

The PLACE ACT of 2021

Promoting Local Arts and Creative Economy Workforce Act of 2021

The rapidly changing U.S. Economy requires an adaptable workforce: As the labor market evolves due to globalization and technological advancements, the United States must provide resources to empower workers who possess skills and creativity. Through the PLACE Act, workers will have access to reliable local employment in their areas of interest.

The United States has a rich heritage of diverse cultures and Native communities not found anywhere else in the world: These communities' histories and creative works are untapped sources of economic growth. Developing necessary workforce skills will empower individuals in communities across the country to build sustainable economies based on their unique practices and products.

Investing in the creative economy will bolster local communities with sustainable jobs: The creative economy describes those individuals whose skills origin is in individual creativity, skill, talent, or expression of indigenous culture or regional or local heritage culture; and who operate, endeavor to operate, are employed by, or contract with creative economy businesses, including relevant small- and micro-businesses. As of 2016, the creative economy adds \$804.2 billion a year to our nation's Gross Domestic Product (GDP), and has a rate of growth that nearly doubles the rest of our economy.¹ This has occurred despite federal workforce, trade, small business, and economic development policies largely ignoring the needs of the creative economy sector. As the creative economy has had a rate of growth that nearly doubled the rest of our economy prior to the pandemic, now is the time to invest in this sector.

Investing in existing enterprises, fostering the growth of new businesses, and investing in creative economy workforce development will help revitalize and strengthen both our national and local economies now and into the future.

Bill Provisions

To address these findings The PLACE Act:

- Establishes an interagency council to encourage the development of the creative economy;
- Adapts state and local workforce plans, Native American Programs, Dislocated Worker Grants, Corrections Education, Small Business Technical Assistance, Career and Technical Education, Work Study, Economic Adjustment, and Veterans affairs programs under Title 38 to include, promote, and strengthen the creative economy workforce;
- Encourages the Foreign Commercial Service to stimulate the export of creative economy goods.
- Ensures that the creative economy is taken into consideration in the Trade Promotion Coordinating Committee's annual governmentwide strategic plan.
- Promotes collaboration between the International Trade Administration and the United States Postal Service on how to better connect microenterprises and small businesses to fast, reliable international shipping services.
- Provides tailored access to Export-Import Bank services for creative economy businesses;
- Expands the export promotion of creative products created by American Indian tribes to include products created by American Indian, Alaska Native, and Native Hawaiian owned businesses.

¹ Arts and Cultural Production Satellite Account, "Arts and Cultural Production Satellite Account, NEA's Office of Research & Analysis and the Bureau of Economic Analysis, U.S. Commerce Department, March 2019, <https://www.arts.gov/sites/default/files/RevisedBriefLinks.pdf>.

- Supports job creation through creative economy wage-subsidy and apprenticeship grants;
- Updates the tax code to provide robust deductions for artists' works and the performing artists tax credit; and
- Allows creative economy workers and businesses the same FEMA disaster benefits as those in other sectors.