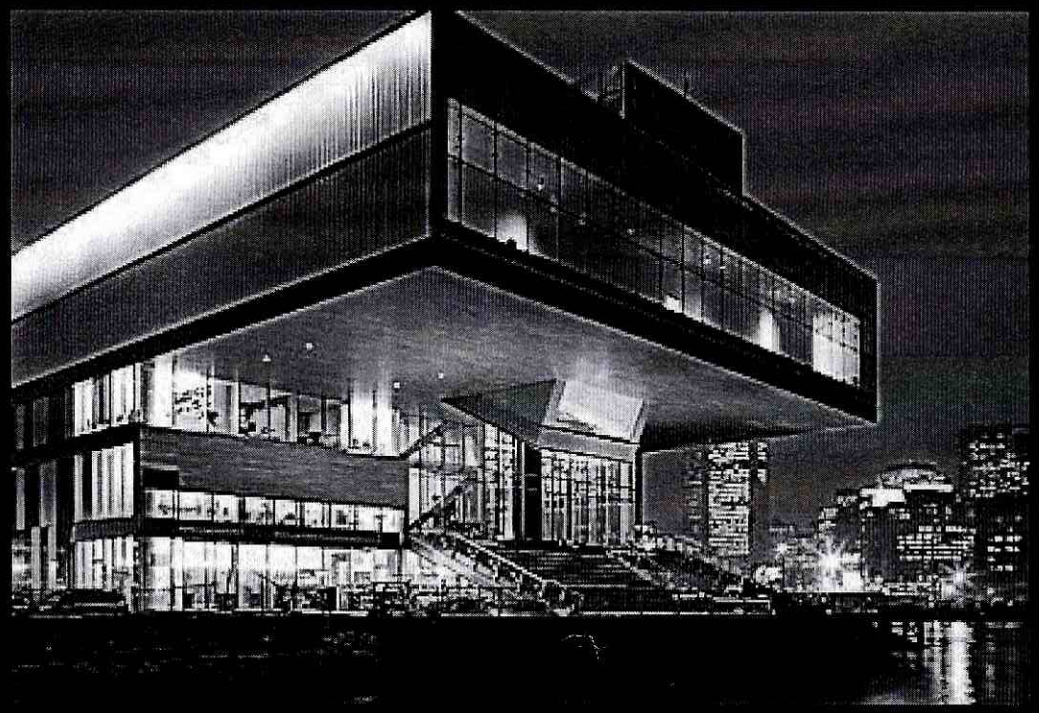
Attachment A

# Massachusetts Creative Economy

THE HECK

# WHAT ^ IS THE CREATIVE ECONOMY?

# NON-PROFIT ORGANIZATIONS



Industry:
Museums
Theatres
Performance venues

Examples:
Tanglewood
Hanover Theatre
Peabody Essex Museum
Institute of Cont. Art

# FOR PROFIT BUSINESSES

Industry:

Marketing & Advertising
Architecture
Visual Arts & Craft
Design
Film, Video, & Animatio
Digital Games
Music & Entertainment
Publishing

Examples:

Puma
Artaic
Interprint Inc.

Storey Publishing
The Boston Globe
Continuum

HarmoniX
Bow & Drape
Mullen

# SOLE PROPRITORS & INDIVIDUALS

Industry:

Freelance Designers
Writers
Musicians
Artists/Artisans
Marketing Consultants
Entrepreneurs

Example:

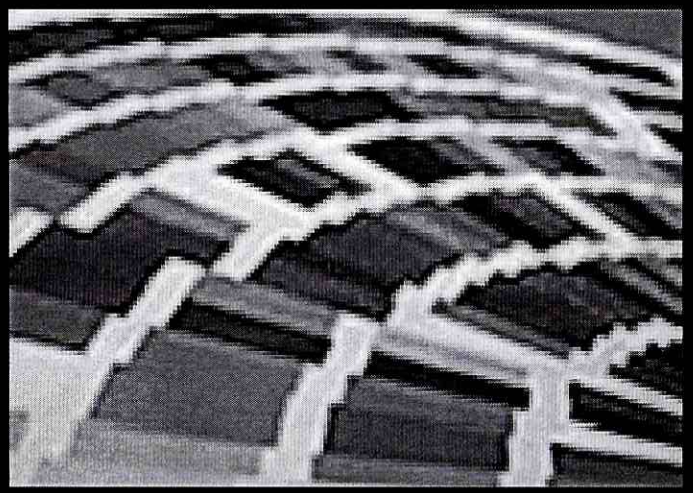
Matt Damon
James Taylor
Alice Hoffman
Yoyo Ma

