



MASSCREATIVE

Advocate Creativity.







6,200 groups receive MCC funding



Boston Symphony Hall

MASSCreative empowers creative organizations, arts educators, creative entrepreneurs, individual artists, and the public with a powerful voice to advocate for the attention and resources necessary to build vibrant and connected communities.



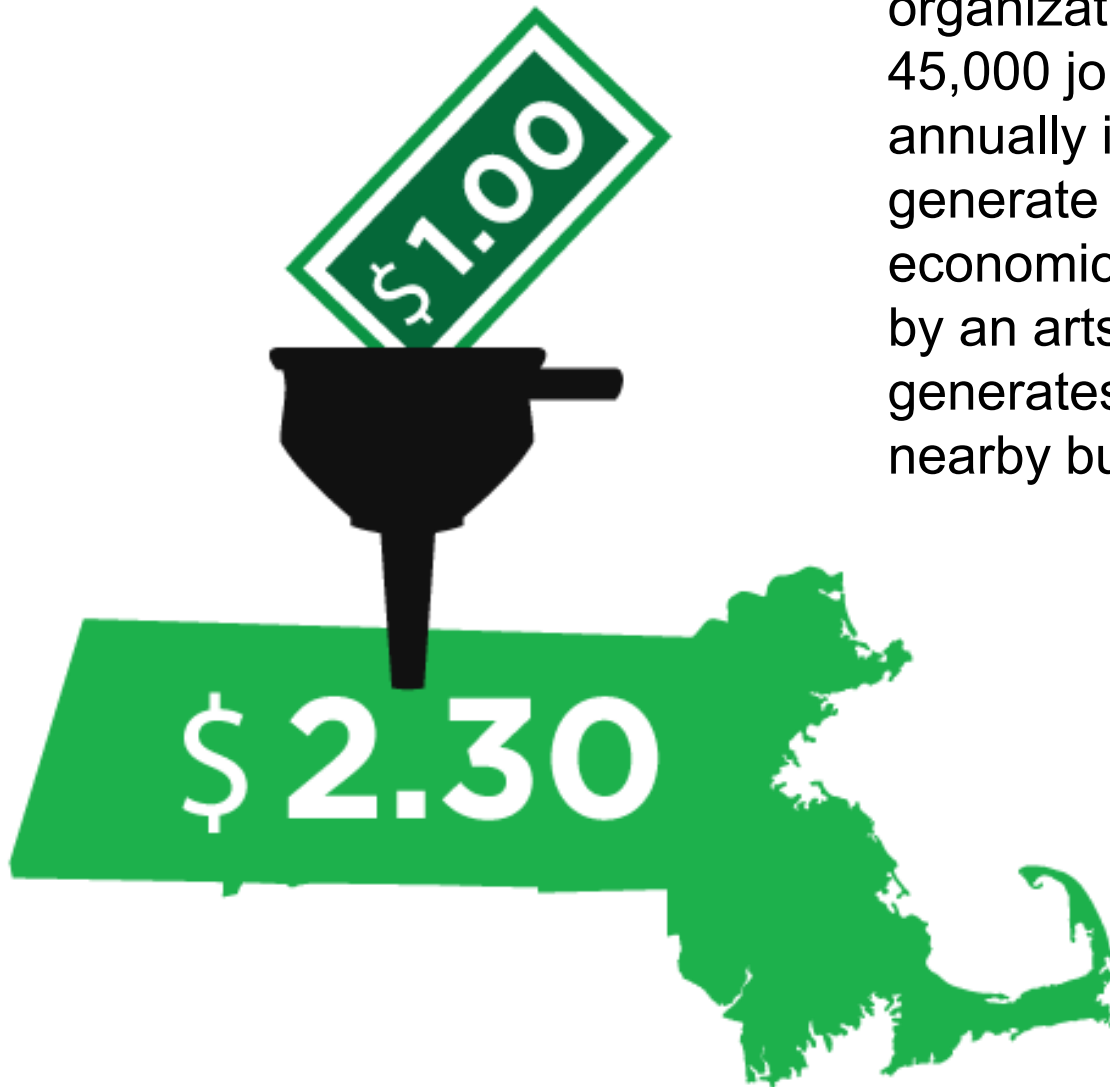
- **Public Education:** Telling our Story
- **Advocacy:** Asking for what we need
- **Organizing:** Building our Political Power

