

# ARTS ADVOCACY TRAINING

**Missouri Citizens  
for the Arts**

**JAN 23, 2025**  
1:30PM



A graphic featuring a stylized map of Missouri in black and white, positioned to the left of a vertical line. To the right of the line is a large orange circle. The text "ABOUT MCA" is written in a bold, black, sans-serif font across the orange circle and extends to the right.

# ABOUT MCA

- 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 & Administrator



# BOARD OF DIRECTORS

- Leslie Forrester, President, Springfield
- Jim Barber, Secretary, Branson
- Wally Bloss, Treasurer, Joplin
- Emily Frankoski, Southwest Vice President, Joplin
- Evie Craig, Vice President, Kansas City
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- Michael Donovan, Ex-Officio, Director of MAC
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- Marie Nau Hunter, Columbia
- Lori McAlister, St. Joseph
- Ben Martin, Lee's Summit
- Phyllis Pasley, Ex Officio, Missouri Alliance for Arts Education

- Jessie Youngblood, St. Louis
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- Michael Gaines, Ex Officio, Missouri Alliance for Community Arts Agencies
- Barbara Mustoe, Jefferson City
- Kyna Iman, Ex Officio, Legislative Consultant
- Ben Nordstrom, St. Louis
- Linda Treasure, Kirksville



# ADVOCACY WEEK SPONSORS



Missouri Alliance  
*for Arts Education*



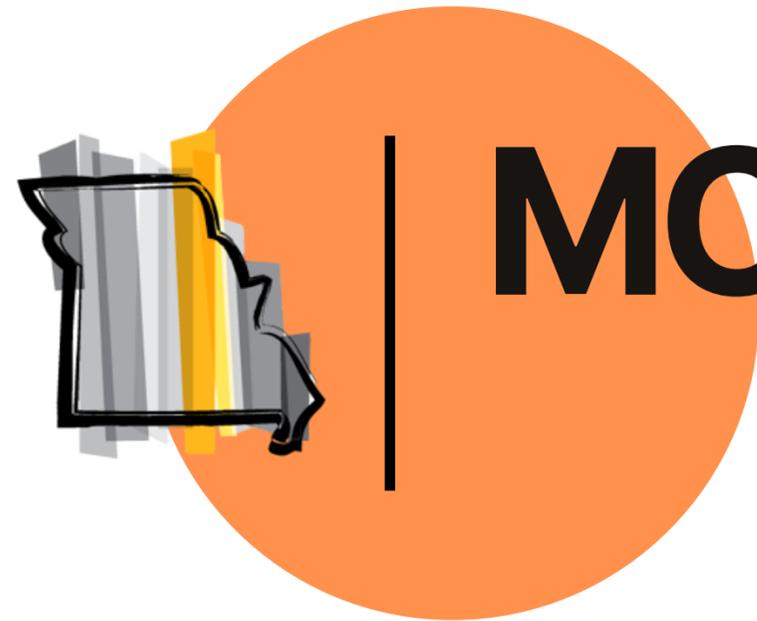
## INDIVIDUAL SPONSORS

**Alison Schieber**

**Evie Craig**

**Jay Hahn & Ryan DeBoef**

**Marie Nau Hunter**



# MCA ADVOCACY AGENDA



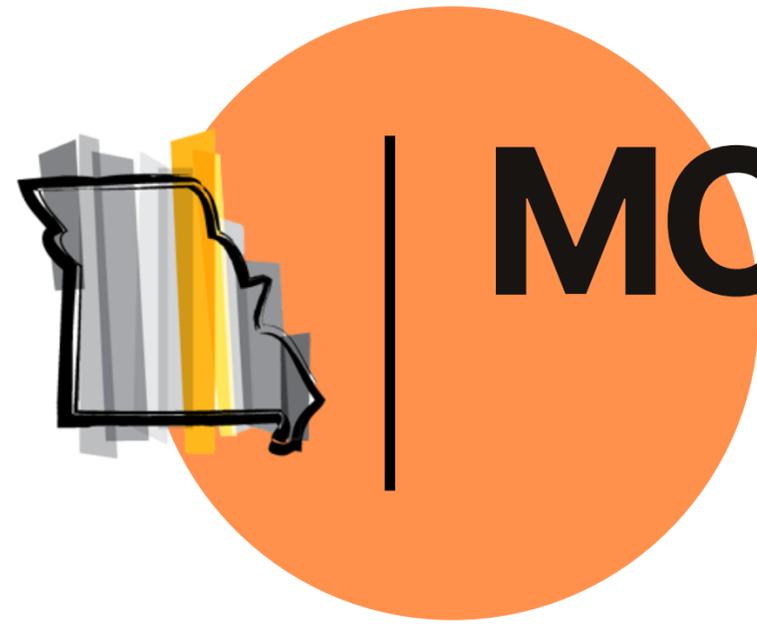
The arts make Missouri a better place to live, learn, work, visit, and do business. Arts and cultural organizations are economic drivers that support good paying jobs, attract tourists, and grow the state's tax base. The arts cultivate young imaginations, foster healthy and vibrant communities, and preserve our cultural heritage. A robust creative sector is essential to Missouri's future, so additional state funding simply makes good sense.

