

Join Missouri Citizens for the Arts for

ARTS ADVOCACY WEEK

February 6-10, 2023



Missouri Citizens for the Arts

Arts Advocacy Training
for *Missouri Arts Advocacy Week*
February 6th-10th, 2023



Missouri Citizens
for the Arts

- MCA is a non-partisan, state-wide, grass roots organization that advocates to secure stable financial support for the arts to benefit Missouri and its citizens.
- A 501(c)4 advocacy organization established in 1980 to:
 - secure a stable and growing base of public financial support for the arts and to insure access to the arts for all Missourians.
- Membership based organization that includes non-profit arts organizations, individuals, arts businesses and corporate sponsorships
- Governed by a Board of Directors
 - Legislative Consultant

Missouri Citizens for the Arts Board

Executive Committee

- Alison Schieber, President, St. Joseph
- Dana Knapp, Vice President, Kansas City
- Jim Barber, Secretary, Branson
- Wally Bloss, Treasurer, Joplin
- Emily Frankoski, Southwest Vice President, Joplin
- Evie Craig, Kansas City Vice President, Kansas City
- Marie Nau Hunter, Central Vice President, Columbia
- Nichole Belford, St. Louis Vice President, St. Louis
- Stephanie Kulas, Northeast Vice President, Mexico
- Teresa Fankhauser, Northwest Vice President, St. Joseph
- Vicki Bean, Southeast Vice President, Gideon

General Board Members

- Adam Flores, St. Louis
- Andrew Kuhlman, St. Louis
- Barbara Mustoe, Jefferson City
- Ben Martin, Lee's Summit
- Blake Bain, Sikeston
- Carol Horst, Jackson
- Dr. Heidi Cook, Kirksville
- Jennifer Wampler, Kansas City
- Jessie Youngblood, St. Louis
- John Parks, St. Charles
- Kaetlin Lamberson-Davis, St. Louis
- Leslie Forrester, Springfield
- Patricia Konopka, Kansas City
- Phyllis Pasley, Ex Officio, Missouri Alliance for Arts Education
- Sarah Dresser, Columbia
- Steve Whitworth, Poplar Bluff

Thank you to the following for their support of Mo. Arts Advocacy Week...

- Catalyst Consulting
- Missouri Association of Community Arts Agencies
- Springfield Area Arts Council
- ArtsKC
- RAC
- Evie Craig
- Alison Schieber
- Marie Nau Hunter