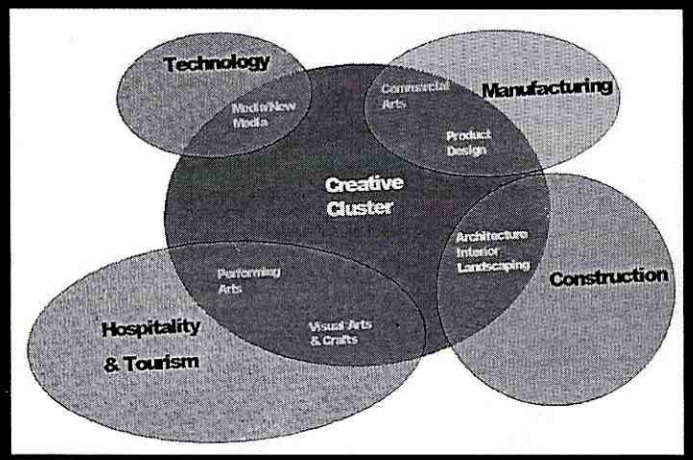
# CREATIVE COMMUNITIES

Type:
Municipalities
Counties
Regions
States

Example:
New Bedford
Lowell
North Adams
Provincetown
Salem

# Creative Industries

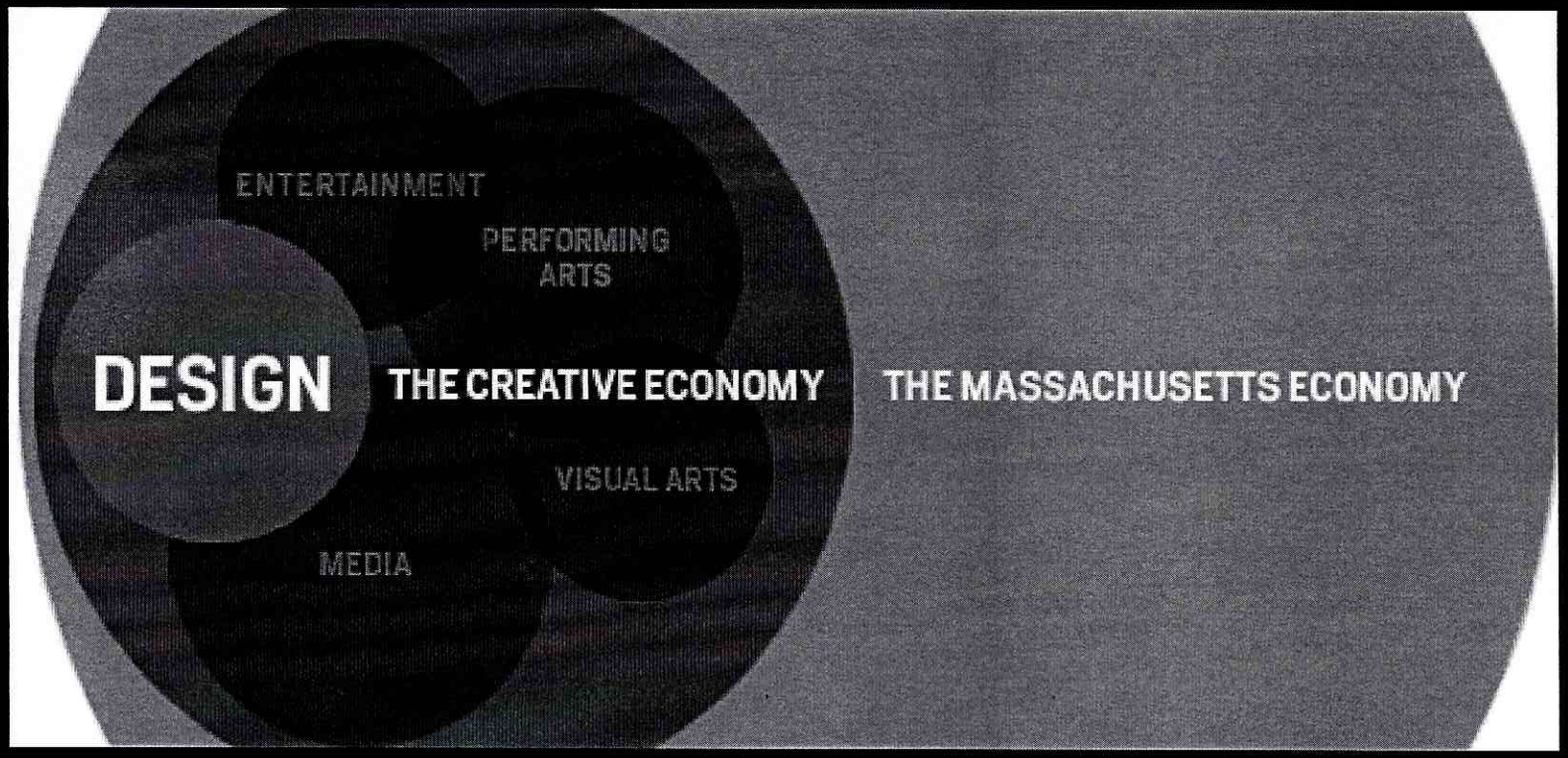





| |
|---|
| Marketing |
| Architecture |
| Visual Arts + Craft |
| Design |
| Film + Media |
| Digital Games |
| Music + Entertainment |
| Publishing |

Why does the government care about the creative economy?

