

\$54 MILLION



FOR MISSOURI ARTS

Join Missouri Citizens for the Arts for

ARTS ADVOCACY WEEK

January 31 - February 4, 2022

Missouri Citizens for the Arts (MCA) is dedicated to amplifying the collective voice of Missouri's arts industry so that it is both loud and strong.

During Missouri Arts Advocacy Week (MOAAW) 2022, we will take our message directly to legislators via virtual and in-person meetings at the capitol and in-district. We are encouraging all advocates to get involved however you feel comfortable!

MCA is requesting \$21 million is appropriated to the Missouri Cultural Trust along with \$33 million in American Rescue Plan Act (ARPA) funds for a total of \$54 million for Missouri Arts



@MO4ARTS

ARTS ADVOCACY WEEK SCHEDULE



JANUARY 20: MCA Arts Advocacy Training at 11:30am

- Hear from MCA lobbyist Kyna Iman, statewide arts leaders, and more!

JANUARY 31: MOAAW Kickoff Event!

- Join our Facebook live for some advocacy inspiration at 11:30am.

FEBRUARY 1: Meet with legislators virtually or in person.

FEBRUARY 2: Join us at the capitol as we advocate in person!

FEBRUARY 3: Meet with legislators virtually or in district.

FEBRUARY 4: Meet with legislators virtually or in district.

**Your region may be having an advocacy training too!
Check out our Facebook for events in your area!**

MCA ARTS ADVOCACY AGENDA



The arts make Missouri a better place to live, learn, work, visit, and do business. Missouri should seize the once in a generation opportunity to use both state and federal funds to restore the creative sector's place as a key economic driver and to ensure that art, culture, and creativity are essential to Missouri's future.

NON-RESIDENT ATHLETE AND ENTERTAINER TAX

The Non-resident Athletes and Entertainers Tax (A&E Tax) is a personal income tax paid by professional athletes and entertainers when they play or perform in Missouri. By statute (Section 143.183 RSMo), 60% of the funds should be allocated to the Missouri Arts Council Trust Fund. The A&E Tax has been collected since 1994 but it has never been distributed as intended. Beginning in FY23, this earmarked revenue stream should not be used to cover other state expenses.

- Missouri Citizens for the Arts requests the Governor and the Legislature appropriate 60% of the A&E Tax, an estimated \$21 million, to the Missouri Cultural Trust Fund.
- Missouri Citizens for the Arts also requests the Governor and the Legislature fund each of the Cultural Partners — Missouri State Library Networking Fund, Missouri Humanities Council Trust Fund, Missouri Public Broadcasting Corporation Special Fund, and the Missouri Historic Preservation Revolving Fund — at the 10% required by statute.
- Missouri Citizens for the Arts supports the current Cultural Partners distribution formula.

AMERICAN RESCUE PLAN ACT FUNDS

MCA also requests \$33 million in American Rescue Plan Act (ARP) funds to rebuild and support the urgent needs of the state's creative economy. The proposal is outlined on the reverse side of this advocacy agenda.

ARTS EDUCATION IN MISSOURI SCHOOLS

Missouri Citizens for the Arts and the Missouri Alliance for Arts Education believe that Missouri's K-12 students deserve access to quality education in the fine arts — music, visual arts, theatre, media arts, and dance. In addition to having its own intrinsic value, arts education stimulates compassion and empathy, develops problem-solving and critical thinking skills, and often increases aptitude for learning in other disciplines from writing to science.

- Missouri Citizens for the Arts and the Missouri Alliance for Arts Education recommend that the Missouri State Board of Education support the full implementation of the arts learning standards that were approved in 2019.
- Missouri Citizens for the Arts and the Missouri Alliance for Arts Education recommend that the Department of Elementary and Secondary Education continue to employ a full-time Fine Arts Director.
- Missouri Citizens for the Arts and the Missouri Alliance for Arts Education recommend that any legislation supporting STEM initiatives (Science, Technology Engineering & Mathematics) be expanded to include the Arts (STEAM).