The Legislative Process



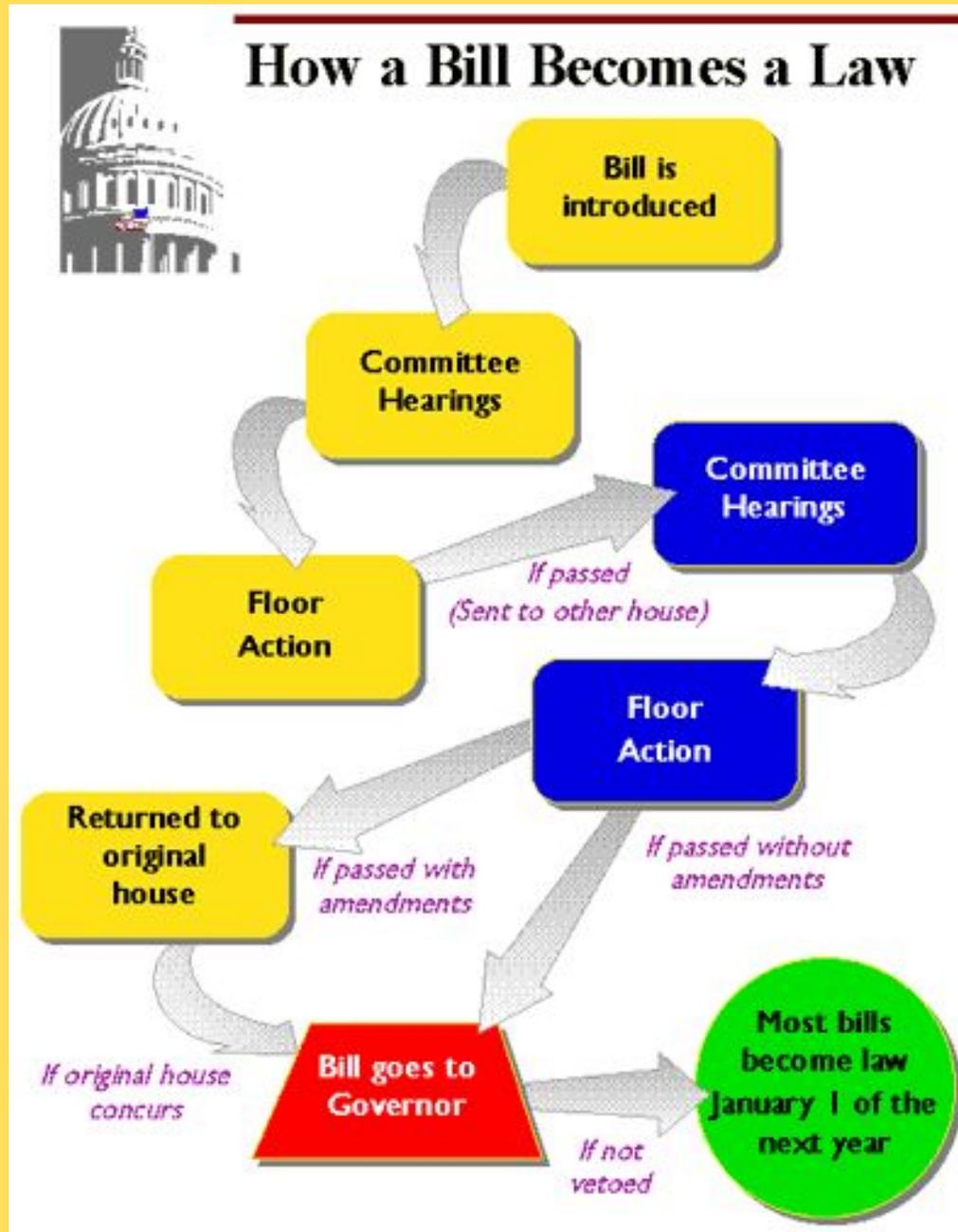
Missouri Citizens for the Arts

Making it work for Arts Advocacy

Why should I get involved?

- Everything you advocate for can be lost in the legislature by **one vote**.
- Create a more friendly environment
- Fight for and protect the arts industry in the state of Missouri

The Legislative Process



The Missouri Legislature

- 163 House of Representative Members
 - As of 2023: 112 Republicans, 51 Democrats
 - It takes 82 votes to pass a bill in the House
- 34 Senate Members
 - As of 2023, 24 Republicans, 10 Democrats
 - It takes 18 votes to pass a bill in the Senate

As of 2023, the House and Senate are Majority Republican and the Executive Office of Governor is Republican.

How do we shape this process?

Through ADVOCACY.

Advocacy (or lobbying) is not a bad word.

- It's your First Amendment right.
- Your Legislators want to hear from you.
- You have a right and duty to stand up for or against issues that affect you and the arts in Missouri.
- 501(c)(3)s can advocate.

How do I effectively advocate?

- Be informed
- Be polite
- Reference the specific legislation by proper title (HB 761)
- Make it personal, talk about how this issue affects you
- Have a specific "ask" – *Be a Closer*
- Follow up and remain in contact

MCA's 2023 Art 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 FY24, 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 \$19.8 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.

MCA's 2023 Art Advocacy Agenda Continued

AMERICAN RESCUE PLAN ACT FUNDS

MCA also requests the state continue to appropriate the American Rescue Plan Act (ARP) funds to rebuild and support the urgent needs of the state's creative economy. \$5 million for entertainment venues.

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's 2023 Art Advocacy Agenda Continued

ENTERTAINMENT INDUSTRY JOBS ACT

Missouri Citizens for the Arts supports the proposed Entertainment Industry Jobs Act (EIJA) that will grow Missouri's music and film manufacturing infrastructure and create new jobs. 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.

MCA's 2023 Art Advocacy Agenda Continued

MISSOURI FINE ARTS ACADEMY

Missouri Citizens for the Arts is requesting \$850,000 to support the 2024 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.

Do Your Homework

- Voting constituents from home are most important to a legislator.
- Voter Lookup:
www.sos.mo.gov/elections/VoterLookup
- MO House of Representatives website:
www.house.mo.gov
- MO Senate website: www.senate.mo.gov
- Check your legislator's website, Facebook, Twitter...
 - What awards have they received?
 - What bills have they introduced?
 - What committees do they serve on?

ASK YOURSELF:

“WHAT DO WE HAVE TO DO TO PASS OUR LEGISLATION AND TO WIN?”

You are the Expert!

- Members and staff do not have time to understand every issue in detail
- You know what is happening with the arts in your district and check MCA Action Alerts
- They want to hear your input and experience
- If you don't know the answer to a question:
 - Say you don't know, but you can get the information back to them.
 - **Never make up an answer**

How do I make contact?