# Over 100,000 Jobs in the State's Workforce

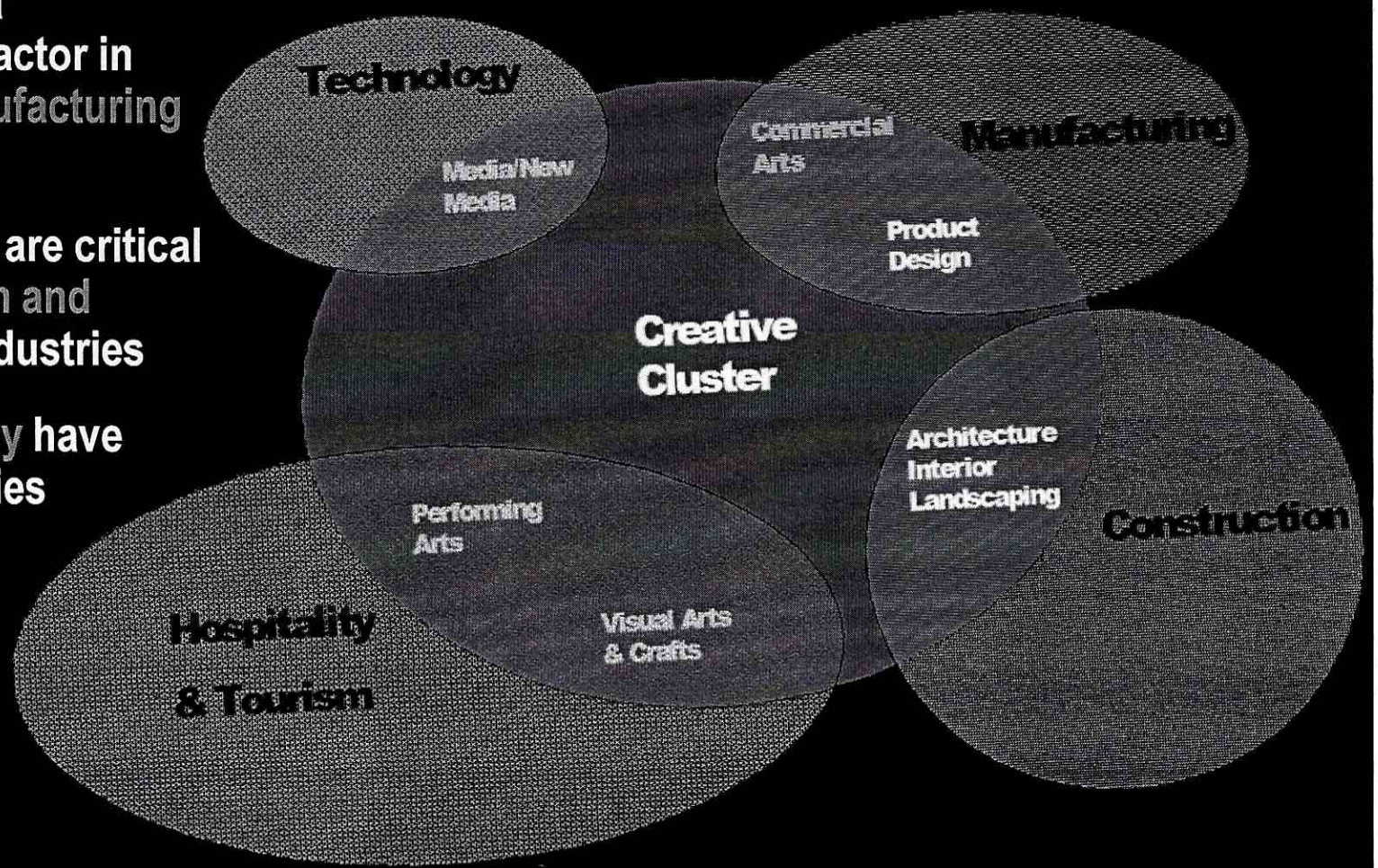


# Enhances Other Economic Sectors

Design can be a competitive factor in keeping manufacturing competitive

Creative assets are critical to the tourism and hospitality industries

Art & technology have many synergies



# Enhances Quality Of Life

- Amenities becoming tools to attract workers
- Clusters of "creatives" attract business
- Corporate location decisions rooted in quality of life
- Downtowns revitalized and re-energized

So, what are you up to?

# 580 Creative Economy

businesses, organizations, and individuals throughout the summer of 2012.

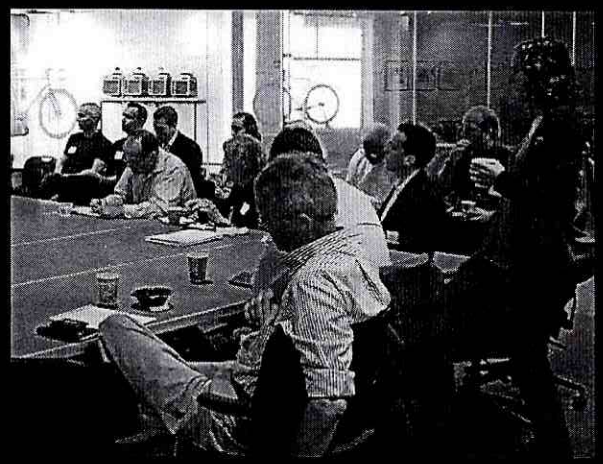
# 21 CreativeNEXT Events

## Regional

- Berkshires
- Cape Cod
- Merrimack Valley
- Metro West
- North Worcester
- North Shore
- Pioneer Valley
- South Coast
- Worcester

## Community

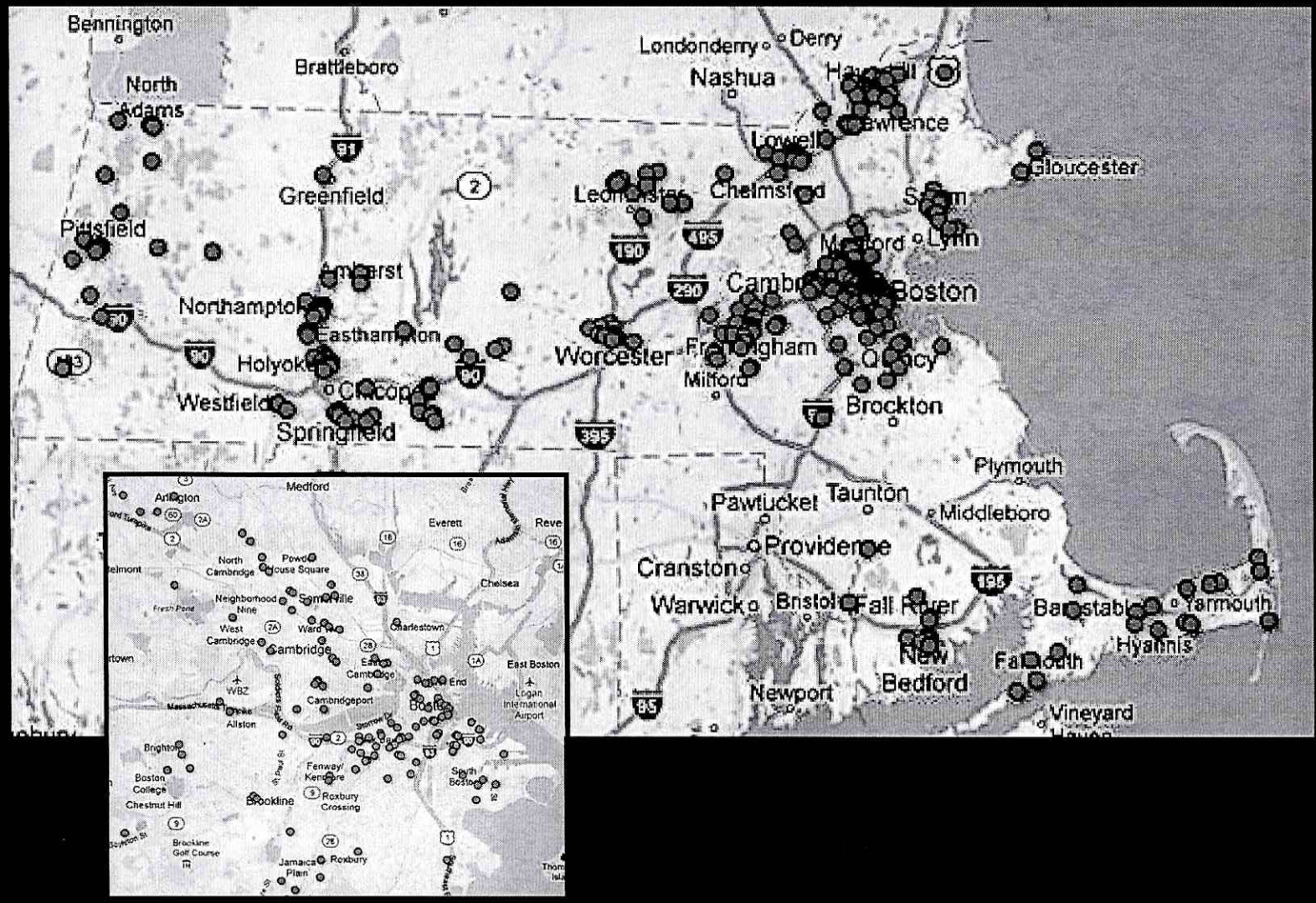
- Boston
- Greater Boston
- Haverhill
- Palmer



## Industry

- Architecture
- Design
- Fashion
- Film, Media, Entertainment
- Marketing and Advertising
- Music and Performing Arts
- Publishing
- Visual Arts and Craft

