9:00 Registration, breakfast reception

10:00 Opening Performance
• Alexis Maxwell, Student, Boston Arts Academy @bostonartsacad

Welcome
• Lee Pelton, President, Emerson College @EmersonCollege
• Matt Wilson, Executive Director, MASSCreative @MASSCreative
• Anita Walker, Executive Director, Mass Cultural Council @MassCultural
• Senator Ed Kennedy, Co-Chair, Joint Committee on Tourism, Arts and Cultural Development @SenEdKennedy
• Representative Paul McMurtry, Co-Chair, Joint Committee on Tourism, Arts, and Cultural Development @RepPaulMcMurtry

Performance: Youth Underground, Central Square Theater @CentSqTheater
• Dilanna Morrison
• Sydney Grant
• Juan Arévalo

11:00 How to be an Effective Arts Advocate

MASSCreative Policy Platform 2019-20
• Emily Ruddock, Director of Policy and Government Affairs @emilyruddock

 o Healthy and happy people
   • Carrie Eldridge-Dickson, Shelter Music Boston @ShelterMusicBos
 o Respect and support for the creative workforce and economy
   • Catherine Morris, BAMS Fest @BAMSFest
 o Access to a well-rounded education for all students
   • Priscilla Kane Hellweg, Enchanted Circle Theater @ect_holyoke
 o Connected communities
   • Tracy Silva Barbosa, Artist, Duende Studio @Reapist
 o Equal access and opportunities for participation
   • Rebecca Wright, Fitchburg Art Museum @fitchburgart
**Public Narrative: Stories to share at the State House**
- Maurice Emmanuel Parent, Actor, Executive Director of Front Porch Arts Collective, MASSCreative Board Member @MauriceEparent
  - Nicky Enriquez, Massachusetts College of Art and Design, Boston
  - Beth Huang, Massachusetts Voter Table, Boston
  - Rachael Katz, Artist, Crossroads Cultural District, Greenfield
  - Tracie Konopinski, MASSCreative, Boston
  - David Kuehn, Cotuit Center for the Arts, Cotuit
  - Kati Nalbandian, Creative Collective, Salem
  - Caroline Noonan, Massachusetts College of Liberal Arts, North Adams
  - Hyppolite Ntigurirwa, Artist, Rwanda
  - Audrey Seraphin, ArtsBoston, Boston
  - Harold Steward, The Theater Offensive, Boston
  - Meg Winikates, New England Museum Association, Northampton

**A Legislative Meeting in Action**
- Representative Mary Keefe, Co-Chair, Cultural Caucus @MaryKeefeMA
- Erin Williams, City of Worcester and Worcester Cultural Coalition @WorcCulturalCoa
- Che Anderson, City of Worcester
- Lisa Drexhage, Worcester Business Development Corporation @kwexhage, @powwowworcester
- Yaffa Fain, City of Worcester
- Hank von Hellion, Worcester PopUp @xile.__, @worpopup

**12:15 Senate District huddles to plan for Senator and Representative meetings**

**Performance:** Summer Street Brass Band
- Musicians from area public schools
- Christopher Schroeder, Founder @SummerStreetBrassBand

*Follow the band out of the theatre and into the streets for the Arts March!*

**1:00 Arts March from the Paramount Center to the MA State House**

**2:00 Meet with your Legislators/Legislative Staffers in the MA State House**
Please drop off your Meeting Report Forms in Hearing Room 437.

**3:30 Debrief in Hearing Room 437**

**4:00 After-party at Democracy Brewing, 35 Temple Place, Boston**
We thank the following foundations for their generous and loyal support of MASSCreative.

The Boston Foundation  tBf  Barr Foundation

THE KLARMAN FAMILY FOUNDATION

Margret and H.A. Rey Curious George Fund

LINDE FAMILY FOUNDATION

Thank you to the 2019 Sponsors of Creativity Connects: MASSCreative Arts Advocacy Day

Essex County Community Foundation

This program is supported by funds from the Greater Lowell Community Foundation.

