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. Ted Lieu (D-CA) to support the creative sectors and communities that were particularly damaged by COVID-19. The grant recipients would be local, state, and tribal agencies; workforce agencies; 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 and improve health and vibrancy of communities.

What would CERA do?

- $51b in lost wages that isn't flowing into local economies and communities. At the height of the pandemic, 43%, or 27 million creative workers, were entirely unemployed. The rate of unemployment for creative workers is still 2x more than other tourists. That's over $100b in support of local economies that wouldn't occur without that initial investment.

95% of creative workers lost income at some point during the pandemic. That's 35.5 million people per year. If creative workers weren't driven into poverty, millions of them in the United States! That's over $100b in support of local economies that wouldn't occur without that initial investment.

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

The pandemic shrank the national creative economy by 57% in just 6 months. The arts sector, powered by people who use their creativity to drive jobs, revenue, community resources, and cultural engagement, is the second most important revenue, community resources, and cultural engagement, and is the second most important sector for supplies, rentals, hiring, and other expenses that are reinvested in local economies.

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, and a third of all creative workers are independent contractors or gig workers. That's 35.5 million people per year.

Creative workers use the unique human quality of their imagination to produce ideas, content, goods, and services. A creative worker is anyone who earns income from creative, cultural, or artistic-based pursuits. There is an excellent chance you know a creative worker; there are 5.1 million of them in the United States! Two-thirds of all tourism in the U.S. is driven by arts and culture. That's more than construction, tourism, agriculture, or transportation!

Arts events drive other spending: For every $1 spent on parking, restaurants, and local businesses every time an arts event, that's over $100b in support of local economies that wouldn't occur without that initial investment. They attend an arts event. Arts attendees spend $32 per person beyond the ticket price — but only when there's a cultural sector to visit. That's 2.7x more than travel, tourism, hospitality! Even cultural tourists spend $32 per person beyond the ticket price — but only when there's a cultural sector to visit.

Creative economies exist in every American community, powered by people who use their creativity to drive jobs, revenue, community resources, and cultural engagement, and a third of all creative workers are independent contractors or gig workers. That's 35.5 million people per year.

Investing in the creative economy jumpstarts local economies and communities. They attend an arts event. Arts attendees spend $32 per person beyond the ticket price — but only when there's a cultural sector to visit. That's 2.7x more than travel, tourism, hospitality! Even cultural tourists spend $32 per person beyond the ticket price — but only when there's a cultural sector to visit.

The Creative Economy

Who is a creative worker?

In the United States, 5% of all businesses are creative businesses. That's 600,000 for-profit and nonprofit creative businesses and a third of all creative workers are independent contractors or gig workers.

Want to learn more? Visit creativeworkers.net

The Creative Economy Revitalization Act (CERA)

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.

Putting creative workers to work for community recovery.