# Across the Commonwealth



# Top Ten Themes

1. BUSINESS DEVELOPMENT
2. ACCESS TO CAPITAL
3. MARKETING
4. INDUSTRY VISIBILITY
5. TALENT
6. MENTORSHIP
7. TRAINING
8. VALUE
9. BUSINESS MODEL
10. SPACE

# Themes Turned into Action Areas...

1. BUSINESS DEVELOPMENT

   NETWORKING, ACCESS TO CAPITAL, SPACE

2. INDUSTRY VISIBILITY

   VALUE

3. TALENT

   INDUSTRY VISIBILITY

4. EXPERTESE & TRAINING

   MARKETING, MENTORSHIP, BUSINESS MODEL

5. Space

   Space

Now for the action…

# Business Development

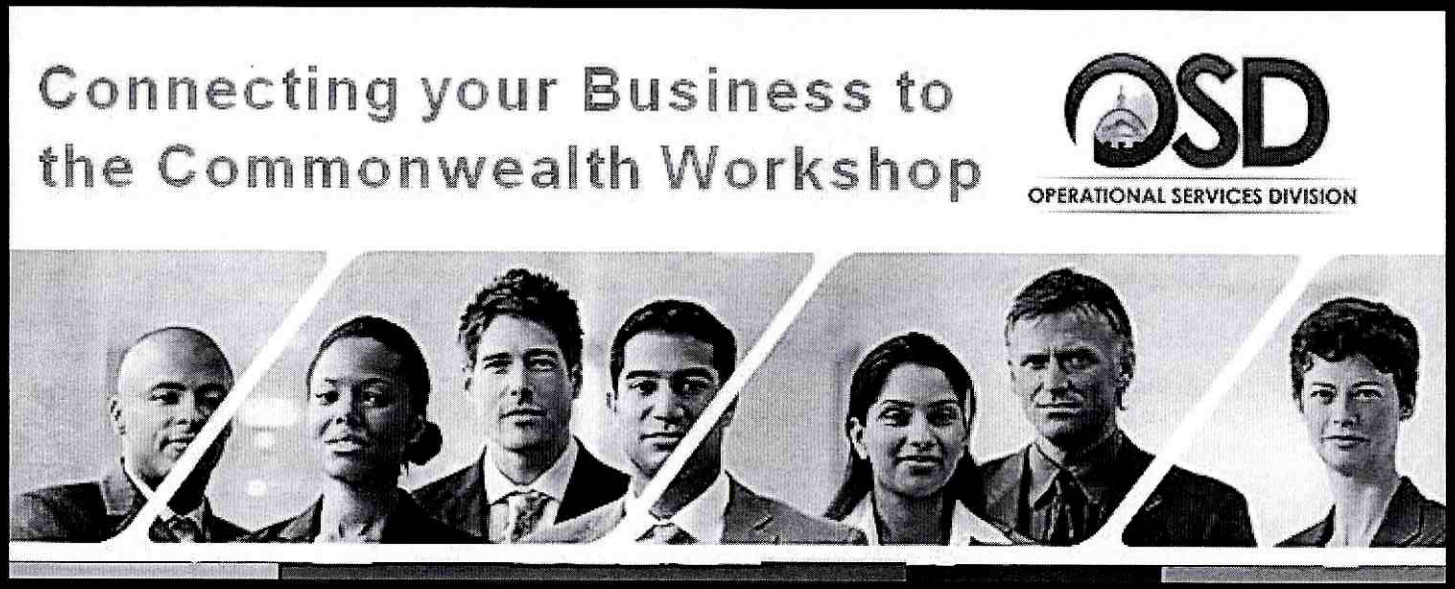
MERRIMACK VALLEY SANDBOX

mass CHALLENGE

VALLEY VENTURE MENTORS

# Accelerators & Pitch Contests

## Promote to Creative Businesses




# Connecting with the Commonwealth

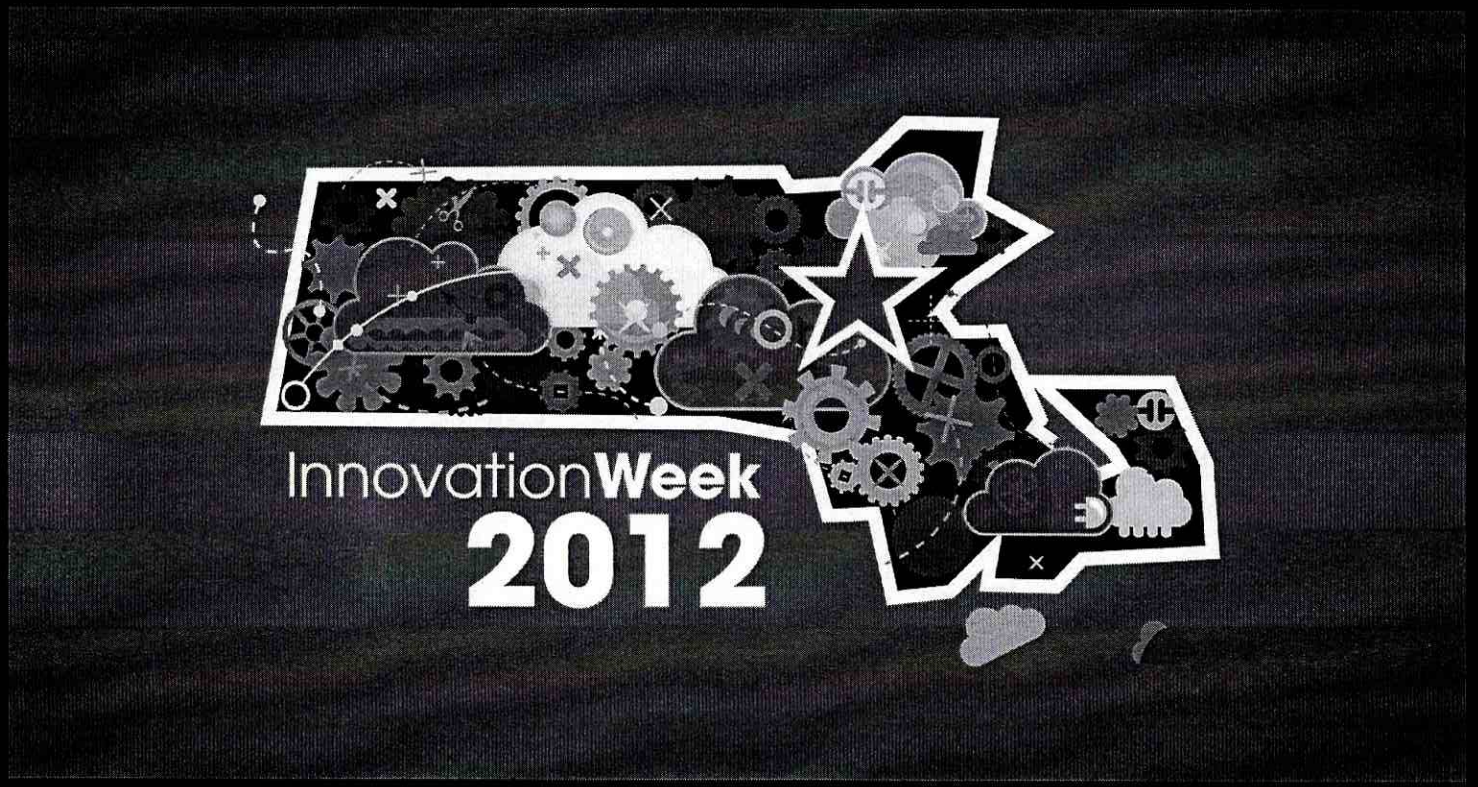
## Training to do business with the state