Shift the Narrative



From Nice → Necessary

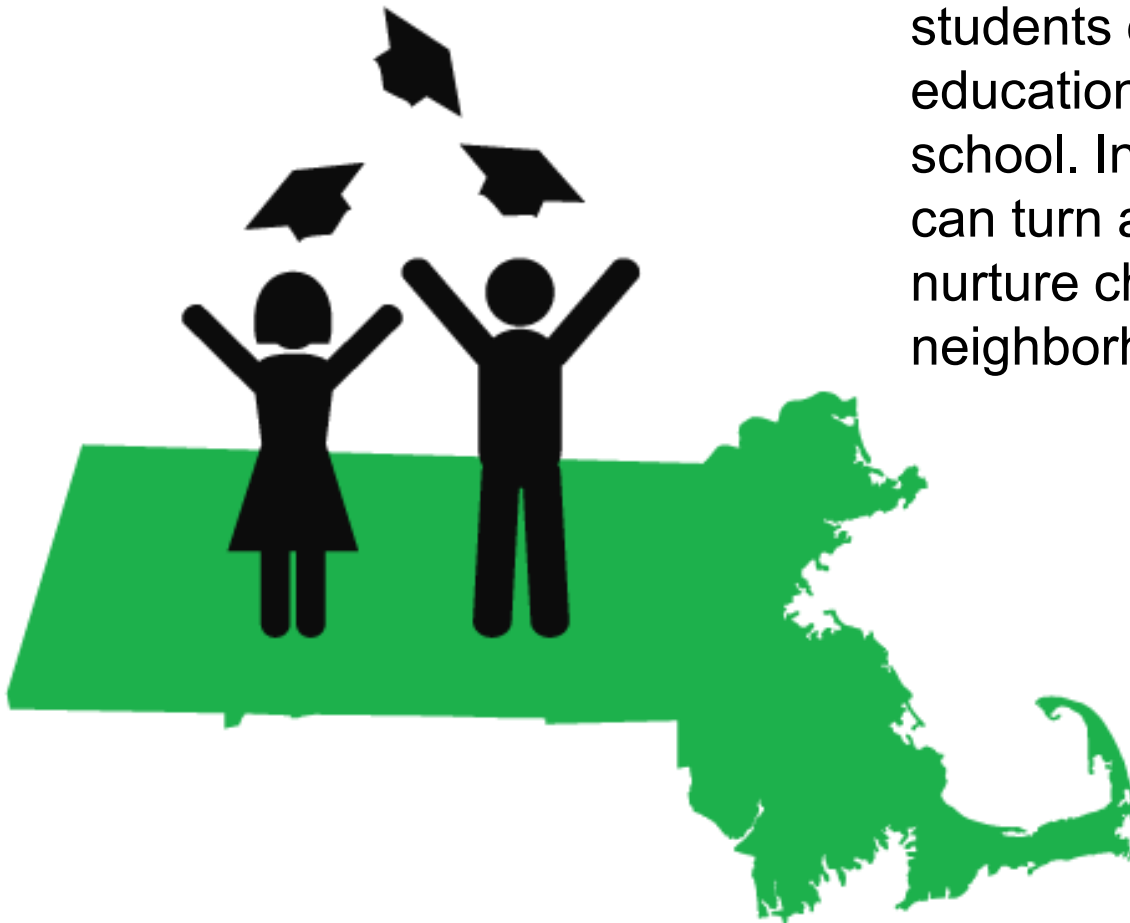
Photo courtesy of RAW



Arts matter to the state's economy.

