

SENATE No. 2194

The Commonwealth of Massachusetts

PRESENTED BY:

Jacob R. Oliveira

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 establishing a program to increase cultural equity in tourism promotion and marketing.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	
<i>Jacob R. Oliveira</i>	<i>Hampden, Hampshire and Worcester</i>	
<i>Patricia A. Duffy</i>	<i>5th Hampden</i>	
<i>Brian M. Ashe</i>	<i>2nd Hampden</i>	<i>2/2/2023</i>
<i>Patrick M. O'Connor</i>	<i>First Plymouth and Norfolk</i>	<i>2/13/2023</i>
<i>Vanna Howard</i>	<i>17th Middlesex</i>	<i>2/15/2023</i>

SENATE No. 2194

By Mr. Oliveira, a petition (accompanied by bill, Senate, No. 2194) of Jacob R. Oliveira, Patricia A. Duffy, Brian M. Ashe, Patrick M. O'Connor and others for legislation to establish a program to increase cultural equity in tourism promotion and marketing. Tourism, Arts and Cultural Development.

The Commonwealth of Massachusetts

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

An Act establishing a program to increase cultural equity in tourism promotion and marketing.

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

1 Chapter 23A is hereby amended by inserting after section 13U the following section:-

2 Section 13V. (a) There shall be established a grant program to be known as the cultural
3 tourism marketing fund program for financial assistance to arts organizations, cultural groups
4 and historic sites for tourism marketing and promotion. The program shall be administered by
5 the Massachusetts office of travel and tourism, in consultation with the Massachusetts cultural
6 council. The program will provide financial support for arts organizations, cultural groups and
7 historic sites to attract and increase local and regional tourism economic activity to their events
8 and locations.

9 (b) Funds from the cultural tourism fund program shall be used to strengthen and elevate
10 the cultural, geographic and creative diversity in the commonwealth. Individual grants amounts
11 shall be determined by the Massachusetts office of travel and tourism in coordination with the

12 Massachusetts cultural council and grants shall be distributed according to criteria that shall
13 include, but shall not be limited to: (i) geographic diversity; (ii) cultural diversity; (iii) inclusion
14 of programs that seek to amplify the stories of historically marginalized or underrepresented
15 cultures; (iv) the percentage of the applicant's existing expenditures on marketing and
16 promotional activities; provided, however, that the program shall prioritize entities that
17 demonstrate a lack of existing resources for marketing and promotional activities.

18 Eligible grant expenditures shall include: tourism publications, videos, CDs and DVDs,
19 media advertisements, billboards and signage, brochure distribution services, consumer travel
20 show expenses, group tour marketplace expenses, meeting or convention and sports marketing
21 trade shows and expo expenses, media press kits, sponsorship of tourism trade shows and events,
22 bid fees to assist in bringing events sciences; web site design expenses; and for-profit creative
23 businesses that are headquartered in the commonwealth that provide marketing services and
24 focus on the state.

25 Eligible grant recipients shall be: nonprofit organizations whose primary mission is the
26 promotion of arts, culture, the humanities or interpretive sciences; nonprofit and for profit
27 entities who produce and present art, culture, the humanities or interpretive sciences; and co-
28 operatives or partnerships that include not less than 70 per cent artists, creative workers or
29 culture workers.

30 (c) Funding for the cultural tourism marketing fund program shall be equal to at least 1
31 per cent of the annual receipts of the Tourism Fund.