# Industry Visibility

# Boston.com Global Business Hub

## "We are the Creative Industries" Series

# Visibility Events



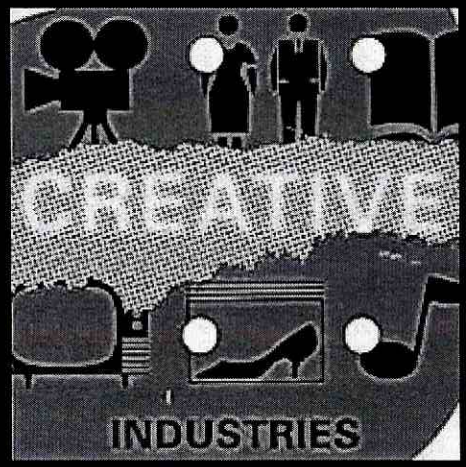

MadeinMA @PAXEast
Game Development Day
MART @ Boston Fashion Week

Industrial Design Day Indie
Innovation Week
How to Make a Maker Space

# Talent

# Internships

Massachusetts Technology Collaborative' s Technology Internships: Creative Industry Interns Included in Taxonomy



# Job Posting Lists

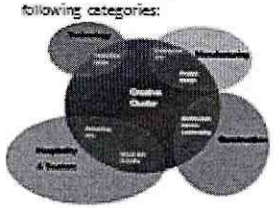
List of creative industry job posting sites

# Training and Expertise

# Creative Industries of Massachusetts

## What are the creative industries?

In Massachusetts, the creative industries include the many interlocking industry sectors that provide creative services or create and promote intellectual property products. The businesses (for-profit), organizations (not-for-profit) and individuals (sole proprietors) can be divided into the following categories:



| | |
|---|---|
| **Marketing** | Advertising and marketing agencies and professionals |
| **Architecture** | Architecture firms and architects |
| **Visual Arts + Craft** | Museums, galleries, curators, artists, artisans, and makers |
| **Design** | Product, interior, graphic, and fashion design firms and designers |
| **Film + Media** | Film, animation, TV, and radio businesses, organizations, and talent |
| **Digital Games** | Companies, programmers, and individuals producing games |
| **Music + Entertainment** | Venues, theatres, producers, and musicians and performers |
| **Publishing** | Print or electronic businesses and content creator, editors, and writers |

## Business Support

The Commonwealth has existing resources to help your creative business grow and thrive, including financing, site selection, export promotion, help for entrepreneurs, tax incentives and more.

- **Mass Innovation Nights:** Product developers, managers, and marketers showcase new products online and at free monthly launch Parties to social media enthusiasts, media, influential bloggers, potential customers, and prospective partners. mass.innovationnights.com
- **MassChallenge:** An annual $1M global startup competition and accelerator program, catalyzes the launch and success of high-growth, high-impact new businesses. masschallenge.org
- **Massachusetts Office of Business Development (MOBD):** Assists companies in navigating and obtaining the technical, human, financial and siting resources necessary to expand and/or re-locate in MA. mass.gov/mobd
- **Massachusetts Small Business Development Centers:** Massachusetts has a strong network of organizations ready to help you create or refine a business plan, receive technical assistance or access financing. These resources are spread throughout the Commonwealth and offer small businesses solutions for the wide spectrum of their business needs. msbdc.org
- **Massachusetts Export Center:** The Massachusetts Export Center helps companies throughout the Commonwealth achieve success in global markets. The goal is to meet the complex needs of exporters by developing and providing targeted, high-impact services delivered through a state-wide network of international trade professionals. mass.gov/exports
- **Mass Econ:** Site Finder Service is an economic development resource for companies seeking a Massachusetts location within which to expand or relocate. MassEcon works cooperatively with real estate brokers, site location consultants, and state, regional, and local economic development officials to enable companies and their exclusive agents to access property information that matches their real estate needs. The service covers all regions of the state and serves a broad range of industry sectors. massecon.com
- **Mass Growth Capital Corp (MGCC):** Provides a centralized resource at the state level that offers working capital, loan guarantees, and targeted technical assistance to solve specific financial and operational problems. MGCC will provide 50 % of the cost of such assistance while the company being assisted will invest the other 50%. massecc.com
- **Mass.gov Business Portal:** One stop resource for all things business in Massachusetts. mass.gov/business

## Film, TV and Digital Media

Massachusetts has a rapidly growing film, TV and digital media sector, with over dozens of major film productions filming in the last few years and many more planned.

- **Film Office:** We work closely with the Massachusetts Film Office on policies and programs, including growing the local workforce and the