- Write a LETTER
- Send a TEXT or an EMAIL
- Make a PHONE CALL
- Schedule a face-to-face MEETING
- Leave a business card and follow up
- **Feb 6-10:** schedule a Zoom or conference call!
- **Feb 8:** Meet with your legislator at the capitol

Be ready with a response:

Question: “Doesn’t state funding cause dependence on public funds?”

Answer: “...[D]irect grants do not finance the bulk of artistic activity in the U.S. -- they fill gaps; enhance arts education; assist with creation, presentation and delivery of art-works, and enable preservation. These grants complement, and do not replace, other means of arts funding.”

-suggested response courtesy of the National Endowment for the Arts

All communication should be:

- clear, concise, and consistent

Maintain a Relationship

- First, sign up with MCA to Adopt-A-Legislator! (or two)
- Once you've made contact...
 - Stay in contact!
- Send thank you notes
- Give credit where credit is due

Do my efforts make a difference?

- **YES!**
- We need your voice.
- We need your persistence.
- We need your advocacy.
- **The arts and culture in Missouri need you!**

**Are you registered to vote?
If not, add it to your must-do list!**

**Elected officials listen to
*voting constituents***

Let them know that this is you





After this training...

- Sign up to Adopt-A Legislator! Then encourage friends and colleagues to do the same
- Make plans to be in contact with your legislator(s) – via a scheduled meeting, Zoom or conference call, by calling, or emailing (or all of those!)
- Review MCA’s advocacy agenda and MCA’s Mo. Arts Advocacy Toolkit
- Be ready with your three minute “elevator speech”: exactly what you are asking legislators to support
- Post on social media about your Mo. Arts Advocacy Week efforts
- Like/share/comment on MCA’s posts (if you aren’t already, start following MCA! – help us amplify our messaging!)
- Stay in touch with your adopted legislator(s) after Mo. Arts Advocacy Week – our advocacy needs to be year round

Resources

- Missouri Citizens for the Arts
 - www.mo4arts.org
 - advocates@mo4arts.org
- Kyna Iman
 - MCA's Government Affairs Consultant
 - kynaiman@earthlink.net
- Americans for the Arts
 - www.artsusa.org
 - Arts & Economic Impact Study IV
www.artsusa.org/information_services/research/services/economic_impact/iv/learn.asp
- Missouri Alliance for Arts Education
 - www.moaae.org
- Missouri Association of Arts Organizations
 - macaa.net
- ArtsEd Search: www.artsedsearch.org



Important: quick looks...

- [Adopt-A-Legislator](#) sign up site
 - via Sign-Up Genius – accounts are free
- [MCA's Mo. Arts Advocacy Tool Kit](#)
 - This was emailed previously, but will be sent again this week



The screenshot shows the SignUpGenius website interface. At the top, there is an orange navigation bar with the SignUpGenius logo, links for Features, Pricing, and More, a green 'Create a Sign Up' button, and 'Log In' and search icons. Below the navigation bar is a white header section titled 'Adopt-A-Legislator Program'. Underneath the header is a row of seven buttons representing different regions: Central Region, Kansas City Region, Northeast Region, Northwest Region, Southeast Region, Southwest Region, and St. The main content area features a large image of a neon sign spelling 'ART' in orange and red. To the right of the image, the text reads: 'Missouri Citizens for the Arts', 'Central Region Adopt-A-Legislator', and 'Thank you for partnering with Missouri Citizens for the Arts (MCA) to be an arts advocate. Please "adopt-a-legislator" by signing up to be in touch with a state representative or senator. We are so happy to have you as a'.

Upcoming Events

FEBRUARY 2: St. Louis Area Advocacy Training at 4 pm at St. Louis Shakespeare Festival (3333 Washington Ave)

FEBRUARY 6: MOAAW Kick Off Event!

Join our Facebook live at 11:30 am as we kick off arts advocacy week.

FEBRUARY 8: Join us at the capitol at as we advocate in person!

- **10-11:30 am- MCA Briefing in Truman State Office Building**
- **11:30 am- Regional lunches**
- **Meetings with legislators**
- **2 pm- Missouri Arts Council Awards**

FEBRUARY 7-10: Meet with legislators virtually or in district If unable to meet on Feb 8th.



**Missouri Citizens for the Arts
relies on annual member dues
in order to stay operational.**

Please join us!

BIG thanks to the following organizations who are current with their MCA membership...

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

ArtsKC Regional Arts Council, Kansas City

Art School KC, Kansas City

Bach Aria Soloists, Kansas City

Best of Missouri Hands, Columbia

Boone County Historical Society, Columbia

Branson Regional Arts Council, Branson

City of St. Peters Cultural Arts Centre, St.

