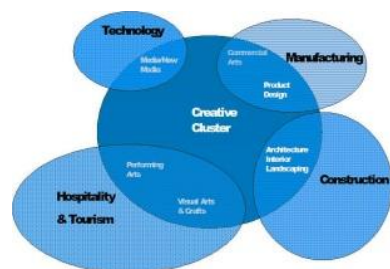


Massachusetts Creative Economy

What is the creative economy?

The enterprises and people involved in the production and distribution of goods and services in which the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace. The creative economy includes the businesses, organizations, and individuals that produce and distribute goods and services in the following categories:



Marketing
Architecture
Visual Arts + Craft
Design
Film + Media
Video Game + Software
Music + Performing Arts
Publishing
Culture + Preservation

Advertising and marketing agencies and professionals
Architecture firms and architects
Museums, galleries, theatres and curators, artists, artisans, and makers
Industrial, interior, graphic, web, and fashion design firms and designers
Film, TV, animation, and radio businesses, organizations, and talent
Companies, programmers, and individuals producing games and software
Venues, theatres, producers, and musicians and performers
Print or electronic distribution businesses and content creation, editors, writers
Historic buildings, trails, and sites, and historic and heritage organizations

Business Support

The Commonwealth has existing resources to help your creative business grow and thrive, including financing, site selection, export promotion, help for entrepreneurs, tax incentives and more.

- **Mass Innovation Nights:** Product developers, managers, and marketers showcase new products online and at free monthly Launch Parties to social media enthusiasts, media, influential bloggers, potential customers, and prospective partners. mass.innovationnights.com
- **Massachusetts Office of Business Development (MOBD):** assists companies in navigating and obtaining the technical, human, financial and siting resources necessary to expand and/or re-locate in MA. mass.gov/mobd
- **Massachusetts Small Business Development Centers:** Massachusetts has a strong network of organizations ready to help you create or refine a business plan, receive technical assistance or access financing. These resources are spread throughout the Commonwealth and offer small businesses solutions for the wide spectrum of their business needs. msbdc.org
- **Massachusetts Export Center:** The Massachusetts Export Center helps companies throughout the Commonwealth achieve success in global markets. The goal is to meet the complex needs of exporters by developing and providing targeted, high-impact services delivered through a state-wide network of international trade professionals. mass.gov/exports
- **Mass Econ:** Site Finder Service is an economic development resource for companies seeking a Massachusetts location within which to expand or relocate. MassEcon works cooperatively with real estate brokers, site location consultants, and state, regional, and local economic development officials to enable companies and their exclusive agents to access property information that matches their real estate needs. The service covers all regions of the state and serves a broad range of industry sectors. massecon.com
- **Mass Growth Capital Corp (MGCC):** Provides a centralized resource at the state level that offers working capital, loan guarantees, and targeted technical assistance to solve specific financial and operational problems. MGCC will provide 50 % of the cost of such assistance while the company being assisted will invest the other 50%. massgcc.com

Film, TV and Digital Media

Massachusetts has a rapidly growing film, TV and digital media sector, with over dozens of major film productions filming in the last few years and many more planned.

- **Film Office:** We work closely with the Massachusetts Film Office on policies and programs, including growing the local workforce and the Production Guide. Be sure to check out their links page to find out more about support organizations, regional publications and more: mafilm.org
- **Mass Production Coalition:** Represents diverse group of production-related businesses throughout the Commonwealth and helps create a production-friendly climate in Massachusetts, complete with resources necessary to service all aspects of the film, television and new media production industries: massprodcoalition.org

Advertising and Digital Advertising

Massachusetts has a strong advertising sector and has one of the world's leading clusters of digital advertising. We are working closely with the following local industry associations:

- **Ad Club:** Trade organization for marketing, advertising and communications in New England. Founded in 1904, the club serves as a community connector. Events steeped in tradition such as the Hatch Awards, the Rosoff Awards and the Gala Auction are the backbone of the club for the recognition and networking opportunities they provide to the community around New England. adclub.org
- **Massachusetts Innovation and Technology Exchange (MITX):** One of the country's largest digital technology industry associations dedicated to supporting the sector. Brings together digital technology, marketing and media professionals, to engage in what is next for the web and how it impacts the marketing and business worlds. With 250 plus member companies representing over 7,000 digital professionals, it is a dynamic and growing community of thought leaders, collaborators, and individuals in search of insight, education and opportunity. mitx.org

Design and Architecture

MA has an unusually high concentration of design talent that spans the fields of architecture, landscape and interior design, industrial and fashion design, graphic and interactive design, urban planning and more. Design employs 44,500 Massachusetts residents who work as independent designers, as employees of the Commonwealth's 3,100 design firms and as in-house designers in numerous industries.