# Resource Lists

## Print and Web

# Resource & Office Hours Meetings

## "Shark Tank" or One-on-One

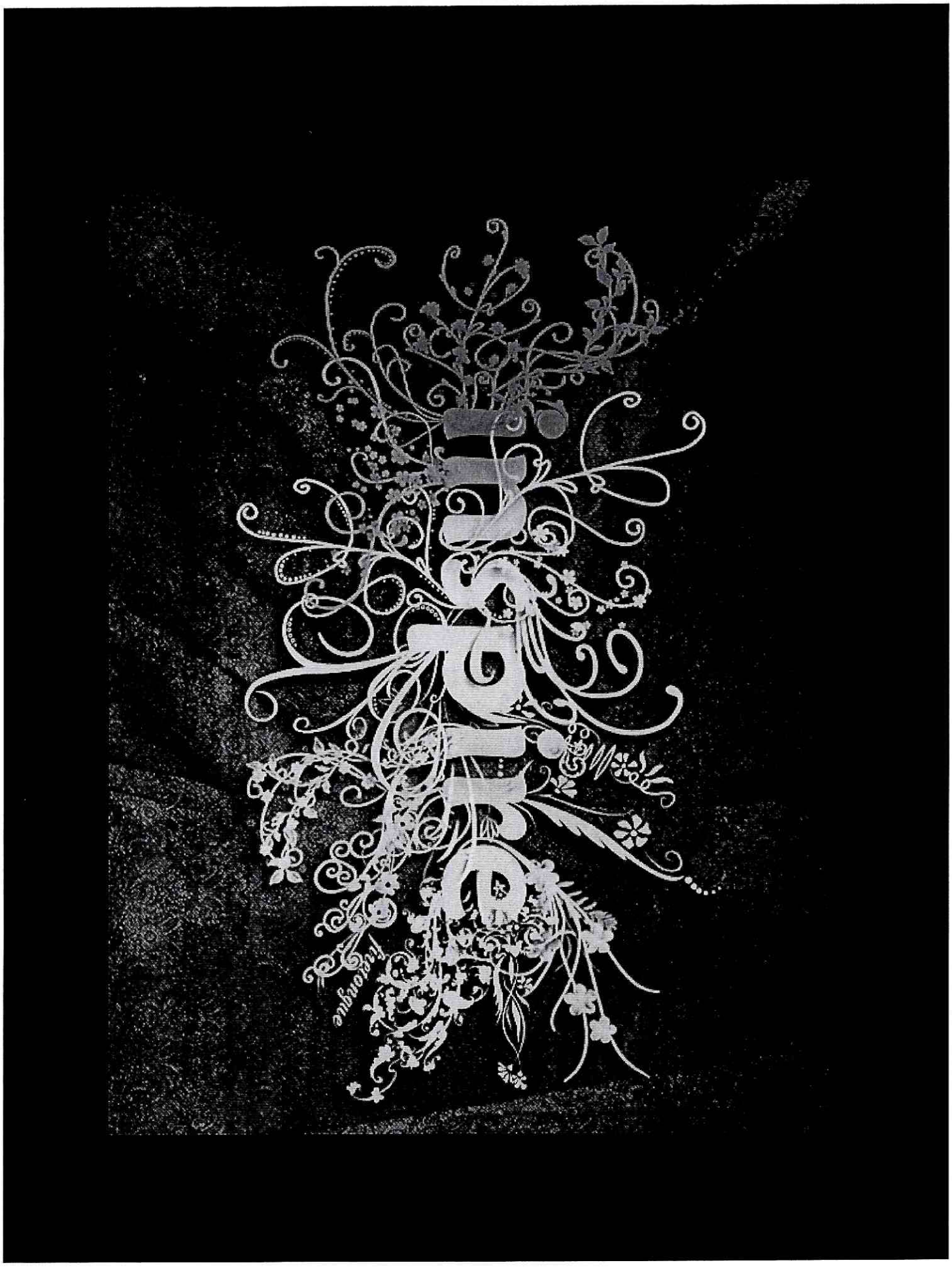
Mass.gov/business

# Business One-Stop

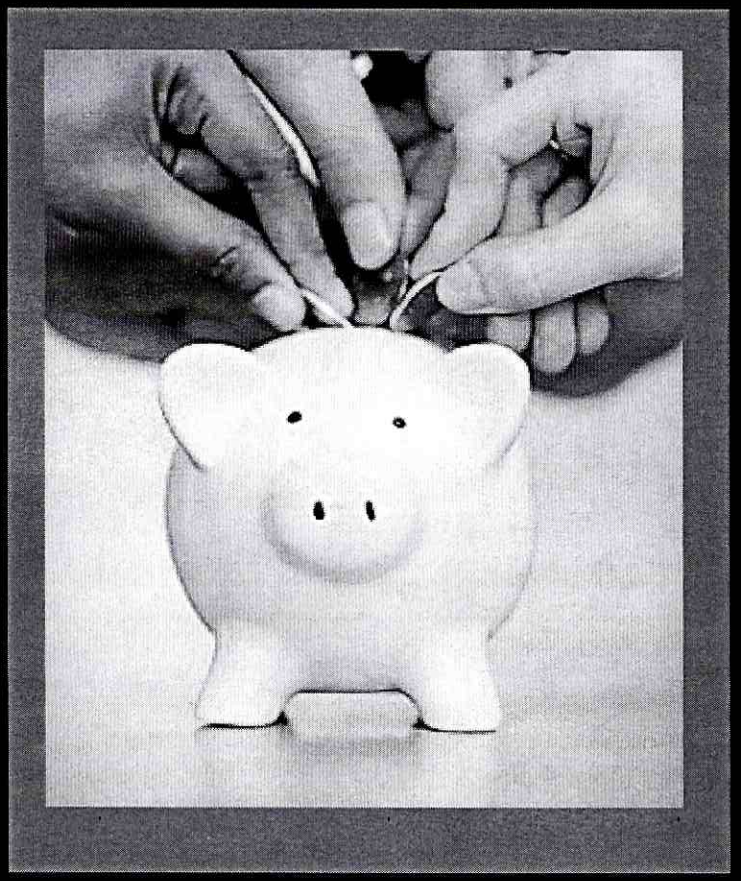
# WOW!