Peters

City of Lee's Summit, Lee's Summit

COCA - Center of Creative Arts, St. Louis

Columbia Entertainment Co Inc., Columbia

Connect2Culture, Joplin

Consuming Kinetics Dance Company, St. Louis

Contemporary Art Museum, St. Louis

Creative Arts Productions, St. Joseph

Crossroads Arts Council, Wentzville

Danes of India, St. Louis

Fine Linen Theatre, St. James

The Folly Theatre, Kansas City

Folk Alliance International, Kansas City

Gateway Festival Orchestra, St. Louis

George A. Spiva Center for the Arts, Joplin

Grand Center Inc., St. Louis

Gillioz Theatre, Springfield

Hallmark Cards, Kansas City

Hannibal Arts Council, Hannibal

Hannibal Concert Association, Hannibal

HEARding Cats Collective, St. Louis

Heartland Opera Theatre, Joplin

Historic Bethel German Colony, Inc., Bethel

Jazz St. Louis, St. Louis

Joplin Little Theatre, Joplin

Kansas City Art Institute, Kansas City

Kansas City Ballet, Kansas City

Kansas City Young Audiences, Kansas City

Kemper Museum of Contemporary Art, Kansas City

Kirksville Arts Association, Kirksville

Lake Arts Council, Osage Beach

Manchester Arts, Manchester

*****Our apologies for any omission. Please let us know if you think your organization has been left off of this list.**

BIG thanks to the following organizations who are current with their MCA membership...



Margaret Harwell Art Museum, Poplar Bluff

Mid-America Arts Alliance, Kansas City

Mid-Missouri Traditional Dancers, Harrisburg

Mineral Area Council on the Arts, Park Hills

Missouri Association of Community Arts Agencies, Hannibal

Missouri Alliance for Arts Education, Maryland Heights

Missouri Folk Arts Program, Columbia

Nelson-Atkins Museum of Art, Kansas City

Neosho Arts Council, Neosho

New Music Circle, St. Louis

Odyssey Chamber Music Series, Columbia

Performing Arts Association, St. Joseph

Post Art Library, Joplin

Pro Musica, Joplin

RAC- Regional Arts Council of St. Louis, St. Louis

Raintree Arts Council, Clarksville

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 Ballet, Springfield

Springfield Contemporary Theatre, Inc.,

Springfield

Springfield Little Theatre, Springfield

Springfield Regional Arts Council, Springfield

Springfield Symphony Association, Springfield

St. Joseph Community Chorus, St. Joseph

St. Joseph Symphony Society, St. Joseph

St. Louis Cathedral Concerts, St. Louis

St. Louis Shakespeare Festival, St. Louis

St. Louis Story Stitchers, St. Louis

St. Louis Volunteer Lawyers & Accountants for the Arts, St. Louis

Starlight Theatre Association of Kansas City, Kansas City

Stray Dog Theatre, St. Louis

The Muny, St. Louis

Truman State University Art Gallery, Kirksville

UMKC Conservatory, Kansas City

Unicorn Theatre, Kansas City

Upstream Theatre, St. Louis

We Always Swing Inc., Columbia

West Plains Council on the Arts, West Plains

Westport Center for the Arts, Kansas City

*****Our apologies for any omission. Please let us know if you think your organization has been left off of this list.**

**If your organization was not listed as a member,
join us *now!***



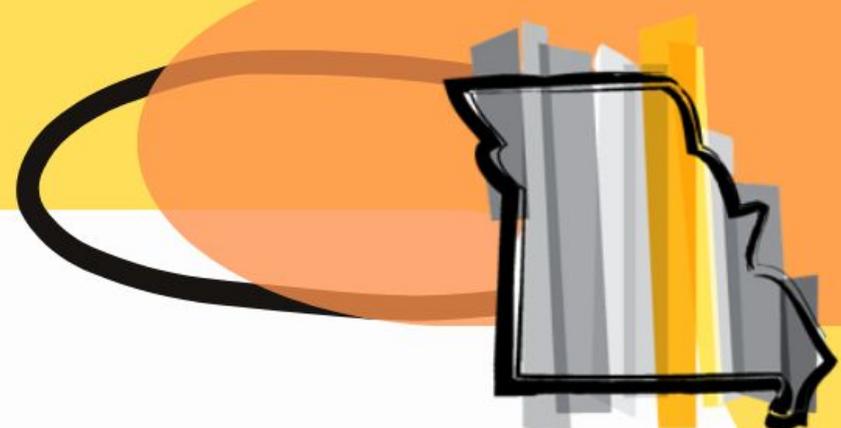
**Missouri Citizens for the Arts is *also* supported by
individuals who generously pay annual dues**

Go to: **www.Mo4arts.org**

Look for membership info under the “Join Us” tab

Thank you for being here today!





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