

HOUSE No. 3244

The Commonwealth of Massachusetts

PRESENTED BY:

Patricia A. Duffy

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

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

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Patricia A. Duffy</i>	<i>5th Hampden</i>	<i>1/19/2023</i>
<i>Vanna Howard</i>	<i>17th Middlesex</i>	<i>2/16/2023</i>

HOUSE No. 3244

By Representative Duffy of Holyoke, a petition (accompanied by bill, House, No. 3244) of Patricia A. Duffy and Vanna Howard relative to creating a program to increase cultural equity in tourism promotion. Tourism, Arts and Cultural Development.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

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

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 23A of the General Laws is hereby amended by adding the
2 following new section:

3 Section 13V. There shall be an established grant program for financial assistance to arts
4 organizations, cultural groups, and historic sites for tourism marketing and promotion. The
5 Cultural Tourism Fund program will be administered by the Mass Office of Tourism and Travel,
6 in consultation with the Mass Cultural Council. The program will provide financial support for
7 arts organizations, cultural groups, and historic sites to attract and increase local and regional
8 tourism economic activity to their events and locations.

9 Funds shall be used to strengthen and elevate the cultural, geographic, and creative
10 diversity in the Commonwealth. Amounts for the grants shall be in accordance with criteria
11 established by the office of travel and tourism and in coordination with the Mass Cultural
12 Council that are based on, but shall not be limited to, the following criteria:

- 13 1) Geographic diversity
- 14 2) Cultural diversity
- 15 3) Organizations, events, or programs that seek to amplify the stories of historically
16 marginalized or underrepresented cultures.
- 17 4) Percentage of the applicant's existing expenditures on marketing and promotional
18 activities; the program shall prioritize entities that demonstrate a lack of existing resources for
19 marketing and promotional activities.

20 Eligible grant expenditures shall be tourism publications, Videos, CDs and DVDs, Media
21 advertisements, Billboards and Signage, Brochure Distribution Services, Consumer travel show
22 expenses, Group tour marketplace expenses, Meeting/Convention & Sports Marketing Trade
23 Shows and Expo expenses, Media Press Kits, Sponsorship of Tourism Trade Shows and Events,
24 Bid Fees to Assist in Bringing Events to the State, and Web Site design expenses.

25 Eligible grant recipients shall be nonprofit organizations whose primary mission is arts,
26 culture, the humanities, or interpretive sciences; for-profit creative businesses that are
27 headquartered in Massachusetts and focus on the production and presentation of arts, culture, the
28 humanities, or interpretive sciences; co-operatives or partnerships that include at least 70%
29 artists, creative workers or culture workers.

30 Funding for the Cultural Tourism Marketing Fund program shall be no less than 1% of
31 the annual receipts of the Tourism Fund.