



MASSACHUSETTS GOVERNOR'S  
CONFERENCE ON TRAVEL & TOURISM

# THE EXPERIENCE ADVANTAGE: BRIDGING HOSPITALITY AND THE CREATIVE ECONOMY

Presented by



#VisitMA

# THE CREATIVE BOTTOM LINE:

## How Arts Integration Drives Innovation & Impact

### Arts + Business Partnerships have been known to:

- Engage guests on a more fulfilling level
- Offer deeper connection to the local community
- Create unique and locally-specific, brand recognition and competitive edge
- Increases foot traffic and sales - driving tourism and local visitation
- Improve employee connectivity, productivity, and retention
- Provide organic, word-of-mouth marketing

*Partnering with local visual artists is a powerful way to differentiate your business while investing in the cultural health of your neighborhood.*

# ART IS SERVED: The Rise of Culinary & Creative Collaborations

## **Erica Hagler a.k.a. Blind Fox**

Leading artist in Boston and beyond, featured in high-profile locations for top-tier clients

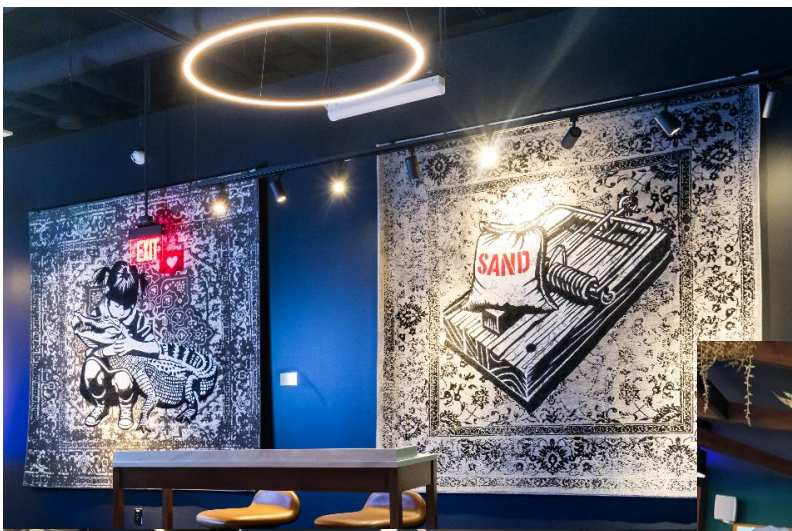


## **Steve Clark**

President and CEO of Massachusetts Restaurant Association and leader of the MRA Educational Foundation



# ERICA HAGLER a.k.a. BLIND FOX



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# STEVE CLARK

President & CEO of Massachusetts Restaurant Association

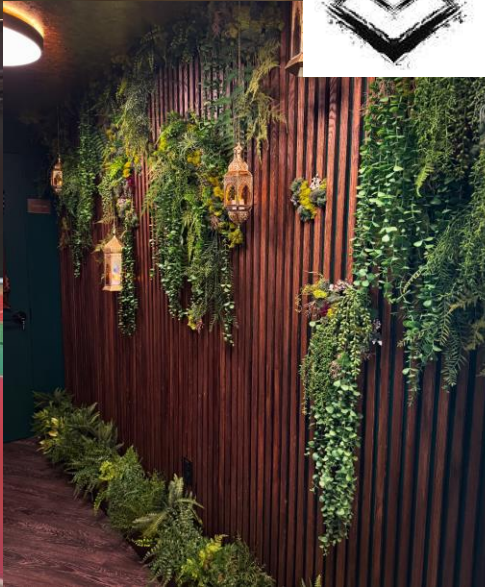


The leading voice of the  
Massachusetts restaurant and  
hospitality industry for over 90 years.

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# RESILIENT REGIONS: Culture & Festivals as Economic Catalysts

## Lindsey Schmid

Senior Vice President of Tourism & Marketing/RTC Director, 1Berkshire



## Laura Brennan

Assistant Director & Economic Development Program Manager, Berkshire Regional Planning Commission / Co-Chair ArtWeek Berkshires 2026





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# BRING LOCAL ART INTO YOUR BUSINESS: A Starter Pack

Visit [MassCulturalCouncil.org/MOTT26](https://MassCulturalCouncil.org/MOTT26)

- **Find 1,000+ Visual Artists in Massachusetts**  
Dig into our directory
- **Tips for Working with Local Artists**  
Practical steps to guide you through the process



Handpainted window by Likemind Design



Q & A



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# Thank you!

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[MassCulturalCouncil.org](http://MassCulturalCouncil.org)



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