## **MISSOURI ARTS COUNCIL**

Missouri Citizens for the Arts (MCA) requests that the Governor and Legislature invest in the arts by allocating **\$12 million** to the Missouri Arts Council Trust Fund. This would be a **\$1.9 million increase** to fund new and existing programs at the Missouri Arts Council.

Required by statute (Section 143.183 RSMo), 60% of the Non-Resident Athletes and Entertainers Tax (A&E Tax) should be allocated to the Missouri Arts Council Trust Fund. The A&E tax, which is paid by professional athletes and entertainers when they play or perform in Missouri, has been collected since 1994. But it has never been distributed as intended. Beginning in FY26, this earmarked revenue stream should not be used to cover other state expenses.

The Missouri Arts Council supports hundreds of quality arts programs throughout the state of Missouri. Additional funds are needed to sustain current programming, target underserved districts, and support new initiatives.



# MCA ADVOCACY AGENDA



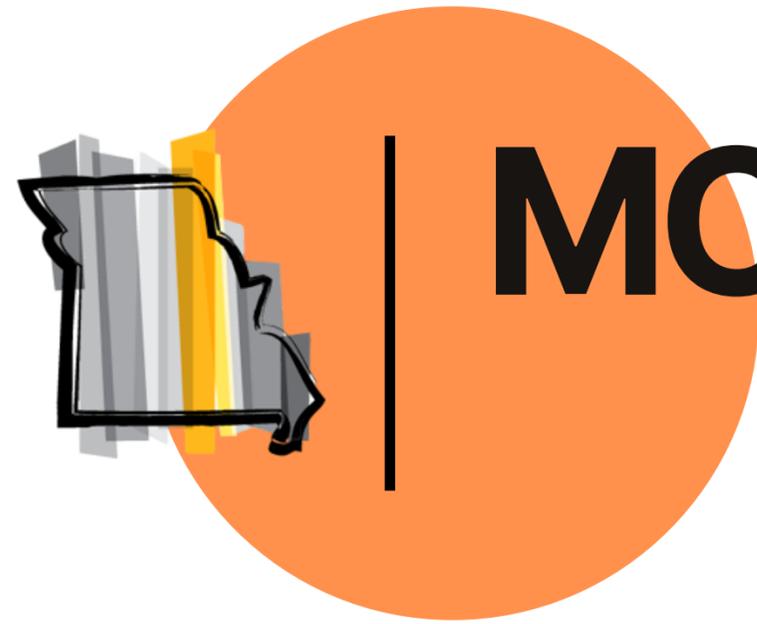
## **A&E TAX CULTURAL PARTNERS**

MCA supports the current cultural partners distribution formula, which calls for each of the partners - Missouri State Library Networking Fund, Missouri Humanities Council Trust Fund, Missouri Public Broadcasting Corporation Special Fund, and the Missouri Historic Preservation Revolving Fund - to receive 10% of the A&E tax, as required by the statute.

## **ARTS EDUCATION IN MISSOURI SCHOOLS**

Missouri Citizens for the Arts and the Missouri Alliance for Arts Education believe that Missouri's PK-12 students deserve access to quality education in the fine arts - music, visual-arts, theatre, media arts, and dance. In addition to its intrinsic value, arts education stimulates compassion and empathy, develops problem-solving and critical thinking skills, and improves academic performance in other disciplines.

- MCA and the Missouri Alliance for Arts Education support fully funding the school foundation formula and transportation fund.
- MCA and the Missouri Alliance for Arts Education recommend that legislation supporting STEM (Science, Technology, Engineering, and Mathematics) be expanded to include the Arts (STEAM).



# MCA ADVOCACY AGENDA



## **MISSOURI FINE ARTS ACADEMY**

Missouri Citizens for the Arts is requesting \$1 million to support the 2026 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. 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.