FUNDATION FOR METROWEST
The Trustees and Advisors Fund of the Foundation for MetroWest

CAMBRIDGE COMMUNITY FOUNDATION

CAMBRIDGE SAVINGS BANK

Community Foundation of Southeastern Massachusetts
Thank you to our Arts Advocacy Day Partners

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Goals of your Meeting
- Build/make a connection with your legislator or legislative staffer.
- Convey your passion for arts, culture, and creativity.
- Convey the impact of the arts and cultural community.
- Ask your legislator to:
  - Support increased investment in the creative community by boosting the Mass Cultural Council budget (line item 0640-0300) to $18 million in FY20.
  - Support the passage of S.2022 or H.2941 to establish a Massachusetts Public Art Program.
  - Speak about arts education and how it relates to the Legislature’s discussion around education reform.

Outline of Meeting
- Connect
  - Story of Self: What has led you to do this work?
    - Share who you are and why you’re an arts advocate.
    - Connect with your legislator/legislative staffer by asking them questions about their priorities and personal connection to arts, culture, and creativity.
    - Acknowledge and thank your legislator/legislative staffer for supporting the creative community.
- Context
  - Story of Us: Why does the creative community matter?
    - Talk about the impact the arts and cultural community has in your town/city.
- Commitment
  - Story of Now: We need support from the Legislature now. Ask your legislator:
    - “Will you support increased investment in the creative community by boosting the Mass Cultural Council budget (line item 0640-0300) to $18 million in FY20?”
    - “Will you support the passage of S.2022 or H.2941 to establish a Massachusetts Public Art Program?”
    - “I know that education is one of the legislative priorities this session. Is arts education included in the discussion around education reform?”
    - Any other specific arts and cultural request as it relates to your district.
- Catapult
  - Wrap up the meeting: thank them for their time, hand over materials, take a group picture and post on social media with #CreativityConnects.
  - Directly after the meeting, fill out the Legislative Meeting Report Form with your group, and create a follow-up plan to keep building your relationship with your legislator.

Tips
- The State House is a busy place, so your meeting may not start on time or it may get cut short. Your meeting may be with a legislative staffer instead of your legislator. Meeting with staff is still very effective, since it’s their job to relay all constituent matters to their bosses.
- Keep your tone positive. The goal of these meetings is to build strong relationships.
- Don’t worry if you can’t answer one of your legislator’s questions. Tell them you’ll get back to them as soon as possible with the information.
- Tell MASSCreative how your meetings went. Please fill out the yellow Legislative Meeting Report Form in your folder and drop it off in Hearing Room 437 or mail it to MASSCreative.
Respect and support for the creative workforce and economy

Everyone in Massachusetts has the right to experience creativity and culture, express themselves creatively, and see their culture reflected in artistic expression.

Community-based art programs build bridges across ethnic and class divides and connect people throughout their communities.

Massachusetts’ creative and cultural sector is a vital contributor to the Commonwealth’s economy.

Arts education enhances student achievement across all subjects. It cultivates the creative mindset that leads to success in the 21st-century workplace and increases civic engagement and leadership.

Access to a well-rounded education for all students

Happy and healthy people

Opportunities for cultural engagement and creative expression are just as integral to social well-being as are adequate food, housing, income, and the opportunity to pursue meaningful activities.

Connected communities

Community-based art programs build bridges across ethnic and class divides and connect people throughout their communities.

POLICY PLATFORM 2019-20
Public investment in the arts is the foundation for a healthy economy

- Massachusetts arts nonprofits support more than 73,000 full-time jobs, generate over $2.2B in total spending, and bring in nearly $100M in state tax revenues.\(^1\)
- Every $1 awarded by the Mass Cultural Council is leveraged for an additional $102 by grantees.\(^2\)

Public investment in the arts ensures public access to creative expression and cultural experiences

- Arts event admission prices only cover 30% of costs, while the remainder is funded by corporate, foundation, and individual giving along with public grants.\(^3\)
- Corporate giving is often driven by marketing goals and focuses on blockbuster arts events or other highly commercialized activities, while individual philanthropists are often motivated by personal goals. Private foundation support is highly concentrated with nearly half (46.4%) of all foundation giving going to a fraction of all recipients (2.1%).\(^4\) This results in narrow programming that limits the breadth and depth of representation and participation from all our communities.

