

It's time for Illinois to have a

CREATIVE ECONOMY TASK FORCE (HB4959)

We urge Illinois lawmakers to support the Creative Economy Task Force Bill (HB4959) to develop a strategic plan for the creative economy and ensure the state reaches its economic, social justice, and business development goals.

Our arts and culture sector...



Generates \$31.1B in economic impact



Employs 192,000 workers

and is

6th

among all states in economic value added to economy

5th

largest state for arts and culture employment

The creative economy includes (but is not limited to!) music, theater, cultural institutions, film, television, radio, music, performing arts, and the visual arts industries, and includes individual creative workers, nonprofits, and for-profit creative businesses. Illinois arts nonprofits and their audiences alone deliver over **\$478 million** in state and local government revenue each year (AFTA, 2017).

*"Arts and Cultural Production Satellite Account (ASCPA)", BEA 2021.
"Creative Economy State Profiles." NASAA. Accessed 28 Feb. 2024.*

HB4959 helps Illinois:

- Become competitive in **attracting creative business, retaining talent, and producing marketable content** for national and international markets.
- **Identify and address inequities** in historically marginalized and disinvested creative communities.
- **Gather and analyze actionable data** on the current state of the creative economy, including the diverse interests, strengths, and needs of the people across Illinois.

Other states are building their strategic plans

2021

Washington State implements a Creative Economy Strategic Plan

2023

California Arts Council Announces Creative Economy Workgroup

SPONSORING LEGISLATOR: Kelly M. Cassidy (D) - 14th District



Arts Alliance Illinois champions arts resources and policies that benefit our members and all Illinois residents. With 25,000 active subscribers and hundreds of members, we connect the people and ideas that are shaping the future of the creative sector.

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