# THE MISSOURI LEGISLATURE



- 163 House of Representative Members
  - As of 2025: 111 Republicans, 51 Democrats
  - It takes 82 votes to pass a bill in the House
- 34 Senate Members
  - As of 2025, 24 Republicans, 10 Democrats
  - It takes 18 votes to pass a bill in the Senate
- As of 2025, the House and Senate are Majority Republican and the Executive Office of Governor is Republican.



# ADVOCACY TIPS

## 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!

## 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 legislators and see how they are connected to the arts. Make sure to review programs happening in your district and revenue generated from the arts.



# ADVOCACY TIPS

## **FOLLOW UP AND REMAIN IN CONTACT**

Thank legislators for appropriating funding to the arts. Educate legislators about arts activities in their district.

Give a face to the arts in your legislator's district.

## **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!

A graphic featuring a stylized map of Oregon on the left, partially overlapping a large orange circle. To the right of the circle, the words "ADVOCACY TIPS" are written in a large, bold, black sans-serif font. A vertical black line separates the map from the text.

# ADVOCACY TIPS



## You are the Expert!

- Members and staff do not have time to understand every issue in detail.
  - Check MCA Action Alerts
  - You know what is happening with the arts in your district
  - 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!**



# CONTACTING YOUR LEGISLATOR



- Send a TEXT or an EMAIL
- Make a PHONE CALL
- Write a LETTER
  - Legislator contact Info
- Schedule a face-to-face MEETING on Advocacy Day (Feb. 5)
- Schedule a Zoom or conference call during Arts Advocacy Week (Feb. 3-7)
- Leave a business card and follow up to maintain a relationship
- Send a thank you note



# REP. AARON CROSSLEY

Democrat Minority Whip



Independence, MO



# Arts and Artists in Missouri

# You are part of the process!

Adding your voice and perspective

What's important to your community

Missouri's investment is met with federal dollars from the National Endowment for the Arts and Mid-America Arts Alliance

Do your homework. Be a cheerleader!



