

PLACE ACT

An Act establishing a program for local art and community engagement

Sponsored by Rep. Mary Keefe, Rep. Steve Ultrino, Sen. Robyn Kennedy, and Sen. Paul Mark

MASSACHUSETTS IS THE ONLY STATE IN NEW ENGLAND WITHOUT A PERCENT FOR PUBLIC ART PROGRAM.

Public art is the physical manifestation of Massachusetts residents' diverse identities, our cultural heritage, and the stories we preserve. Communities across Massachusetts have long welcomed public art as sources of inspiration and economic development. In 2017, the Beyond Walls 10-Day international mural festival in Lynn generated over \$100,000 for local restaurants and businesses. It also attracted more than 5,000 visitors who attended related festival events and watched the mural installations. Public art is one of the most accessible forms of art for people to enjoy.

27 states and territories currently have active percent for public art programs. Massachusetts is the only New England state that is not on that list. In 2014, Gov. Patrick issued an executive order creating a percent for public art program in Massachusetts, which dissolved following his time in office. With the recent passage of major housing and economic development legislation, we have an opportunity to ensure that public art is included from the start in community development plans.

ABOUT THE PLACE ACT

The PLACE Act creates a permanent percent for public art program in Massachusetts. Through this Act, 1/2 of 1% of the funds that go to construction or renovation projects of any Commonwealth-owned building or property would go into a fund to create and maintain public art. The legislation includes a \$300,000 cap per project. The PLACE Act establishes a commission with representation from Massachusetts' creative community to be responsible for convening local advisory groups to determine public art projects, approving the installation of public art, and ensuring its maintenance. The Act gives priority to applications by artists from Massachusetts.

SUMMARY:

- Creates a percent for public art program called the PLACE Fund in Massachusetts.
- The PLACE Fund will receive 1/2 of 1% of the funds that go to construction or renovation projects of any Commonwealth-owned building or property to use for the creation and maintenance of public art, with a cap of \$300,000 per project.
- Based on estimates from the Five-Year Capital Investment Plan for FY24-FY28, the PLACE Fund is projected to receive \$2.5M over the five-year plan.
- The PLACE Act creates a 9-person commission within the Executive Office of Housing and Livable Communities to administer the PLACE Fund. The commission will include individuals who have experience and a demonstrated commitment to the creation, installation, and administration of public art.
- The commission will administer funding to provide financial support for the selection, design, creation, acquisition, installation, maintenance, conservation, and promotion of public art in Massachusetts. Their responsibilities will include:
 - Setting criteria for the application, approval, acquisition, and installation of public art projects seeking funds;
 - Working with public and private stakeholders to identify artists, projects, and installation sites;
 - Convening local advisory groups for each new public art project;
 - Developing access to and education of public art;
 - Maintaining public art.
- The commission will prioritize distributing funds to projects across the Commonwealth.
- Preference will be given to support artists from Massachusetts.



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TAKE FOUR to support the PLACE Act

1. ENDORSE THE PLACE ACT

Share your support for the PLACE Act by becoming a public endorser. You can sign on as an individual, cultural organization, or both! By endorsing the bill, you make our coalition stronger and signal to elected officials that there is broad support for this policy. Endorse today by using the QR code or by emailing mcan@mass-creative.org.



Reminder: 501(c)(3) organizations are allowed to publicly endorse legislation! This will not violate your tax-exempt status.

2. ASK YOUR STATE REPRESENTATIVE AND STATE SENATOR TO CO-SPONSOR H.3592 AND S.2332

Contact your State Representative and State Senator and ask them to co-sponsor H.3592 and S.2332. Tell them why you support this legislation and how it would serve the creative community in your district.

Tip: don't get too concerned about sharing your message the perfect way. Legislators want to hear directly from their constituents and the important thing is letting them know why this issue matters to you.

3. EDUCATE YOUR CIRCLE OF INFLUENCE ABOUT THE CREATIVE SECTOR LEGISLATIVE AGENDA

Multiply your impact by encouraging 3 people in your network to also endorse the PLACE Act and contact their elected officials. Consider educating your audience, co-workers, staff, or your board. Share this fact sheet or direct them to the MASSCreative Action Network's Take Action page.

4. KEEP UP THE ADVOCACY!

By taking the first three steps, you're taking meaningful action to support the PLACE Act - but don't stop there! Watch for updates from MASSCreative about public hearings and other opportunities to unite your advocacy with the rest of the PLACE Act coalition.

Contact Us

Questions? Connect with us by contacting mcan@mass-creative.org. Make sure to follow our social media channels for more advocacy updates.

www.mcan-ma.org
Instagram: @masscreative
Facebook: MASSCreative
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