## I'm Part of the Creative Economy!

## NOW WHAT…?



# Crowd Sourcing



Indiegogo/Kickstarter
Internet

FEAST
Boston, MA

Awesome Foundation
Boston, MA

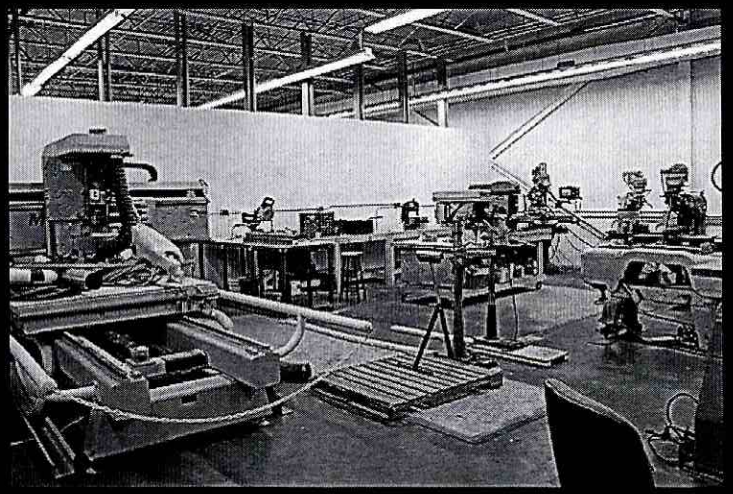
# Empty Storefronts

Store Front Artists
Pittsfield, MA

Down Street Art
North Adams, MA

Project Storefronts
New Haven, CT

# Co-Working Space



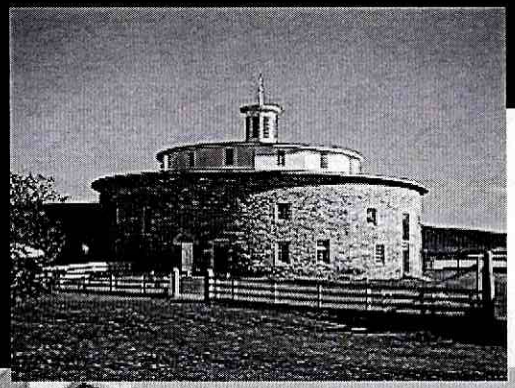
## EXAMPLES

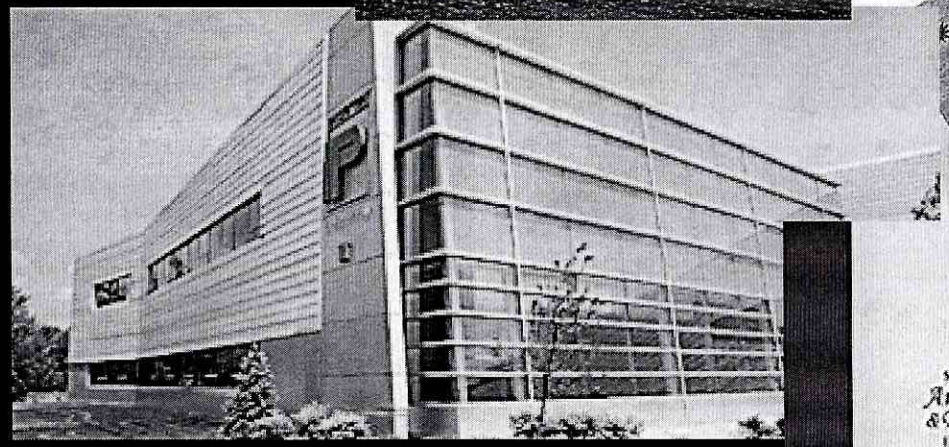
Fringe
Somerville, MA

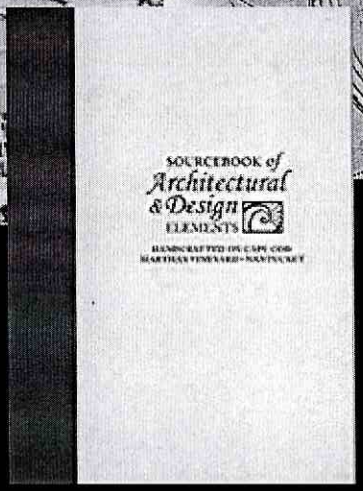
Headquarters
Boston, MA

Artisan Asylum
Somerville, MA

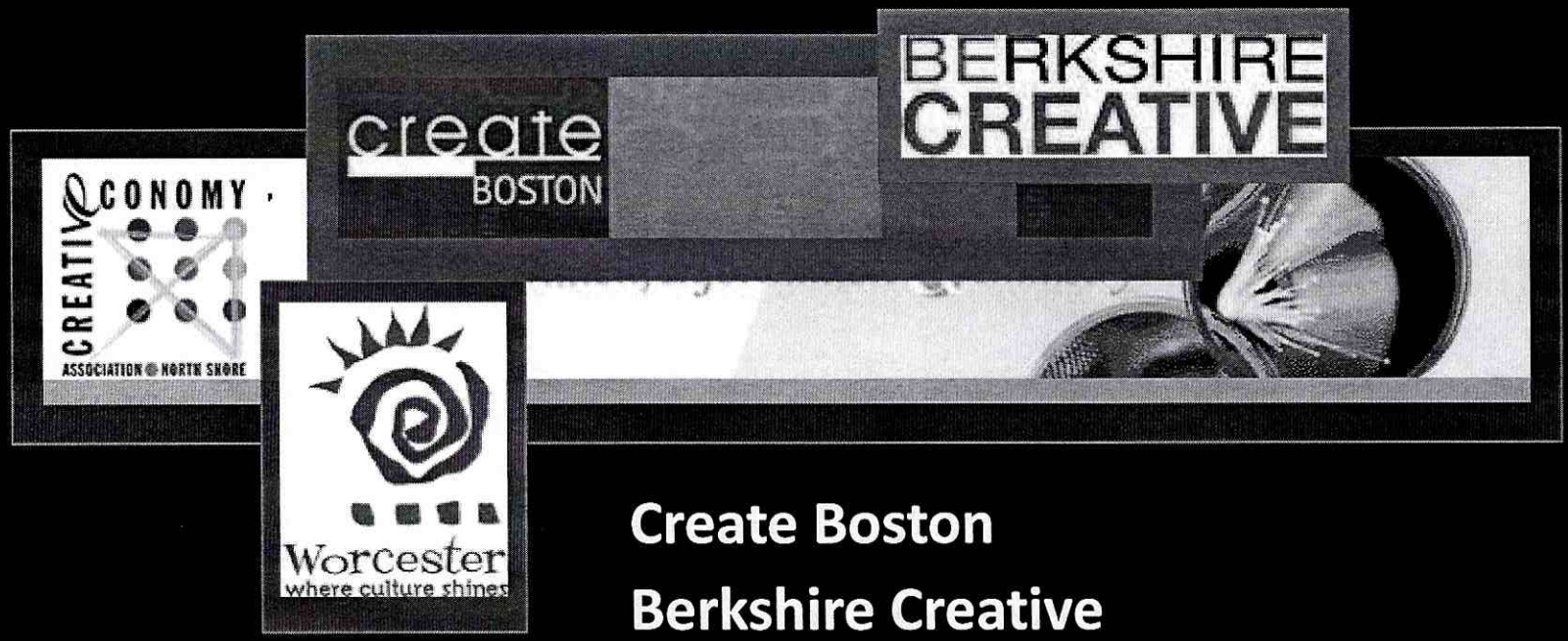
# Collaboration!







# Regional Support




Create Boston

Berkshire Creative

CE Association of the North Shore

Worcester Cultural Coalition

Merrimack Valley & Lowell

Pioneer Valley

Cape Creative

# Cambridge's Creative Economy

## Chamber Membership

14 Advertising and Marketing
17 Design (Graphic/Web)
7 Photographers/Videographer
11 Publishing
10 Music and Performing Art
8 Architecture and Interior Design
6 Arts Related Orgs/Businesses

Coming Soon....