- The Mass Cultural Council awards grants to local cultural councils in all 351 cities and towns in the state. 53% of the money granted serves regions with high rates of poverty.\(^2\) The organization also gives over 6,000 grants annually to working artists, cultural institutions, community groups, and youth programs that are otherwise not served by private funders.
Public investment in the arts creates connections across cultural divides

- Participants in community-based arts programs experience greater connection with their community.\(^5\) In FY18, Mass Cultural Council grantees organized public programs attended by more than 20 million people.

- The Mass Cultural Council supports 45 cultural districts across the state. These intentional cultural districts reduce poverty and build bridges across neighborhood, ethnic, and class divides in ways that other efforts at civic engagement cannot.\(^6\)

- Social science research repeatedly shows that opportunities for cultural engagement and creative expression are just as integral to social well-being as adequate food, housing, income, and the opportunity to pursue meaningful activities.\(^7\)

- Sharing creative experiences and expressing our creativity build powerful connections with the people we’re closest to, our community, and the world around us.

Public investment in the arts elevates historically marginalized and ignored voices

- The traditions, history, and heritage that link us to our past and to each other are crucial to our well-being but are often ignored. The Mass Cultural Council assesses the Commonwealth’s needs for historic and cultural preservation and organizes efforts to ensure that those needs are met.

- People with disabilities compose nearly 12% of the adult population but only 7% of those attending arts events. The Mass Cultural Council’s Universal Design Initiative funds arts organizations that recognize the power of design to accommodate patrons, staff, volunteers, and students.

- Historic social forces disadvantage women, immigrants, people of color, LGBT people, people with disabilities, and other oppressed groups. Public funding supports creative projects by and about these communities. These projects can impact public opinion about these groups and open the door to legislative change that increases equity and inclusion.\(^8\)
MASSCREATIVE SUPPORTS ESTABLISHING THE
Massachusetts Public Art Program
(S.2022 and H.2941)

WHY DO WE NEED IT?

Previous art projects in Massachusetts funded by the public have had enormous and positive community impact. Examples include:

- Brookline artist Janet Echelman's aerial sculpture “As If It Were Already Here” mounted over the Boston Greenway in 2015 which evoked joy and community discussion.

- The more than 90 public art projects installed along the six major transit lines of the MBTA, including “Gift of the Wind,” a 46-foot tall kinetic sculpture at Porter Square station in Cambridge and “Ten Figures,” a group of life-sized human figures created out of cement, placed in areas around Davis Square T stop that have transformed these urban spaces to be more inviting.

- “Water Music,” the 1,400-piece public installation on the Route 9 railroad bridge entering Northampton that has spurred conversation and contemplation about water, conservation, and the power of nature.

- The installation of colorful and dynamic underpass lighting in Lynn’s Central Square, Washington Street, and Market Street rail lines, which not only delight the eye, but contribute to pedestrian safety.

- Punto Open Air Museum in Salem’s Point neighborhood, which is made up of over 50 large scale murals by 18 world renowned and 20 local artists which break down the invisible but undeniable socio-economic barriers between the Point neighborhood and the rest of Salem and the North Shore.

WHAT IS IT?

The Massachusetts Public Art Program is modelled on the nation’s oldest state public art program in Hawaii, which reserves a portion of public funding for capital projects for public art. Every state in New England has a public art program--except Massachusetts.

HOW DOES IT WORK?

The Massachusetts Public Art Program will invest approximately $2 million a year in the creation and preservation of public art on state-owned properties. The program will be funded by reserving one percent of the annual capital budget for state buildings in order create, purchase, and maintain public art. A Public Art Commission will be responsible for establishing which projects will be funded, and the Commission will ensure that input from arts professionals, community stakeholders, and government and capital funding experts is considered.

