Telling your Story, Every Day

Harnessing Your Power

February 11, 2015

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Americans for the Arts
How and Why Do We Advocate

Shrinking federal, state and local resources. With elections, more fiscally conservative legislators

The Arts must promote itself.

Artists must promote themselves. Educate others what is it about.

The arts, in general, will be locked out of government funding if it does not show economic and social benefits.
Federal Update

- The Obama Administration released its FY 2016 budget request to congress which included a proposed $2 million funding increase for the NEA and NEH.
- This would increase funding from $146 to $148 million.
- For the first time in five years, the Administration's request also proposes dedicated funding for the Arts in Education program, rather than consolidate it into other programs.
# Federal Update

<table>
<thead>
<tr>
<th>Key Fed. Programs</th>
<th>FY15 Enacted</th>
<th>FY06 Proposed</th>
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</thead>
<tbody>
<tr>
<td>Natl Endowment for the Arts</td>
<td>$146</td>
<td>$148</td>
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<tr>
<td>Natl Endowment for the Humanities</td>
<td>$146</td>
<td>$148</td>
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<tr>
<td>US Dept Ed, Arts in Ed Program</td>
<td>$25</td>
<td>$25</td>
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<tr>
<td>Office of Museum Services</td>
<td>$30</td>
<td>$35</td>
</tr>
<tr>
<td>Corp for Public Broadcasting</td>
<td>$445</td>
<td>$445</td>
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</tbody>
</table>
State Political Activity
Education  \textit{education}

Noun: the act or process of imparting or acquiring general knowledge

Examples:
The arts add value to society
The arts create jobs and tax revenue
Arts education diminishes the drop out rate
Kids with an arts education score, on average, 100 points higher on their SATs
The non-profit arts generate $166.2 billion a year in economic activity
Legal Definitions

Advocacy  *ad·vo·ca·cy*

Noun: The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support

Examples:
Support the arts as they add value to society
Support the arts as they create jobs and tax revenue
Support arts education as it diminishes the drop out rate and kids with arts education score, on average, 100 points higher on their SATs
Support the non-profit arts as it generates $135.2 billion a year in economic activity
Oppose efforts to cut arts funding
Lobbying  *lob·by·ing*
Verb: To try to influence the thinking of legislators or other public officials for or against a specific cause

Examples:
Increase the City’s Arts budget by $10M.
Support increasing funding for the NEA and NEH in the FY09 Appropriations Bill
Support increasing funding for arts education in the FY09 Appropriations Bill
Cosponsor S.548 or H.R. 1524, the artist fair-market value deduction bill
Key Principles of Cultural Advocacy

1. Advocacy must be part of your daily mission.
2. Being successful depends on a unified message, purpose and strategy.
3. Seek to establish coalitions
4. Politics is fluid; change is constant. Be ready for it!
5. Establish a strategy and a plan.
6. Get to know your elected officials.
Key Principles of Cultural Advocacy

7. Understand how your activities contribute to the greater good.
8. Treat your allies and opponents with friendly respect.
9. Work hard for your political friends.
10. Be honest.
11. Politicians respond to voters. Target voters for your advocacy.
12. Strive for clarity and brevity in all your communications.
Advocacy Pie for Success

Many Pieces of the Advocacy Pie

- Grassroots Activities
- Grasstos Efforts
- Business Support
- Media Campaigns
- State and Local Arts Organizations
Grassroots Activities

Grassroots  *grass-roots*
Adjective: of, pertaining to, or involving the common people, esp. as contrasted with or separable from an elite.

What should they be asked to do?
- In Person Visits with key decision makers
- Attend Local Events
- Make Phone Calls to key decision makers and their friends
- Send E-Mails to key decision makers and their friends
Success Story

- Tucson, Arizona

- City Manager proposed a 75 percent cut in city funding for the arts and culture.

- Americans for the Arts Action Fund and the Tucson Pima Arts Council (TPAC) joined together to oppose the steep cut in city support.

- AFTA sent action alert to its Tucson arts advocates

- AAF crafted a petition to present to the city council
Over a three week time frame, the mayor, city manager, city clerk and the six city council members each received over 775 emails!

TPAC, in partnership with the AAF, at a public hearing, presented the mayor and city council with a petition containing over 1,500 signatures.
The city manager contacted TPAC and informed them that the 75% cut would be reduced to a 12.5% cut, which was in line with other city agencies budget reductions.

Tucson’s City Manager resigned on July 31, 2014.
Advocacy Pie for Success

Many Pieces of the Advocacy Pie

- Grassroots Activities
- **Grasstops Efforts**
- Business Support
- Media Campaigns
- State and Local Arts Organizations
**Grasstops Activities**

**Grasstops** *grass-tops*

Adjective: of, pertaining to, or involving community leaders, VIPs, etc., esp. as contrasted with or separable from the common group.