MCA ARTS ADVOCACY AGENDA



ENTERTAINMENT INDUSTRY JOBS ACT

Missouri Citizens for the Arts supports the proposed Entertainment Industry Jobs Act (EIJA), which will grow Missouri's music and film manufacturing infrastructure and create new jobs. The EIJA provides tax incentives for the live event and production industry to use Missouri facilities for tour rehearsals and other production services, bringing new money and business into the state and supporting well-paid Missouri jobs.

SHOW MISSOURI FILM AND DIGITAL MEDIA ACT

Missouri Citizens for the Arts supports the proposed Show Missouri Film and Digital Media Act, which would reauthorize the tax credits for film production projects that expired in 2013. This incentive will pump money into local economies, generate tax revenue, provide jobs and develop local talent, and boost movie-inspired tourism. Thirty-five states, including five of Missouri's surrounding states, have incentives for film production projects.

MISSOURI FINE ARTS ACADEMY

Missouri Citizens for the Arts is requesting \$750,000 to support the 2023 Missouri Fine Arts Academy (MFAA), a two-week summer residential program at Missouri State University for highly motivated high school students who study visual arts, theatre, dance, creative writing, and music. MCA also supports funding for the Missouri Scholars Academy (MSA), a three-week summer residential program at the University of Missouri for 330 academically gifted students. The funding will ensure that students of limited financial means can participate.

CAPITAL IMPROVEMENTS PROJECTS

MCA supports state funding for capital improvement projects for arts and cultural facilities in Missouri.

AMERICAN RESCUE PLAN ACT



THERE'S NO MISSOURI RECOVERY WITHOUT MISSOURI CREATIVITY FUNDS FROM THE AMERICAN RESCUE PLAN *MUST* SUPPORT THE CREATIVE SECTOR

Just a few years ago, the arts and culture industry in Missouri generated \$1.039 billion in total statewide economic activity. The \$602.9 million spent by organizations employed people locally, bought goods and services from area businesses, and attracted tourists. The \$436.1 million in additional spending by audiences pumped revenue into restaurants, hotels, retail stores, and other local businesses. The combined spending by organizations and audiences supported 31,925 full-time equivalent jobs and delivered \$89.6 million in revenue to local and state governments.

Then COVID-19 pandemic devastated Missouri's creative sector, including many nonprofit arts organizations, creative small businesses, entertainment venues, and individual artists. For an industry that lives on razor-thin margins and limited reserves, the financial losses were enormous. As the arts return to in-person programming, the highly contagious Omicron variant is presenting new obstacles to full recovery.

The arts are critical to reinvigorating the state's livability and economic vitality. Whether big or small — a rural arts council or a symphony orchestra — creativity is a fundamental component of healthy communities. The arts will move Missouri forward.

AMERICAN RESCUE PLAN ACT



Missouri Citizens for the Arts requests \$33 million in American Rescue Plan Act (ARP) funds to rebuild and support the urgent needs of the state's creative economy. Federal dollars will primarily fund day-to-day business expenses that will invigorate arts and culture in communities across the state. This request aligns with the Governor's ARP economic development priorities and complements the Missouri Arts Council's proposed FY23 appropriation. ARP dollars will be allocated in the Council's granting processes and will fuel Missouri's economy in every state legislative district:

- **Safe Reopening, Ongoing Support and Missouri ArtSafe:** operating grants for nonprofit arts and cultural organizations; local and community arts agencies; festivals; independent venues; and arts service organizations to support existing jobs, new jobs, or to restore jobs that were furloughed or eliminated due to the pandemic; artist and contractor fees; facility expenses, such as mortgage principal, rent and utilities; funding to assist venues with implementing safety plans; staff training; testing; costs associated with health and safety supplies for staff and/or visitors/audiences
- **Tourism:** funding for destination marketing to showcase Missouri's cultural assets to national and international audiences; grants to support live music venues and implement strategies that will grow the night time economy
- **Small and Rural Community Development:** grants to artists in every legislative district for creative projects celebrating the role that art plays in re-imagining the future of their communities
- **Arts Education:** grants to arts and cultural organizations for in-school performances, classroom, and after school arts education programs (especially for at-risk youth) to build confidence, boost academic achievement, and help students recover from COVID-19 setbacks; funding to recruit, train, pay, and place teaching artists in underserved school districts and social service agencies
- **Community Development:** funding to municipalities to support community-based art projects and public art commissions in neighborhoods and business districts
- **Creative Workforce Development:** funding for artist-in-residencies at cultural organizations, human and health services agencies, neighborhood associations, libraries, parks, and other government departments; cultivation of an career development pipeline with funds for paid internships, fellowships, and apprenticeships; funding to develop Missouri's digital entertainment workforce
- **Capital Investment:** funding for capital improvement projects for arts and cultural facilities in Missouri.