Public art evokes joy and prompts community discussion and engagement. When incorporated into the design of public spaces, public art increases the functionality, accessibility, and authenticity of these spaces so that the community’s use of them is greatly enhanced.

POLICY PLATFORM 2019-20
The Economic Case For Investing In The Arts

Visitors to the inaugural exhibition of the ICA Watershed pose for a photo in front of a wall of photographs of East Boston by teens from the ICA's digital photography program, June 2018. (Robin Lubbock/WBUR)

By Matt Wilson, Executive Director, MASSCreative
August 09, 2018

Last month, Gov. Charlie Baker vetoed a portion of the Massachusetts Cultural Council’s budget. Lawmakers promptly overrode Baker’s veto, which was the fourth in as many years. We could ask what Baker has against the arts, but a better question might be what do legislators — who have defeated each of Baker’s vetoes by overwhelming and bipartisan margins — understand about public funding for culture and creativity that Baker does not?

The most likely answer is that lawmakers appreciate the economic benefits that arts organizations, even microenterprises with annual budgets in the low six figures, bring to their cities and towns. In explaining his vote to override Baker’s veto, state Sen. Adam Hinds told WBUR that “the creative economy has revitalized downtowns” in his western Massachusetts district.

That’s what has happened in the largely rural area of Greater Shelburne, which is located in the Franklin County portion of Hinds’ district. In 2012, the towns of Shelburne and Buckland became one of the first cultural districts approved by the Mass. Cultural Council. Launched in 2011, the program offers access to statewide and national marketing opportunities that increase tourism as well as strategic community planning with cultural economic development strategies. Today, cultural organizations in and around Shelburne support approximately 325 jobs and generate $7.6 million in economic activity, which includes spending household incomes and local and state government revenue.

Arts and cultural organizations drive tourism, retain local dollars, and attract new dollars to main streets and downtown districts.

Stories like this are common around the state. In fiscal year 2016, the Mass. Cultural Council invested $4.5 million in 400 nonprofits that generated more than $1.2 billion for the state’s economy. These organizations also employed 32,889 independent contractors, and full- and part-time workers. In Cambridge and Boston, arts organizations generate $884 million each year with arts audiences spending an additional $645 million on event-related expenses such as dining out. In the Gateway cities of Worcester,
Springfield and Lowell total annual spending by arts organizations and their audiences is $188 million. Arts and cultural organizations drive tourism, retain local dollars, and attract new dollars to main streets and downtown districts.

It’s not just state representatives and senators who get this. Mayors understand it, too. They see the ways that art positively intersects with education, economic development and public health and safety. That’s why mayors in Boston, Salem, Somerville, Medford, New Bedford and numerous other municipalities around the state include cultural leaders in their team of advisers.

In their book, “Our Towns: A 100,000 Mile Journey Into the Heart of America,” James and Deborah Fallows describe their four-year odyssey visiting largely overlooked small cities and rural areas to see how people are living and working. Their well-documented conclusion, which has likely accounted for the book’s status as a best-seller, is that these areas benefit from “an intensity of local civic life” that is creating solutions to persistent challenges of creating local jobs that pay enough to sustain families, successfully integrating immigrants and refugees into communities that are overwhelmingly white and responding to the opioid epidemic.

A common theme in the success stories reported by the Fallows is the role that a vibrant arts scene plays in healthy communities. Holland, Michigan, has developed its downtown with walking and biking paths, public parks and a waterfront venue for outdoor public concerts. Residents of Sioux Falls, South Dakota, extol the city’s arts scene as one reason why “high school kids say they would like to stay or return one day.” Eastport, Maine, with less than 1,500 residents, is leaning hard on its shipping port, the power of its offshore tides to generate renewable energy, and the arts to revive its economy. Galleries, shops, performance spaces and housing for artists have been created by repurposing more than 30 buildings in Eastport’s historic district, and renovations of abandoned manufacturing sites for cultural and civic purposes continue.