Who are your Grasstops:
- Personal Friends of Decision Makers
- Community Leaders
- Members of your Board of Directors
- Business Leaders
- Basically, anyone who when they pick up the phone to call the key decision maker, they talk to them personally as a friend.
Many Pieces of the Advocacy Pie

- Grassroots Activities
- Grasstips Efforts
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Business Support

All about Jobs and the Economy

Need business support to be effective

Invite business leaders to serve on your boards

Research Studies:
- Creative Economy
- Arts And Economic Impact study

www.AmericansfortheArts.org/research
Many Pieces of the Advocacy Pie

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Letters to the Editor

• Allows others to read about your issue in the manner you want to present it.
• Properly placed letters are seen by key decision makers. (Put their name in the letter)
• Use the Americans for the Arts Web site for sample letters/ideas and for contact information for: Newspapers, TV, Radio and Magazines
• Must be unique letters or they will not be printed
• For best results, tell your own personal story
Advocacy Pie for Success

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State Arts Organizations

A strong state arts organizations such as the Missouri Citizens for the Arts is critical to increased the arts funding, stronger arts education and better arts related legislation

- Coordinated advocacy is essential
- One message, one team
- Elected officials will not differentiate between the types of arts.

- Americans for the Arts serves as the central clearinghouse to organize federal advocacy efforts
Advocacy Goals

• Build Professional Relationships
  • with key decision makers
    • If you wait until you need help, it is too late

• Knowledge is Power
  • Become a resource or expert on your issue
  • Offer your resources and assistance at any time

• For your supporters, volunteer on their election campaign
Advocacy Rules

Your success depends on how the key decision maker views you. Does he or she **TRUST** you, **RESPECTS** your opinions (not necessarily agrees with them), **VALUES** you as a person and, **SEEKS YOUR ADVICE**

If you can do this, you will be successful.
Questions on Education, Advocacy or Lobbying?
Organizations & Audiences Spent

$135 Billion
Jobs Supported (FTE)

4.1 Million
Local & State Government Revenue

$22.3 Billion
Arts and the “Great Recession”
Changes between 2005 and 2010

- Unemployment: 5.1% to 9.7%
- Consumer Confidence: 101 to 54
- Home Foreclosures: Tripled: 885,000 to 2.9 million
- Spending on recreation, entertainment, shopping: $192 to $164 billion
- Jobs in tourism, food & beverage
- Live attendance: sports and arts
Attendees Spent
$24.60 Per Person, Per Event

- Meals & Snacks $13.14
- Transportation $2.65
- Lodging $3.51
- Souvenir/Gifts $2.74
- Other $2.56
<table>
<thead>
<tr>
<th>Locality</th>
<th>Total Industry Expenditures</th>
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<tbody>
<tr>
<td>Metro Kansas City</td>
<td>$273,136.286</td>
</tr>
<tr>
<td>St. Louis City/County</td>
<td>$582,334,135</td>
</tr>
<tr>
<td>St. Joseph/Buchanan County</td>
<td>$10,872,627</td>
</tr>
<tr>
<td>Total</td>
<td>$866,343,048</td>
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## Missouri Arts & Economic Prosperity

<table>
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<th>Locality</th>
<th>State Tax Revenue</th>
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<tr>
<td>Metro Kansas City</td>
<td>$12,809,000</td>
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<tr>
<td>St. Louis City/County</td>
<td>$29,561,000</td>
</tr>
<tr>
<td>St. Joseph/Buchanan County</td>
<td>$451,000</td>
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<tr>
<td>Total</td>
<td>$42,821,000</td>
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Average Non-Profit Arts Organization’s Budget

- Earned Income: 60%
- Individual: 24%
- Foundation: 4%
- Corporate: 3%
- Federal Govt.: 3%
- State Govt.: 2%
- Local Govt.: 4%
- State Govt.: 2%
- Corporate: 3%
- Foundation: 4%
- Individual: 24%
What is the economic value of the arts?

- $698 Billion: What the arts contribute to the U.S. economy
- 4% of GDP
- 4.7 Million: Number of workers in the arts and cultural sector
- $334.9 Billion: Total compensation of arts and culture workers
- $105 Billion: Total capital investments in arts and culture
- $869 Billion: Contribution to GDP from copyright-intensive industries
- 50%: is from the arts sector!
- 62: Number of additional jobs created for every 100 from new demand for the arts

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<th>Industry</th>
<th>Value</th>
<th>Percentage</th>
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<td>Arts and Culture</td>
<td>$698 B</td>
<td>4.43%</td>
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<tr>
<td>Tourism</td>
<td>$427 B</td>
<td>2.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>$587 B</td>
<td>3.4%</td>
</tr>
<tr>
<td>Transportation</td>
<td>$464 B</td>
<td>2.7%</td>
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Tourism vs. Arts and Culture in Missouri

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In FY 2013, Tourism in Missouri generated an estimated **$14.6 billion** in economic impact.

Given BAE national numbers, the Arts and Culture should have generated **$24.82 billion** in Missouri.
Percentage of U.S. Workforce
How Nonprofit Arts & Culture Stacks Up...
Creative Industries in Missouri

11,966 Arts-Related Businesses
Employ 66,403 People
District Meetings or Events

Missouri Legislators meet from January to May
There are seven other months to educate them.

Elected officials, especially in election years, are always looking to meet with constituents or go to an organized event.

Call their District office to make an appointment
• Invite them to tour a facility
• Give them an award
• Invite them to your meeting
• Offer to become their “Arts Resource”
Why Get Involved

YOU CAN, AND WILL, MAKE A DIFFERENCE

• Marathon, Not a Sprint

• Have the opportunity to change and/or influence our federal, state or local laws and policy

• If you don’t get involved, your opponents will
For more information:

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