The CREATE Act

**Comprehensive Resources for Entrepreneurs in the Arts to Transform the Economy**

Narric Rome, Americans for the Arts
Craig Nutt, CERF+
Mirielle Clifford, New York Foundation for the Arts
$730 Billion industry

4.2% of the annual GDP

$26 BILLION in federal, state, and local tax revenue

2.9 MILLION American jobs in the creative economy
The CREATE Act
Supporting Artists, Entrepreneurs and the Creative Economy

The CREATE Act:

- A collection of ten provisions
- Demonstrating federal policies that can support creative economy
- Increase intentionality around supporting creative economy
- Some successes: Nazi art, FEMA report language
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The CREATE Act supports individuals in creative economy:

- Expanding Small Business Administration (SBA)
- Requiring Economic Development Administration (EDA) and U.S. Department of Agriculture’s Rural Development Administration support creative economy
- Ensuring access to FEMA’s disaster relief assistance for artists
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The CREATE Act supports creative community development:

▪ Developing models to promote creative arts in local economy

▪ Creating Artist Corp to increase national service

▪ Ensuring creative placemaking is an eligible activity in the Community Reinvestment Act for private investment
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DISASTER RELIEF for Self-employed Workers including Artists

Craig Nutt, Advisor on Policy and Government Relations
CERF+ - The Artists Safety Net
Mirielle Clifford, Program Officer – Online Resources
New York Foundation for the Arts

National Coalition for Arts Preparedness and Emergency Response
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THE PROBLEM

Self-Employed Workers are doubly vulnerable in disaster – they very often sustain damage to their households, AND to their ability to earn a living.

• 51.6% of U.S. businesses are home-based – according to the 2007 Survey of Business Owners by the U.S. Census

• 78% of artists working in craft disciplines are home-based
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THE PROBLEM

Self-Employed Workers often sustain loss or damage of critical tools, protective gear, or specialized equipment necessary to earn a living in their trade, art, or craft. Inability to return to work quickly results in loss of sustaining income, loss of jobs, gigs, orders, and customers.
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METAL SCULPTOR, RHONDA KAP
Cornell, California
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METAL SCULPTOR, RHONDA KAP
Lost her studio and all of her tools in the Woolsey Fire in November, 2018
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PERFORMING ARTISTS NEED TOOLS, TOO!
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THE PROBLEM
Hundreds of self-employed musicians lost their tools in the 2010 Nashville Flood
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THE PROBLEM
Self-Employed Workers fall through a crack between FEMA and SBA assistance

- Most work alone and do not have the size or resources to apply for and to qualify for SBA Disaster Business Loans.
- Are excluded from FEMA tool repair and replacement available to other workers through the Other Needs Assistance (ONA) program – a program that could potentially help self-employed workers get back on their feet after disasters.

Artists are 3½ times more likely than other workers to be self-employed!
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Omar Figueroa, Orocovis, Puerto Rico

Omar and his father, Oscar, lost their home, studio, and all their tools in Hurricane Maria.
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• CERF+ assisted 60 artists in Puerto Rico with $300,000 in grants and donated tools and equipment

• 73% of Artists CERF+ assisted in Puerto Rico received no other assistance
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THE SOLUTION

Section 108 of the CREATE Act directs FEMA to change regulations to:

• Enable all self-employed workers to receive the tool replacement assistance available to other workers, and
• Streamline that assistance by eliminating a requirement to apply for and be denied a SBA Disaster Home Loan
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THE COST AND THE SAVINGS

Cost of Tool Replacement vs. Disaster Unemployment

Cost of tool replacement grants per year: $11,477,914
Cost of Disaster Unemployment Insurance per year: $39,630,942

$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0

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MULTI-PRONGED STRATEGY

1. Encourage legislators to cosponsor The CREATE Act

2. To expedite this critical assistance, we are also trying to have similar language added to FEMA-related legislation such as a disaster supplemental appropriation
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MULTI-PRONGED STRATEGY

• Help us request meetings with legislative staff of members of key House and Senate committee members with our team and a constituent from their state or district

KEY COMMITTEES:

• HOUSE: Transportation & Infrastructure esp. Economic Development, Public Buildings, and Emergency Management Subcommittee
• HOUSE: Appropriations esp. Homeland Security Subcommittee

• SENATE: Homeland Security and Governmental Affairs Committee(HSGAC) esp. Federal Spending Oversight and Emergency Management Subcommittee
• SENATE: Appropriations esp. Homeland Security Subcommittee
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The Ask:

“Please Co-sponsor the CREATE Act”

Introduced by:
Senator Tom Udall (D-NM)
Rep. Debbie Dingell (D-MI)