The danger is in taking the benefits of art, culture and creativity for granted, as Baker seems to be doing. Eastport’s achievements, like those of Greater Shelburne, didn’t happen by accident. They are the result of deliberate planning and painstaking cultivation of public-private partnerships. The genius of the Mass. Cultural Council’s cultural district program is its requirement that applicants show robust evidence of collaboration among artists, arts organizations, local businesses and municipal officials.

Public funding is the seed for this cooperation. The Mass. Cultural Council is often the first partner to invest money in projects located in poverty-stricken neighborhoods and rural communities that have been largely abandoned by for-profit industry. This kind of investment shouldn’t be held back for when there’s a little extra in the public coffers. Public investment in art, culture and creativity should be part of a long-term development strategy to ensure that every community in the state is a place in which people want to live, work and play.
Ironically, loneliness has long been seen as a personal problem (“Goodbye, loneliness; hello, happiness,” Opinion, May 8).

But it is a public health issue, and art and creative expression should be a part of the cure. We have long known that one of the unintended benefits enjoyed by communities that invest in public art and creativity is that they become more connected. Friday night “gallery walks,” drawing classes at the senior center, and high school orchestra performances for the public bring people together, providing serendipitous opportunities for meeting old friends and making new ones. Dance and drama groups for disaffected youth, art therapy for those in recovery from addiction, and opportunities to just get out of the house and see a show can help those who are lonely feel much less so.

As efforts are made to marshal a community response to the epidemic of loneliness, we should keep the health benefits of art and creativity in mind.

Matt Wilson

Executive Director, MASSCreative

Boston
Public Narrative:
Stories to share at the State House

I am

____________________________________________________________
(Name, town, affiliation, arts discipline)

Before I was

Before you got involved in the arts, how was life different? (I dreamed of...I didn’t understand...My life was...I struggled with...I really wanted...)

Then I

What got you involved in the arts? (Did you meet someone? Did you try something new? Did you get involved with an organization?)

Now I am

How are you different?

I believe arts

Why do arts and creativity matter to you? (How have the arts impacted your life? Strengthened your neighborhood? Improved your local economy? Connected you to something bigger than yourself?)

That’s why we need increased public support and investment in the arts and creative community.
Planning your Legislative Meeting Worksheet

During your Senate District Huddles, use this worksheet to prep and assign roles for your Legislative Meeting.

Goals of the Legislative Meeting

- Build/make a connection with your legislator or legislative staffer.
- Convey your passion for arts, culture, and creativity.
- Convey the impact of the arts and cultural community.
- Ask your legislator to:
  - Support increased investment in the creative community by boosting the Mass Cultural Council budget (line item 0640-0300) to $18 million in FY20.
  - Support the passage of S.2022 or H.2941 to establish a Massachusetts Public Art Program.
  - Speak about arts education and how it relates to the Legislature’s discussion around education reform.

Outline of Meeting

- Set the Stage (1 min)
  - Who: Meeting Coordinator/Captain
  - What:
    - Introduce self (name, town, organization, arts discipline).
    - Pass around sign-in sheet.
    - Say why you’re here.
    - We’re here as part of Creativity Connects: MASSCreative Arts Advocacy Day. MASSCreative is a statewide advocacy organization for the arts, culture, and creative community.

- Connect: (11 min)
  - Story of Self: What has led you to do this work? (5 min)
    - Who: Everyone
    - What: Introduce themselves with name, town, organization, and arts discipline.

    - Who: Meeting Coordinator/Captain and 2-4 additional people
      - What: Share Story of Self (I am, Before I was, Then I, Now I am, I believe arts...). Try to keep this to 1 minute each.