# Creative Economy Network

The purpose of the Creative Economy Network is to make the support system of the creative industries in Massachusetts more visible and coordinated in order to support the growth of these key industries.

# Network Designation Specifics

- Industry and Regional Designations
- More than one entity can be in a region or industry, must host joint annual meeting
- Must work on report on progress in at least two areas of action
- Judged on past track record and ability to contribute to areas of action

# Connect To Me

**Send me your news, articles, events, resources, and news!**

| | |
|---|---|
| Facebook | Facebook.com/CreateMA |
| Twitter | Twitter.com/CreateMA |
| Website | Mass.gov/hed/CreateMA |
| Email | helena.fruscio@state.ma.us |
| Phone | 617-788-3602 |

Attachment B

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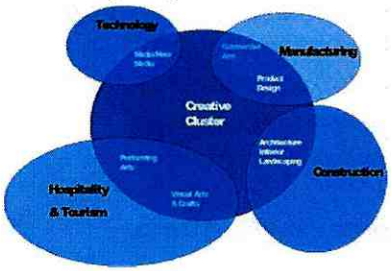


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- **Film Office:** We work closely with the Massachusetts Film Office on policies and programs, including growing the local workforce and the Production Guide. Be sure to check out their links page to find out more about support organizations, regional publications and more: mafilm.org
- **Mass Production Coalition:** Represents diverse group of production-related businesses throughout the Commonwealth and helps create a production-friendly climate in Massachusetts, complete with resources necessary to service all aspects of the film, television and new media production industries: massprodcoalition.org

## Advertising, Digital Advertising, and Writing

Massachusetts has a strong advertising sector and has one of the world's leading clusters of digital advertising. We are working closely with the following local industry associations:

- **Ad Club:** Trade organization for marketing, advertising and communications in New England. Founded in 1904, the club serves as a community connector. Events steeped in tradition such as the Hatch Awards, the Rosoff Awards and the Gala Auction are the backbone of the club for the recognition and networking opportunities they provide to the community around New England. adclub.org
- **Massachusetts Innovation and Technology Exchange (MITX):** Brings together digital technology, marketing and media professionals, to engage in what is next for the web and how it impacts the marketing and business worlds. mitx.org
- **Grub Street:** Makes writers better writers, builds literary careers, and creates audience for good work. www.grubstreet.org

## Design and Architecture

MA has an unusually high concentration of design talent that spans the fields of architecture, landscape and interior design, industrial and fashion design, graphic and interactive design, urban planning and more. Design employs 44,500 Massachusetts residents who work as independent designers, as employees of the Commonwealth's 3,100 design firms and as in-house designers in numerous industries.

- **Design Industry Group of Massachusetts (DIGMA):** Connects the multidisciplinary design community with state policymakers and leading industries. DIGMA's industry research, web portal and design events raise the visibility of design and foster the growth of the state's design economy. Check out their page on other key Massachusetts design associations and research: digma.us
- **Design Museum Boston:** Unites the Massachusetts design community and educates the public on the role of design in their lives and the contributions of design within the creative economy. Check out their Unite and Creative Mornings events: designmuseumboston.org
- **Boston Society of Architects:** A chapter of the American Institute of Architects and professional-service organization, committed to professional development for members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA today consists of more than 3,500 members and produces a diverse array of programs and publications: architects.org

## Digital Games

Massachusetts, home to the birth of the video game, has one of the largest digital game development communities in the world with 76 companies. Massachusetts also has some of the most active digital business networking clusters, which we are working closely with on the development of the sector, including:

- **MassDigi:** A statewide institute representing a strong partnership between the digital games industry, academia and the public sector to strategically foster job growth and economic development through this cutting edge industry: massdigi.org
- **Boston Post Mortem:** The second largest Chapter of the International Game Developers Association, meets every month to discuss the business of making and playing computer games. Check out their job board! bostonpostmortem.org
- **Boston Indies:** A community of dedicated independent game developers in Massachusetts and the surrounding area. bostonindies.com
- **New England Game Circle:** A series of quarterly business development meetings for gamers and a great blog. gamescircle.com
- **Massachusetts Technology Leadership Council (MassTLC):** The Game Cluster raises awareness of the region's Digital Games industry worldwide, engaging thought-leaders and resources, and to grow the game industry by creating opportunities for companies: masstlc.org

## Cultural NonProfits, Artists, and Artisans

The Creative Economy also includes significant employment in nonprofit cultural organizations and self-employment by talented individuals (ie. artists and designers), the State has resources for the growth and sustainability of these jobs from a number of agencies and sources, including:

- **The Massachusetts Cultural Council (MCC):** is a state agency that promotes excellence, access, education and diversity in the arts, humanities, and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities: massculturalcouncil.org
- **ArtistLink:** Works with artists, artist groups, arts-minded organizations, real estate developers, and municipalities, to develop artist spaces. Also check out their page on 'other artists resources' for links to websites with infrmation on grants, healthcare, and more. artistlink.org
- **Matchbook.org:** New England's online marketplace which sparks connections between artists, presenters and communities: matchbook.org
- **Assets for Artists:** Innovative matched savings grant program and financial and business training opportunities for low- to moderate-income artists. By meeting savings goals and by completing the required training, participating artists can receive grant funds for "working capital" to invest in their work as an artistic microenterprise, or receive down payment assistance for the purchase of a home. assetsforartists.org
- **Creative Capital:** Provides integrated financial and advisory support to artists in all disciplines by combining funding, counsel and career development services. Check out their online professional development training programs. creative-capital.org
- **Artist Resource Center:** Located within the School of the Museum of Fine Arts in Boston, the Center provide career advising, employment listings, internships, and courses. smfa.edu/artist-resource-center
- **Designing an MBA:** The goal is to help makers polish basic skills (business planning and bookkeeping), develop a marketing plan (online and off), while also helping develop skills specific to a craft based business (selling online and trade shows). designinganmba.com
- **Artmorpheus:** Resource page full of books, workshops, and resources for business development opportunities for artists. artmorpheus.org
- **Arts and Business Council:** Arts Artist's Professional Toolbox program, quality direct legal and business services and ongoing educational programs to the artists and cultural organizations within Massachusetts through numerous programs including Volunteer Lawyers for the Arts, Business on Board, and Essential Training. artsandbusinesscouncil.org

## Questions? Contact me!

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**Web:** Mass.gov/hed/CreateMA
**Twitter:** Twitter.com/CreateMA
**Facebook:** Facebook.com/CreateMA