

Candidate	World Class Destination
Felix Arroyo	<p>Fenway Park is iconic to Boston. People around the world know it, and I believe that we should create a similar notoriety for our cultural districts in Boston. City Hall Plaza can be a regular venue for events that host a diverse group of artists, but we should also promote the creative life in all our neighborhoods.</p> <p>I believe we can do that by bringing our art community together to focus on areas in different neighborhoods throughout the city as areas of cultural life. We must be intentional about our promoting these districts and making them true destinations for both residents and tourists.</p>
John Barros	
Dan Conley	<p>In 2009 Forbes magazine listed Boston as number 4 in America as an arts and cultural destination, and credited Boston as home to 456 cultural institutions that drew in nearly 19 million visitors. Our concentration of historic sites, educational institutions, and major cultural institutions like the Museum of Fine Arts, Boston Symphony Orchestra and Isabella Stewart Gardner Museum attract a great deal of attention. As mayor, I want to do everything that I can to create a unifying vision and launch a marketing campaign, both in-state, nationally and internationally, highlighting less well known and smaller institutions who add so much to the vibrancy of the city. I want to incorporate these institutions and artists into economic plans in order to create new destination areas that combine the visual, performing and even culinary arts. This means bringing our creative communities into closer partnership with public and private development and strengthening the partnership with the hospitality and tourism industries.</p>
John Connolly	<p>The best thing we can do to utilize the arts to enhance Boston as a world-class destination is simple: We need to make it easier for artists and musicians to share their work with the world. That's why, as mayor, I will work for increased funding of arts organizations; I will simplify the process for hosting festivals and other events in Boston; and I will appoint a citywide arts liaison to make sure that the city is working collaboratively with artists and arts organizations.</p> <p>We have a lot of opportunities to give the arts a more prominent role in attracting visitors to Boston. For example, I will work to keep First Night going by increasing the role of local museums and cultural institutions to extend First Night into a mid-winter festival of arts and culture. I will also support festivals and concerts, like Boston Calling and the Boston Independent Film Festival, that create arts events year-round. Boston has a proud tradition of this kind of programming, like the city's Summerthing in the 1960s and 1970s, but we can do more.</p> <p>We also need to reinvigorate public art in Boston, including embracing a willingness to see art that challenges us in new ways. We have had temporary sculpture exhibitions on the Greenway, but recently leaders from Boston's arts community have called for Boston to establish a permanent sculpture garden on the Greenway. And as we develop a long-term vision for the future of City Hall, there is no question that City Hall Plaza would benefit greatly as a venue for public art. I have supported public art before, like the Sleeping Moon statue at the Ashmont MBTA station and the LandWave Sculptural Landscape in the South End, and I will be a champion for public art as mayor.</p>
Rob Consalvo	<p>Boston has a historical identity that is interwoven throughout the city and carries a powerful internationally recognized brand. Already in place, the interpretation of our history should be instructive as to how to design promote other cultural assets within the City. The Freedom Trail did not always exist. It was created in the 1950's and we have witnessed what an effective and relatively</p>

	<p>inexpensive way to brand and link our historic buildings and sites. Talk about innovation!</p> <p>The answer as to how to market Boston as a cultural destination lies within the collective arts community with the support of government and industry partners. My Office of Innovation, Technology and Ideas will include strategic planning to leverage and enhance Boston’s reputation as a world-class city, one in which entrepreneurs from around the world will continue to launch their great new ideas and works of art. In addition, this office will work the MCCA, MOTT and MOITI to better promote arts and cultural destinations as a draw for national and international travelers.</p> <p>For example, a few years ago a few of our leaders in theater created the Emerging America Festival, which was devoted to launching fresh, new voices in American theater. This is a step in the right direction. I also think events like the cliff diving exhibition at the ICA increases our international cultural profile because it’s such a unique event.</p>
<p>Charlotte Golar Richie</p>	
<p>Mike Ross</p>	<p>Boston enjoys amazing institutions and creative capital, however, we have not done enough to support and promote it on a grand stage. My Arts & Cultural Agenda aims to deepen the City’s commitment and connection to the arts. I will increase investment in the arts, leverage Boston’s creative community to help make Boston a global hub for arts and culture, and elevate our city to a world-class cultural destination. To achieve this I will not only foster a “pro-arts” administration but also rely on the power of the community itself.</p> <p>As Mayor, I will support neighborhood cultural districts and a network of world-class public art that will attract visitors to all parts of our city. I will reform regulatory processes to encourage high profile music and arts festivals throughout the year that also attract visitors from around the world. I will also empower Boston’s creative community to develop a branding campaign that promotes their city as a global cultural destination.</p>
<p>Bill Walczak</p>	<p>Boston has extraordinary physical, organizational and personal assets around the arts, culture and the creative community. Some are world-renowned icons and others are hyper-local treasures. And ... there is unprecedented potential to do so much more and to make it add up to something truly great. My administration will bring together the creative, financial and leadership resources needed to build and implement that vision, and elevate Boston to be our nation’s preeminent city for design, arts, and culture.</p>
<p>Marty Walsh</p>	<p>At a recent arts town hall I held, an artist took me to task for talking so much about the arts as a driver for tourism, saying that it’s not central to the arts and culture policy arena. I thought about it on my way home that night, and came to the conclusion that he is mistaken. While it’s certainly not the ONLY reason to support the arts, it’s one of the ways in which the arts supports the City, and it’s important to cultivate. For years, we’ve the historical tourism sector, which is certainly part of arts and culture, has pumped millions of dollars into our economy. We need to expand on that. We need to promote the treasures we already have, supplementing the efforts of the GBCVB. We need to strengthen and protect our signature events and festivals, and have more of them. Boston should have the equivalent of Seattle’s Bumbershoot, Toronto’s Film Festival, Newport’s Folk Festival, Montreal’s Jazz Festival, MuralFest and Comedy Festival. (Actually, we should just have one of every festival Montreal has!) Boston’s institutions and artists should be involved in all of this.</p> <p>Also, I know it seems like a long way off, but it really isn’t. As we approach 2030, I will call for the</p>

	<p>formation of a "Boston 400" committee, to begin the planning celebration for Boston's 400th birthday celebration. The bicentennial in 1976 was an expansive event that drove millions of dollars in tourism revenue to Boston. It also gave birth to Boston's First Night celebration. Boston 400 should be even bigger – a huge showcase of the arts and culture and history and all of the great things Boston has to offer to its residents, plus the national and international tourism market.</p>
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