    - Who: 1 min Story of Self: Meeting Coordinator/Captain

    - Who: 1 min Story of Self: ____________________________

    - Who: 1 min Story of Self: ____________________________
○ Connect with your legislator/legislative staffer (5 min)
  ■ Sample Question: What are your/the Senator’s/the Representative’s priority issues? What role can the creative community play in addressing these challenges?
    - Who: __________________________________________________________
  ■ Sample Question: What role do arts, culture, and creativity play in your/the Senator’s/the Representative’s life, family, community? What impact does it have?
    - Who: __________________________________________________________
  ■ Sample Question: The district is home to a mix of arts and cultural organizations. Do you/the Senator/the Representative have a connection to any of them?
    - Who: __________________________________________________________

○ Acknowledge and thank your legislator/legislative staffer : (1 min)
  ■ Who: ________________________________
  ■ What:
    - Look on the Thank You Legislators List (white sheet) and find your legislator. Thank them for their leadership and the actions they’ve taken to support arts and culture.
    - To all legislators/legislative staffers, unless they were newly elected in 2018:
      ○ Thank you for supporting increased state public investment in the arts and cultural community by budgeting $16 million for the Mass Cultural Council in FY19 and overriding the Governor’s veto of the increase to make it possible. Thank you!

● Context (3 min)
  ○ Story of Us: Why does the creative community matter?
    - Who: __________________________________________________________
    - What: Talk about the impact the arts and cultural community has in your town/city.

● Commitment (5 min)
  ○ Story of Now: We need support from the Legislature now.
  ○ Ask your legislator/legislative staffer:
    ■ Will you support increased investment in the creative community by boosting the Mass Cultural Council budget (line item 0640-0300) to $18 million in FY20?
      - Who: ________________________________
    ■ Action: Hand over Mass Cultural Council fact sheet (green header)
    ■ Will you support the passage of S.2022 or H.2941 to establish a Massachusetts Public Art Program?
If speaking with a Senator/Senator’s staffer ask:
  ○ Will you also sign on as a cosponsor to S.2022, the Massachusetts Public Art Program?

**Who:** _____________________________________________________________

**Action:** Hand over Massachusetts Public Art Program fact sheet (blue header)

I know that education is one of the legislative priorities this session. Is arts education included in the discussion around education reform?

**Who:** _____________________________________________________________

Any other specific arts and cultural request as it relates to your district:

**Who:** _____________________________________________________________

**Catapult (10 min)**
  ○ **Wrap up the meeting (5 min)**
    ■ **Who:** Meeting Coordinator/Captain
      ● **What:**
        ○ Thank the legislator/legislative staffer for their time.
        ○ Hand over the legislator folder and organizational materials/cards. Ask for their business card.
    ■ Invite your legislator to visit or come to an arts and cultural event.
      ● **Who:** _____________________________________________________________
    ■ Take a group picture with your legislator or legislative staffer. Post on social media with #CreativityConnects. Tag @MASSCreative and your legislator.
      ● **Who:** _____________________________________________________________
  ○ **After the Meeting (5 min)**
    ■ Fill out Legislative Meeting Report Form with your group, and attach legislator/legislative staffer business card.
      ● **Who:** Meeting Coordinator/Captain
    ■ Write a thank you note. MASSCreative thank you cards will be available in Hearing Room 437.
      ● **Who:** _____________________________________________________________
    ■ Get back to your legislator with any additional information they requested.
      ● **Who:** _____________________________________________________________
    ■ Follow up on their commitments throughout the rest of the Legislative session. MASSCreative will work with partner advocacy groups to update you on legislative developments.
      ● **Who:** _____________________________________________________________
**Tips**

- The State House is a busy place, so your meeting may not start on time or it may get cut short. You may meet with a legislative staffer instead of your legislator. Meeting with staff is still very effective, since it’s their job to relay all constituent matters to their bosses.

- Keep your tone positive. The goal of these meetings is to build strong relationships.

- Don’t worry if you can’t answer one of your legislator’s questions. Tell them you’ll get back to them as soon as possible with the information.

- Tell MASSCreative how your meetings went. Please fill out the yellow *Legislative Meeting Report Form* in your folder and drop it off in Hearing Room 437 or mail it to MASSCreative.