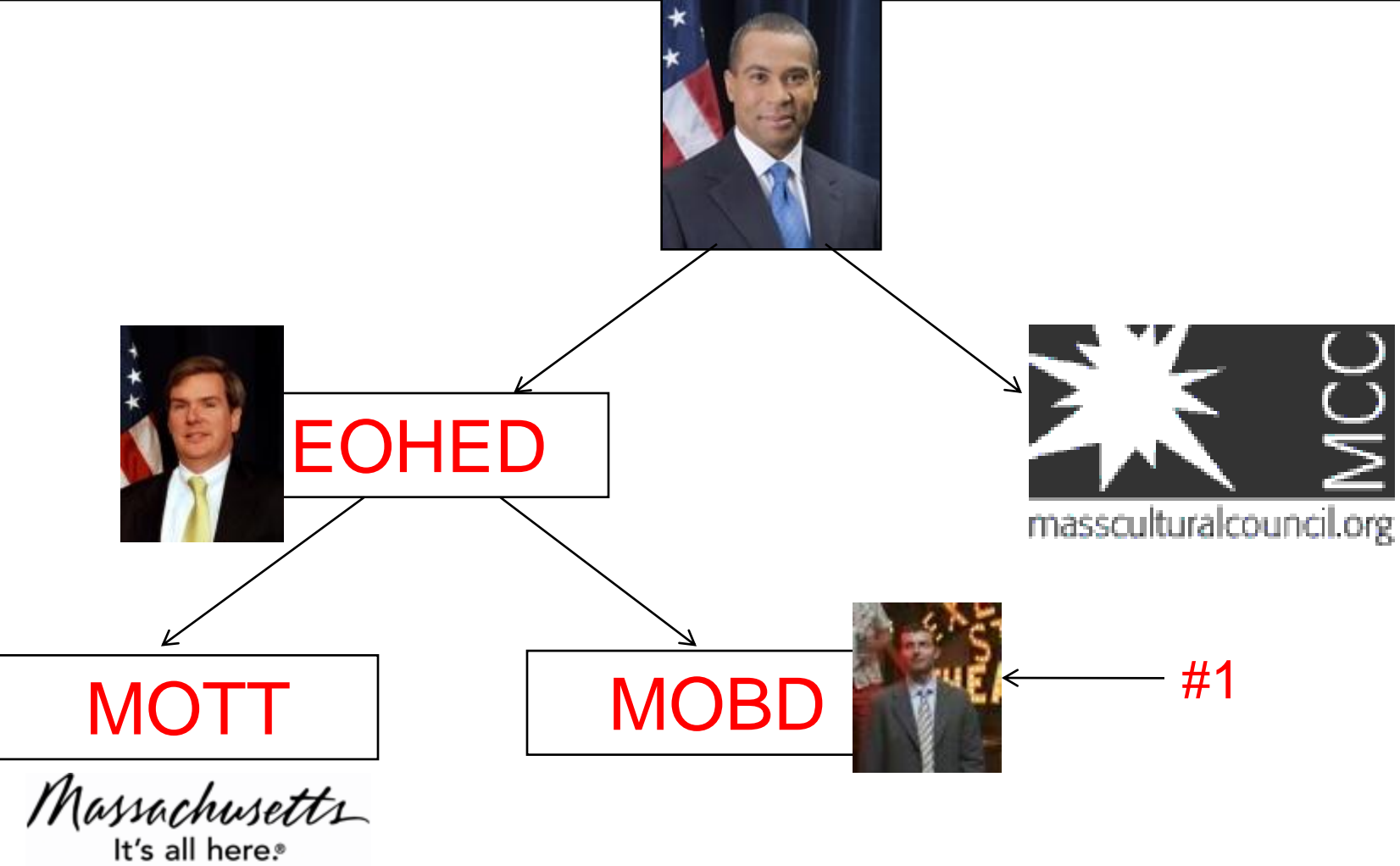
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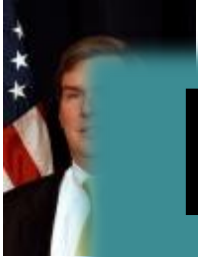
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**Creative
Economy
Council**



LEGISLATURE

\$\$ & Policies

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It's all here.®

MOBD

BRT BUSINESS
RESOURCE TEAM



Creative
Economy
Council

Creative Economy Council

- Researching and evaluating studies
- Restructuring state programs
- Establishing metrics
- Fostering education and workforce development
- Online Resource Directory
- Comprehensive Communications Program
- Branding



What is the Business Resource Team?



Massachusetts Board of Higher Education



MOBD



Massachusetts Alliance for Economic Development



So, what are you up to?

Tax Credits, Incentives & Programs

- **Workforce Training Grants & Services**
- **Tax Incentives**
 - **Aggressive Film/TV/Commercials Tax Credit**
- **Financing Solutions**
- **Infrastructure Financing**
- **Other State Resources**



Targeting Creative Industries/ Surrogate Orgs

Film — Mass Film Office

Video Games — Create Boston, MTLC, Boston Post Mortem, MIT

Design — Design Industry Group of MA (DIGMA)

Advertising and Digital Media — MITX /Ad Club

[ABOUT DIGMA](#)

[WHAT WE DO](#)

[DESIGN IN MA](#)

[RESOURCES](#)



digma
DESIGN INDUSTRY GROUP
OF MASSACHUSETTS

Promoting the Massachusetts Design Economy

Design employs
45,000
in MA

Noteworthy

- [AIGA B\(ONE\) show opens June 11](#) ▶
- [Design Policy Goes National](#) ▶
- [Youth Design Boston begins seventh summer](#) ▶
- [Join the Ad Club Reunion June 22](#) ▶
- [Submit an event](#) ▶



Regional Initiatives

- Create Boston
- Berkshire Creative
- Creative Economy Association of the North Shore
- Worcester Cultural Coalition
- Merrimack Valley & Lowell
- Pioneer Valley



**BERKSHIRE
CREATIVE**



Innovation, Information & Industry



Other projects

Events in each industry – PAX, Design Festival

Film Studio projects

Actively marketing State at trade shows

Actively marketing tax credit to advertising firms

Creative Economy Blog/Twitter: CreateMA

Here's where we started.



Here's what we've heard about the
needs of Creative Businesses.

Big Issues

- Workforce initiatives
- Talent retention
- Entrepreneurship support
- Financing
- Tax policies
- Rebranding MA as a creative state
- Need to focus on export/trade missions
- Need a signature event like SXSW

THANK YOU!