



The Creative Economy Revitalization Act (CERA)

Putting creative workers to work for community recovery.

What is the Creative Economy Revitalization Act (CERA)?

The Creative Economy Revitalization Act (CERA), H.R. 5019, is a bi-partisan bill introduced by U.S. Rep. Teresa Leger Fernandez (D-NM) and U.S. Rep. Jay Obernolte (R-CA), along with Reps. Chellie Pingree (D-ME), Rosa DeLauro (D-CT) and Ted Lieu (D-CA) to **invest in jobs for artists and other creative workers in support of local economies** harmed by COVID-19.

CERA's specific, directed investment in creative workers will **jumpstart local economies, reduce unemployment, and improve health and vibrancy** of communities.

What would CERA do?



CERA would **authorize \$300m** through a grant program at the U.S. Department of Labor, in coordination with the National Endowment for the Arts.



These grants would go to local, state, and tribal agencies; workforce agencies; and public or private nonprofit entities. They would **support business initiatives to employ creative workers**.



The grant recipients would **hire local creative workers** to produce **publicly-available creative projects** that meet community needs and priorities.



Projects could include **public artworks, festivals, performances, visual and media art, arts education work, and written works** that capture narratives from first responders and historically marginalized communities.



These projects will **put creative workers to work, support local small businesses, create economic ripple effects, enrich and celebrate communities, and increase access to culture for all!**

Why do our creative workers, businesses, and communities need CERA?

COVID-19 crushed local economies and particularly damaged creative businesses and displaced large numbers of creative workers.



At the height of the pandemic, **63%**, or **2.7 million creative workers**, were **entirely unemployed**. Today, that's number is *still* 3x the national rate.



The pandemic shrank **the national creative economy by 57% in just 6 months**--more than travel, tourism, *or* hospitality! Even now, it has recovered *less than half* of that.



95% of creative workers lost income because of the pandemic—and combined, that's **\$51b in lost wages that isn't flowing into local economies**, and millions of Americans driven into poverty.

Investing in the creative economy jumpstarts local economies, reduces unemployment, and improves community health and vibrancy.

When running at full power, the arts generate **over \$919b towards the GDP.**

That's more than construction, tourism, agriculture, or transportation!

Arts events drive other spending:

Arts attendees spend \$32 per person beyond the ticket price

on parking, restaurants, and local businesses every time they attend an arts event.

That's over \$100b in support

of local merchants directly through arts events!

83 cents of every dollar invested in artists or creative workers is reinvested in local economies

for supplies, rentals, hiring, and other expenses that wouldn't occur without that initial investment.

Two-thirds of all tourism in the U.S. is driven by arts and culture.

That's 35.5 million people per year.

And cultural tourists spend 2x more than other tourists

—but only when there's a cultural sector to visit

What is the creative economy?



Over 675,000 for-profit and nonprofit creative businesses and 5.1 million artists, educators, entrepreneurs, vendors, policy makers and funders, that's what!



Creative economies exist in every American community, powered by people who use their creativity to drive jobs, revenue, community resources, and cultural engagement.



Creatives work hard! 91% of all creative businesses are solo entrepreneurship, and a third of all creative workers are independent contractors or gig workers.

And who is a creative worker?

There is an excellent chance you know a creative worker; there are 5.1 million of them in the United States!

A creative worker is anyone who earns income from creative, cultural, or artistic-based pursuits. Creative workers use the unique human quality of individual expression to produce ideas, content, goods, and services.

Here are just some of the job titles creative workers go by: art director, artist, animator, sculptor, writer, author, poet, photographer, musician, singer, producer, director, actor, announcer, storyteller, comedian, dancer, architect, designer (of any type), programmer, choreographer, technician, backstage or behind-the-scenes staff, curator, or other support staff who make creative work possible.