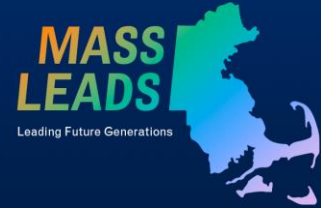


AN ACT RELATIVE TO STRENGTHENING MASSACHUSETTS' ECONOMIC LEADERSHIP

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Tourism, Arts, and Culture

Introduction

Travel, tourism, and the creative economy play a vital role in Massachusetts. The tourism industry employs more than 130,000 Massachusetts residents, and the creative economy delivers more than \$27 B in economic value to the state's economy.¹ To support these sectors, the administration proposes several legislative proposals and other actions related to tourism, arts, and culture.

Support for Tourism, Arts, and Culture

- **\$150 M for Library Construction Grants** to support library construction through the Board of Library Commissioners.
- **\$50 M for the Cultural Facilities Fund** to provide resources for capital improvements at cultural facilities, such as museums, theaters, and performance venues. This program is administered through a partnership between the Massachusetts Cultural Council and the Massachusetts Development Finance Agency.
- **\$40 M for Destination Development Grants** to support critical capital improvements at tourism assets across Massachusetts, with preference given to projects in state-designated cultural districts and projects supporting rural tourism. This program aims to help the larger strategy around increasing visitation across Massachusetts.
- **\$10 M for Zoos** to support capital improvements at zoos operated by the Commonwealth Zoological Corporation, such as the Franklin Park Zoo and the Stone Zoo.
- **\$8 M for Historic Preservation Grants** to preserve historic properties through the Massachusetts Historical Commission.
- **Live Theater Tax Credit:** Launch a new tax credit based on a share of payroll, production, and transportation costs for qualifying productions with the desired goal of supporting local live theater productions.
 - This new program seeks to support the local and regional theater industry, including the hotels, restaurants, theatrical stage labor, and other businesses that benefit from theater production.

¹ https://massculturalcouncil.org/documents/Bureau_Economic_Analysis_2021_Massachusetts.pdf

- This five-year pilot program would be subject to a \$5 M annual cap. The effective date of this program is subject to a fiscally responsible “trigger” mechanism for implementation based on adequate revenue collections.

Other actions to support the Creative Economy and Tourism

- **Governor’s Advisory Committee on Cultural Policy Development**
 - In conjunction with the filing of the bill, the Governor will also issue an Executive Order creating an Advisory Committee on Cultural Policy Development. The Advisory Committee will bring together Mass Cultural Council, the Massachusetts Office of Travel and Tourism, and key stakeholders in the arts and culture community to coordinate efforts and prioritize creative economy initiatives.
- **Cultural District Support**
 - Beginning with the next round of funding by the Community One Stop, projects in state-designated cultural districts will be given additional consideration for various infrastructure, planning, and other community grants. The administration will also consider other discretionary grant programs to incorporate similar prioritization.
- **Artist in Residence and Poet Laureate**
 - The Governor will designate both an Artist in Residence and a Poet Laureate to demonstrate the Commonwealth’s commitment to arts and culture. Combined, these roles will enrich the state’s appreciation and awareness for the creative economy.
- **Support for Massachusetts 250th**
 - The 250th Anniversary of the American Revolution marks a milestone moment for the United States especially Massachusetts, the birthplace of the Revolution. The Commonwealth will celebrate our rich heritage with a host of events leading up to the anniversary on July 4, 2026. Recently, the Office of Travel and Tourism (MOTT) onboarded a Special Coordinator dedicated to spearheading the planning of the celebration of the Massachusetts 250th.
- **2024 Governor’s Conference on Travel & Tourism**
 - MOTT will produce an annual Governor's Conference on Travel & Tourism to bring together industry experts, government officials, and hospitality professionals annually. This year's conference will be held in Boston on April 2, 2024.
 - The conference will feature sessions on industry trends and best practices, the presentation of Massachusetts Tourism Awards, and networking opportunities.

An Act Relative to Strengthening Massachusetts' Economic Leadership: Tourism, Arts, and Culture



Pictured: 250th Anniversary Celebration of the Boston Tea Party on December 16, 2023