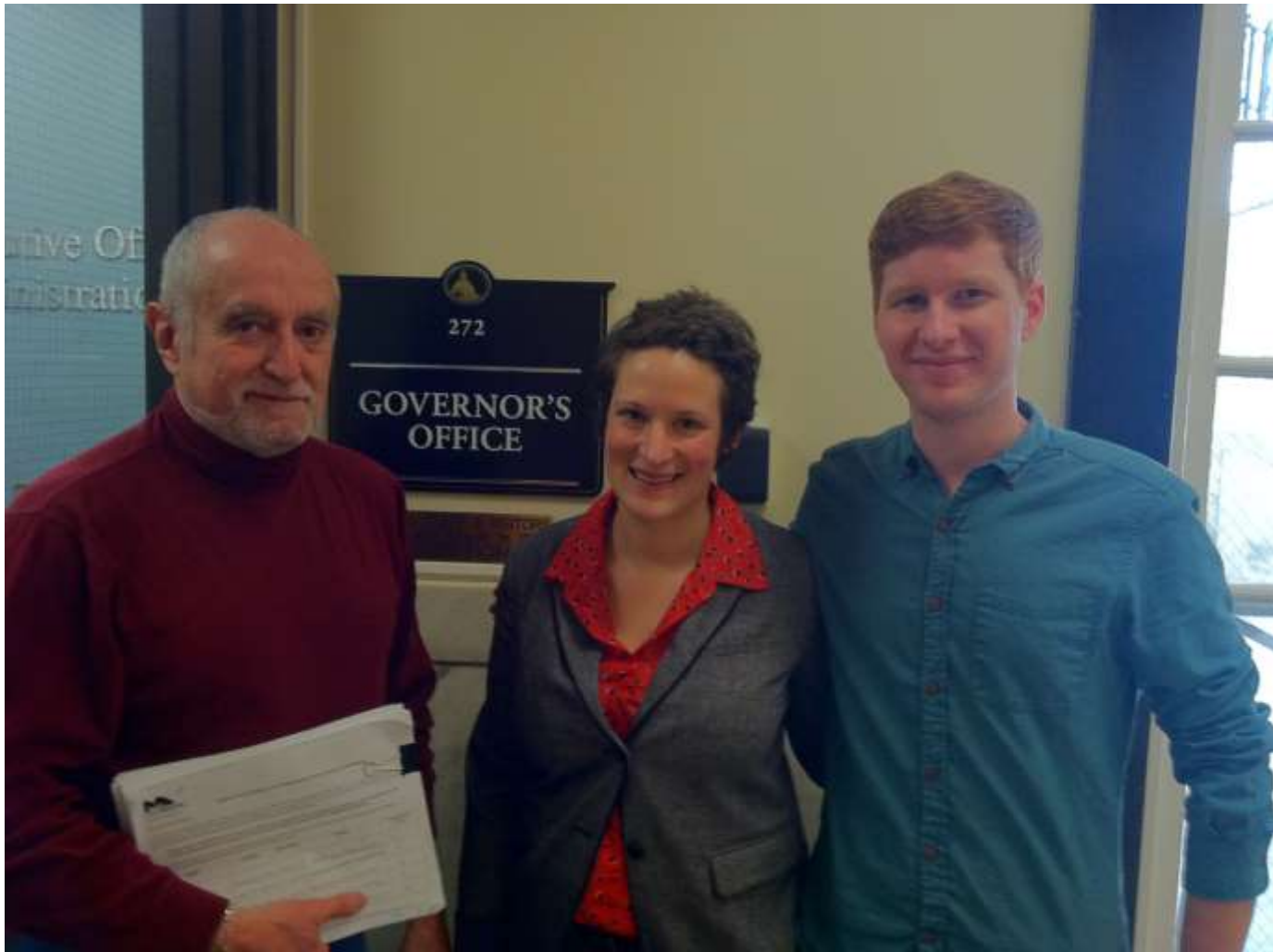
Nonprofit arts and cultural organizations provide more than 45,000 jobs, pump \$2.1 billion annually into the state economy, and generate another \$2.5 billion of economic activity. Every dollar spent by an arts and cultural organization generates another \$2.30 in sales for nearby businesses.

The artistic process fosters analytical thinking, problem solving, and innovation. Arts instruction improves performance across all academic disciplines, and students engaged in sequential arts education are more involved in school. Investing in arts programming can turn around failing schools and nurture children from under-resourced neighborhoods.



