

CULTURAL EQUITY IN TOURISM GRANT

An Act creating a program to increase cultural equity in tourism promotion

Sponsored by Sen. Jake Oliveira and Rep. Pat Duffy

LANDSCAPE

Before the pandemic, tourism was the third-largest industry in Massachusetts. In 2020, spending by domestic and international visitors totaled \$10 billion. Too often, tourism marketing efforts in Massachusetts rely on a narrow set of attractions and regions to entice visitors, leaving out more diverse creative spaces and historical places. We can expand tourism throughout Massachusetts by investing in these organizations to strengthen their marketing and promotional activities.

ABOUT THE CULTURAL EQUITY IN TOURISM GRANT

H.3244/S.2194 would establish a grant program within the Massachusetts Office of Travel and Tourism to support tourism marketing and promotional expenses for arts and cultural organizations and prioritize amplifying the stories of historically marginalized or underrepresented cultures. By increasing local and regional tourism to more culturally diverse spaces and events, Massachusetts can support economic vitality for everyone.

THE CULTURAL EQUITY IN TOURISM GRANT:

- Could be used to attract, increase, and elevate local and regional tourism to encourage economic activity at events and locations, especially to elevate cultural, geographic, and creative diversity in the Commonwealth.
- Eligible uses would include, but not be limited to, tourism publications, media advertisements, press kits, billboards, sponsorship of tourism trade shows and events, bid fees to assist in bringing events, and website design expenses.
- Eligible recipients include nonprofit organizations or for-profit creative businesses whose primary missions support arts, culture, the humanities, or interpretive sciences. It would also support co-operatives or partnerships that include at least 70% artists, creative workers, or culture workers.
- Administered by the Massachusetts Office of Travel and Tourism, in consultation with the Mass Cultural Council.
- Funding for this grant would amount to no less than 1% of the Massachusetts Tourism Trust Fund.

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WANT TO SHARE YOUR SUPPORT?

- Contact your state representative and state senator and ask them to co-sponsor H.3244/S.2194. 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 policy 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



LEARN MORE

Cultural Tourism: Attracting Visitors and Their Spending: https://bit.ly/AFTA_TourismImpact

Tourism & Hospitality: Rapid Recovery Program Toolkit: https://bit.ly/MOTT_Tourism

Visit MA Industry Portal: 2021 Annual Report: <https://www.visitma.com/media-industry-portal/stats-reports/>