- **Design Industry Group of Massachusetts (DIGMA)**: Connects the multidisciplinary design community with state policymakers and leading industries. DIGMA's industry research, web portal and design events raise the visibility of design and foster the growth of the state's design economy. Check out their page on other key Massachusetts design associations and research: digma.us
- **Design Museum Boston**: Unites the Massachusetts design community and educates the public on the role of design in their lives and the contributions of design within the creative economy. Check out their Unite and Creative Mornings events: designmuseumboston.org
- **Boston Society of Architects**: A chapter of the American Institute of Architects and professional-service organization, committed to professional development for members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA today consists of more than 3,500 members and produces a diverse array of programs and publications: architects.org

Videogames

Massachusetts, home to the birth of the video game, has one of the largest digital game development communities in the world with 76 companies. Massachusetts also has some of the most active digital business networking clusters, which we are working closely with on the development of the sector, including:

- **MassDigi**: A statewide institute representing a strong partnership between the digital games industry, academia and the public sector to strategically foster job growth and economic development through this cutting edge industry: massdigi.org
- **Boston Post Mortem**: The second largest Chapter of the International Game Developers Association, meets every month to discuss the business of making and playing computer games. Check out their job board! bostonpostmortem.org
- **Boston Indies**: A community of dedicated independent game developers in Massachusetts and the surrounding area. bostonindies.com
- **New England Game SIG**: A series of quarterly business development meetings for gamers and a great blog. negamessig.wordpress.com
- **Massachusetts Technology Leadership Council (MassTLC)**: The Game Cluster raises awareness of the region's Digital Games industry worldwide, engaging thought-leaders and resources, and to grow the game industry in Massachusetts by creating opportunities for new and existing companies: masstlc.org
- **Pax East**: Boston is the host of an international three-day game festival for tabletop, videogame, and PC gamers Pax East. east.paxsite.com

Cultural NonProfits, Artists, and Artisans

The Creative Economy also includes significant employment in nonprofit cultural organizations and self-employment by talented individuals (ie. artists and designers), the State has resources for the growth and sustainability of these jobs from a number of agencies and sources, including:

- **The Massachusetts Cultural Council (MCC)**: is a state agency that promotes excellence, access, education and diversity in the arts, humanities, and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities: massculturalcouncil.org
- **ArtistLink**: Works with artists, artist groups, arts-minded organizations, real estate developers, and municipalities, to develop artist spaces. Also check out their page on 'other artists resources' for links to websites with information on grants, healthcare, and more. artistlink.org
- **Matchbook.org**: New England's online marketplace which sparks connections between artists, presenters and communities: matchbook.org
- **Assets for Artists**: Innovative matched savings grant program and financial and business training opportunities for low- to moderate-income artists. By meeting savings goals and by completing the required training, participating artists can receive grant funds for "working capital" to invest in their work as an artistic microenterprise, or receive down payment assistance for the purchase of a home. assetsforartists.org
- **Creative Capital**: Provides integrated financial and advisory support to artists in all disciplines by combining funding, counsel and career development services. Check out their online professional development training programs. creative-capital.org
- **Artist Resource Center**: Located within the School of the Museum of Fine Arts in Boston, the Center provide career advising, employment listings, internships, and courses. smfa.edu/artist-resource-center
- **Artmorpheus**: Resource page full of books, workshops, and resources for business development opportunities for artists. artmorpheus.org
- **Arts and Business Council**: Artist's Professional Toolbox program includes instruction on: career goals, marketing strategies, effective networking and negotiation, copyright infringement, contracts, and real estate issues, financial planning, and tax and estate planning, and time management. artsandbusinesscouncil.org

Questions? Contact me!

Helena Fruscio, Creative Economy Industry Director

Email: Helena.Fruscio@state.ma.us

Phone: (617) 788-3602

Web: Mass.gov/hed/CreateMA

Twitter: [Twitter.com/CreateMA](https://twitter.com/CreateMA)

Facebook: Facebook.com/CreateMA