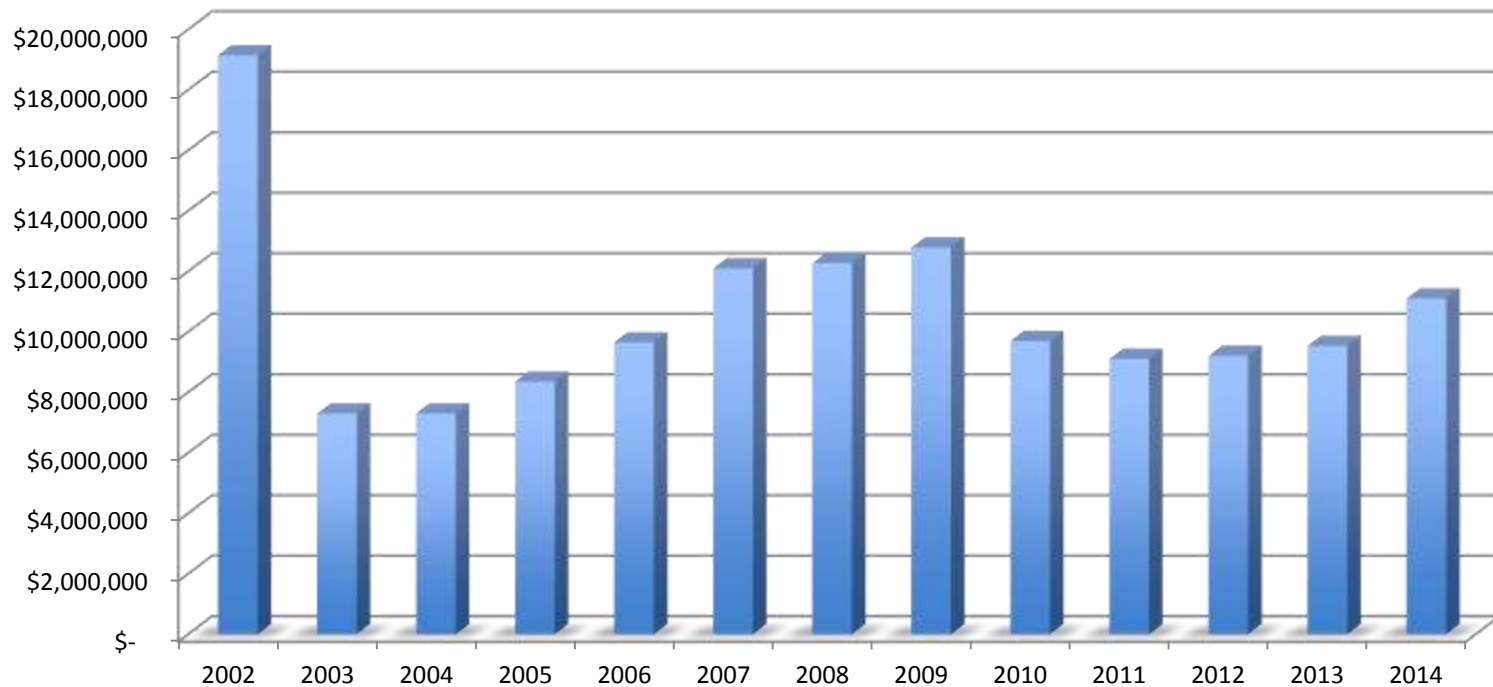
Arts matter to vibrant communities. Art events provide the opportunities for socializing that create safe and connected neighborhoods. A local theater can anchor a neighborhood block and ensure a steady stream of business for nearby restaurants and bars. Public art can provide unexpected moments of surprise and delight that connect us all to a place. The arts have been key to the redevelopment of downtowns of our Gateway Cities, suburbs, and rural towns.





Advocate for what we need

Massachusetts Cultural Council budget 1988 - 2014



Data based on MCC budget

Massachusetts Cultural Facilities Fund



\$5 million → **\$15 million**

Arts for All



CREATE THE VOTE

★ BOSTON 2013 ★



I'M AN
ARTS
VOTER✓

**"I want to have an arts renaissance
in the city of Boston."**



#CreatetheVote

CREATE THE VOTE

★ 2014 ★



Candidate Questionnaire on **Arts, Culture, and Creativity**



ARTS *matter*

OCT
24

Tell us why
arts matter to you



@MASSCreative



/MASSCreativeOrg

#ArtsMatterDay

A photograph of a lush green grass field under a clear blue sky. The grass is tall and dense. In the foreground, a cross-section of the soil is visible, showing a thick layer of dark brown earth and a dense network of white, fibrous roots extending from the grass down into the soil.

Grass Tops

Grass Roots

270 Member Organizations



16,000 engage in campaign actions



Mass-Creative.org



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