

Patrick Administration Designates Metro South Chamber of Commerce to the Creative Economy Network

BROCKTON – Thursday, April 3, 2014 – The Executive Office of Housing and Economic Development today announced that it has designated the Metro South Chamber of Commerce as part of the newly established Creative Economy Network. The network is a regional effort to accelerate the economic growth of the Commonwealth's creative industries across the state.

Established by the Patrick Administration in August 2012, the Creative Economy Network will help support and grow the creative industries statewide. The creative industries include the many companies pushing the limits of creativity in the marketplace, including innovative video game companies, cultural non-profits, design, marketing and architecture firms, and also the people who write books, shoot movies, make art and record music.

This past fall the Metro South Chamber of Commerce, in partnership with the Brockton Area Workforce Investment Board, the Brockton 21st Century Corporation, the SEED Corporation, AVDesigns, Stonehill College, Bridgewater State University, the Old Colony Planning Council, and Trinity Financial, submitted an application to the Patrick Administration's Creative Economy Industry Director and the Creative Economy Council, and was unanimously selected to be one of the first entities in the Network. As part of the Network, these partners will coordinate resources, track progress, and promote efforts to support the creative industries on the local and regional level.

"With over 100,000 workers and a \$1 billion statewide impact, the creative industries in Massachusetts are an important part of the Massachusetts economy," said Helena Fruscio, Massachusetts Creative Economy Industry Director. "This new coordinated system will help us support the growth of these vital industries in every corner of the Commonwealth."

"The Metro South Chamber is excited to receive this designation and the many accompanying economic benefits that will be felt throughout the region," said President & CEO of the Metro South Chamber of Commerce Chris Cooney. "With already existing cultural gems such as the Fuller Craft Museum and Indaba Theatre, strong organizations such as Brockton Arts, new developments such as the construction of artists' lofts in downtown Brockton, and first-class art, music and drama programs in our public school systems, it is clear that Metro South is a front runner in the creative arena. Through this designation, we will be creating a work plan that incorporates event coordination, partner cooperation, business and workforce support, and increased exposure for the creative economy, boosting local arts as a vehicle for economic development, job creation, and visitor attraction."

The Network will help implement the Commonwealth's Action Agenda to support and grow the state's creative economy industries. Based on the findings of the 2012 CreativeNEXT Listening Tour, the Action Agenda identifies Five Areas of Action as key to the success and expansion of these industries:

- Business Development: Increasing coherence and integration of the available state, regional, and local

resources to help generate new opportunities for businesses, organizations, and individuals and improve access to technical assistance, expertise, mentorship and training for creative industry companies.

- Access to Capital: Increasing access and removing barriers to direct financial support for creative industry organizations and businesses.
- Visibility: Developing opportunities to connect, feature, and highlight the creative industries through events, campaigns, and content generation in traditional and social media to help bring awareness to the value and quality of these industries.
- Talent: Generating initiatives for the creative industries to access, attract and retain entry level, middle, and upper level talent.
- Space: Surveying the existing and developing convening, incubator, and working space resources available for the creative industries and working to increase available space for the creative industry businesses and entrepreneurs.

Each region across the Commonwealth will have a Network dedicated to the success and growth of the industries in its respective region. A region will cover at least 10 contiguous municipalities with one or more Lead Organization(s) responsible for coordinating and reporting of the Network activities in a given region. This is the sixth designation announcement.

In October 2008, the Patrick Administration created the Massachusetts Creative Economy Council, an advisory council to the Legislature and the Executive Office of Housing and Economic Development designed to develop a statewide strategy for the enhancement, encouragement, and growth of the creative economy in Massachusetts. Their report, "[Supporting the Creative Industries of Massachusetts](#)"  was released in December 2012 and details the next steps for continuing to advance the sector based on feedback from creative industry leaders.

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