

1 H.820

2 Introduced by Representatives Botzow of Pownal, Clarkson of Woodstock,
3 and Burke of Brattleboro

4 Referred to Committee on

5 Date:

6 Subject: Commerce and trade; economic development; arts

7 Statement of purpose of bill as introduced: This bill proposes to establish the
8 Vermont Creative Network.

9 An act relating to creating the Vermont Creative Network

10 It is hereby enacted by the General Assembly of the State of Vermont:

11 Sec. 1. 10 V.S.A. § 10 is added to read:

12 § 10. THE VERMONT CREATIVE NETWORK

13 (a) Creation. The Vermont Arts Council, an independent nonprofit
14 corporation, in collaboration with the Vermont Department of Libraries and the
15 Downtown Program within the Agency of Commerce and Community
16 Development, shall establish the Vermont Creative Network to design and
17 implement a Vermont Creative Network Investment Program and to perform
18 the duties and achieve the outcomes specified in this section.

19 (b) Outcomes. The outcomes of the Vermont Creative Network Investment
20 Program are:

1 (1) Vermont's creative sector thrives as a significant element of the
2 State's general and economic well-being.

3 (2) The stories of Vermont's creative riches are told.

4 (3) Collective energies for community-based planning and development
5 advance the State's overall well-being.

6 (4) In the creative sector, common points of interest are identified,
7 advocated, and promoted.

8 (c) Definitions.

9 (1) Creative Sector.

10 (A) The Vermont Creative Sector is broad and inclusive.

11 (B) The Creative Sector includes nonprofit and for-profit enterprises,
12 many of whom are themselves creative industries.

13 (C) The Creative Sector embraces all forms of the arts and
14 humanities, including museums and galleries, and it includes the disciplines of
15 design, architecture, the makers' movement, and other creative technologies.

16 (D) The Creative Sector also includes film, new media, and heritage
17 resources such as historical societies and community libraries.

18 (E) The list of what comprises the Creative Sector is constantly
19 growing.

1 (2) Creative Industries.

2 (A) Creative Industries are organizations, including sole proprietors,
3 that manufacture or provide creative products and services.

4 (B) Creative Industries include theaters, themselves a creative
5 industry, and engage multiple creative industry professionals in the course of
6 putting on plays, from actors, directors, and designers, to painters, dancers,
7 musicians, and choreographers.

8 (C) Creative Industries use everything from simple hand tools, and
9 even cardboard, to sophisticated computer technologies to build and service
10 “state-of-the-art” products and services that engage, instruct, and entertain.

11 (3) Creative Products.

12 (A) Creative Products are tangible and intangible goods and services
13 that are invented, designed, manufactured, marketed, and sold, and at whose
14 core lies creative, usually artistic, inspiration.

15 (B) Tangible Creative Products include everything from craft
16 products such as bowls, glassware, works of fine art, plays, and films, to
17 computer games, robots, and other, frequently high-tech, inventions.

18 (C) Intangible Creative Products include the intellectual output of
19 composers and choreographers whose work may exist on paper, but which are
20 meant to be experienced in performance.

1 (D) The list of Creative Products is only limited by the creativity of
2 the human mind.

3 (4) Vermont Creative Network.

4 (A) The Vermont Creative Network is a communications, advocacy,
5 and advancement entity at work for Vermont's creative sector.

6 (B) The Vermont Creative Network is based on a collective impact
7 model and uses Results Based Accountability as a planning and assessment
8 tool.

9 (d) Duties. The Vermont Creative Network shall perform the following
10 duties:

11 (1) On or before June 30, 2016, the Vermont Creative Network shall
12 create, and thereafter may periodically update and revise, a strategic plan for
13 creative economic development that:

14 (A) includes an inventory of Vermont's Creative Sector, Creative
15 Industries, and Creative Products, based on existing data, studies, and analysis,
16 including:

17 (i) the types of Creative Products produced in Vermont, and the
18 financial viability of each producing sector;

19 (ii) the types of Creative Industries in Vermont, how many
20 Vermont Creative Products are purchased by Vermont consumers, and the
21 financial viability of the Vermont Creative Sector;

1 (iii) the current and potential markets in which Vermont creatives
2 and creators can promote, distribute, and sell their products and services;

3 (iv) the extent of existing infrastructure that could be expanded
4 and the resources available to expand Vermont's creative activity;

5 (v) the potential for new creatives and entrepreneurs to enter the
6 local economy, the methods for new creatives to secure appropriate space and
7 other infrastructure, and the availability and barriers to creative labor; and

8 (vi) the potential for entirely new local Creative Products and the
9 barriers to creatives and creators entering new markets; and

10 (B) identifies and addresses gaps in the infrastructure and distribution
11 systems.

12 (2) The Vermont Creative Network shall seek grant funding to support
13 arts, culture, and creative direct marketing, including local and regional
14 markets, and to support regional community creativity zones.

15 (3) The Vermont Creative Network shall use the information gathered
16 for the strategic plan to identify methods and the funding necessary to
17 strengthen the links among creatives, including:

18 (A) support of the work of existing arts, culture, and history
19 organizations and programs to increase the use of local resources by Vermont
20 schools;

1 (B) collaboration with the Agency of Commerce and Community
2 Development and the Agency of Education to increase procurement of locally
3 created services and products by businesses and institutions;

4 (C) support of initiatives that improve direct marketing of arts,
5 culture, and creativity to the consumer; and

6 (D) inform lenders of the information collected in order to facilitate
7 availability of creative financing.

8 (e) Authority. To accomplish the goals and carry out the ongoing tasks
9 stated in this section, the Vermont Creative Network may:

10 (1) create an advisory panel with representatives from the creative and
11 business communities;

12 (2) hire or assign staff;

13 (3) seek and accept funds from private and public entities; and

14 (4) utilize technical assistance, loans, grants, or other means approved
15 by the network steering committee.

16 (f) Annual Report.

17 (1) On or before January 15 of each year, the Vermont Creative
18 Network shall submit a report concerning its activities to the Governor; to the
19 House Committees on Commerce and Economic Development, on Education,
20 on General, Housing and Military Affairs, and on Corrections and Institutions;
21 and to the Senate Committees on Economic Development, Housing and

1 General Affairs, on Education, on Finance, on Appropriations, and on
2 Institutions.

3 (2) The report shall include a summary of work, including progress
4 toward meeting the program outcomes, information regarding any advisory
5 panel meetings, an accounting of all revenues and expenses related to the
6 program, and recommendations regarding future program activity.

7 Sec. 2. APPROPRIATION

8 In Fiscal Year 2017, the amount of \$50,000.00 is appropriated from the
9 General Fund to the Vermont Arts Council to perform the duties specified in
10 this act.

11 Sec. 3. IMPLEMENTATION

12 Notwithstanding any provision of this act to the contrary, if the General
13 Assembly does not appropriate \$50,000.00 or more in funding to the Vermont
14 Arts Council to implement this act, the Council is encouraged, but is not
15 required, to perform the duties specified in 10 V.S.A. § 10.

16 Sec. 4. EFFECTIVE DATE

17 This act shall take effect on July 1, 2016.