ADVOCACY TIPS



DO YOUR HOMEWORK

Check out your legislator's website and social media to find more information about them. What awards have they received? What bills have they introduced? What committees do they serve on? This will be helpful to connect with your legislator and see how they are connected to the arts.

BE INFORMED AND KNOW THE FACTS

Make sure your communication is clear, concise, and consistent. Reference the specific legislation by proper title and have a specific "ask" – be a closer!

BE POLITE AND MAKE IT PERSONAL

Talk about how this issue affects you! Your legislators want to hear from you. Voting constituents from home are most important to legislators!

BEST TIMES TO ADVOCATE

- Before a committee hearing
- Before a vote
- While legislation is being drafted
- In response to one of MCA's Action Alerts

FOLLOW UP AND REMAIN IN CONTACT!

Thank legislators for appropriating money to the arts. Educate legislators about arts activities in their district. Give a face to the arts in each legislator's district.

MCA BOARD OF DIRECTORS



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MCA MEMBER ORGANIZATIONS



THANK YOU to the following organizations that are helping us to keep the arts alive in Missouri through their current membership with MCA!

Albrecht-Kemper Museum of Art, St. Joseph
Allied Arts Council of St Joseph, St. Joseph
The Arts Asylum, Kansas City
Arts Council of Southeast Missouri, Cape Girardeau
Branson Regional Arts Council, Branson
City of St. Peters Cultural Arts Centre, St. Peters
COCA - Center of Creative Arts, St. Louis
Connect2Culture, Joplin
Consuming Kinetics Dance Company, St. Louis
Contemporary Art Museum, St. Louis
Creative Arts Productions, St. Joseph
The Folly Theatre, Kansas City
Fine Linen Theatre, St. James
Gateway Festival Orchestra, St. Louis
George A. Spiva Center for the Arts, Joplin
Hallmark Cards, Kansas City
Hannibal Concert Association, Hannibal
HEARding Cats Collective, St. Louis
Jazz St. Louis, St. Louis
Kansas City Ballet, Kansas City
Kansas City Young Audiences, Kansas City
Lake Arts Council, Osage Beach
Manchester Arts, Manchester
Margaret Harwell Art Museum, Poplar Bluff
Mid-Missouri Traditional Dancers, Harrisburg
Mineral Area Council on the Arts, Park Hills
Missouri Folk Arts Program, Columbia
Neosho Arts Council, Neosho
Odyssey Chamber Music Series, Columbia
Performing Arts Association, St. Joseph
Post Art Library, Joplin

Red Star Intertribal Gourd Dance Society, Raymore
Repertory Theatre of St. Louis, St. Louis
Robidoux Resident Theatre, St. Joseph
Royal Arts Council, Versailles
Scottish Partnership for Arts and Education, Chesterfield
Springfield Contemporary Theatre, Inc., Springfield
Springfield Regional Arts Council, Springfield
Springfield Symphony Association, Springfield
St. Joseph Symphony Society, St. Joseph
St. Louis Cathedral Concerts, St. Louis
St. Louis Chamber Chorus, Clayton
St. Louis Shakespeare Festival, St. Louis
St. Louis Volunteer Lawyers & Accountants for the Arts, St. Louis
Starlight Theatre Association of Kansas City, Kansas City
Unicorn Theatre, Kansas City
Upstream Theatre, St. Louis
West Plains Council on the Arts, West Plains

ARE YOU A MEMBER?

JOIN TODAY AT MO4ARTS.ORG

***Please email director@mo4arts.org if you believe your organization should be listed but is not.