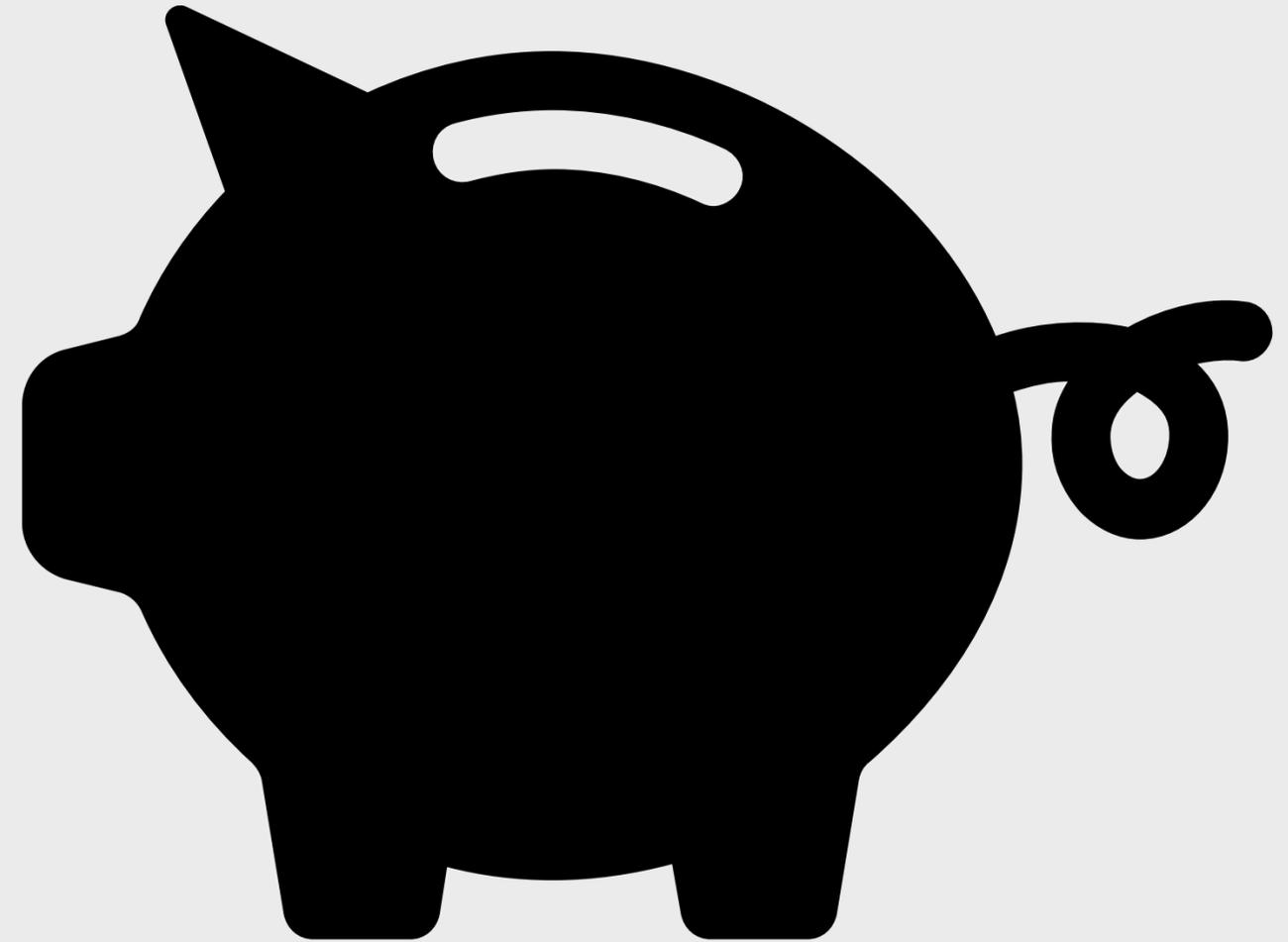
# Inform through data

According to the Bureau of Economic Analysis, in 2022, the arts and culture sector added  
+ \$1.1 trillion to US economy (4.3% of GDP)  
+ Employed 5.2 million people (3.3%)

+ \$11.5 billion to Missouri's economy (2.9%)  
+ Employed 94,009 people (3.14%)

In Missouri, the arts and culture sector is larger than  
the agriculture and forestry sector

Arts and Cultural Production Satellite Account, U.S. and States, 2022, released March 25, 2024, [bea.gov](https://www.bea.gov)



# Inform through data

According to the National Endowment for the Arts, Missourians participate in the arts at the national average.

+ 64% of Missouri adults have ever taken art lessons (US average 55%);

+ 49% of Missouri adults have ever taken music lessons (US average 38%)

+ 13% of Missouri adults donated to an arts organization or project in the past 12 months (US average 10%)



From the report *50 States of Arts Participation: 2022*, released September 2024 via [arts.gov](https://www.arts.gov)

# The arts are great partners!

The arts and artists work well with others.

- + Economic development, especially tourism
- + Workforce development and retention
- + Quality of life and civic pride
- + Education
- + Healthcare and well-being



# Why are the arts important to you?

Share your personal story. Make your story relatable and impactful.

How has funding or programming from the Missouri Arts Council impacted you, your business, or your community?

When making your ask, think about the why. Why should they care about the arts?





MID-AMERICA ARTS ALLIANCE

EMPOWERING COMMUNITY THROUGH ART

Margaret Keough | [margaret@maaa.org](mailto:margaret@maaa.org)

A graphic featuring a stylized map of Oregon in black and white, positioned to the left of a large orange circle. A vertical black line separates the map from the text. The text "AFTER THIS TRAINING" is written in a bold, black, sans-serif font across the orange circle.

# AFTER THIS TRAINING



- Make plans to be in contact with your legislators
  - Scheduled meeting, Zoom or conference call, by calling, or emailing
- Review MCA's advocacy agenda and [Arts Advocacy Tool Kit](#)
- Be ready with your three minute "elevator speech": exactly what you are asking legislators to support
- Engage with MCA on social media- follow, like, share
- Post on social media about your Arts Advocacy Week efforts



# AFTER THIS TRAINING



- Adopt-A-Legislator sign up site
  - Stay in touch with your adopted legislator(s) after Arts Advocacy Week – our advocacy needs to be year round!
- **FEBRUARY 5- ARTS ADVOCACY DAY**
  - Join us at the Capitol as we advocate in person!
  - 10-11:30 am- MCA Briefing in Truman Office Building RM 490
  - 11:30 am- Regional lunches on 4th floor Senate side in Capitol
  - Individual meetings with legislators
  - 1 pm- Missouri Arts Council Awards in 1st floor Capitol rotunda



**REGISTER HERE**



# ADOPT-A-LEGISLATOR

## Adopt-A-Legislator Program

+2 More

Northeast Region

Northwest Region

Southeast Region

Southwest Region

St. Louis Region



Missouri Citizens for the Arts

### St. Louis Adopt-A-Legislator

AA Art Advocate

Contact

Rep. Doug Clemens

Sign Up

0 of 2 slots filled

Democrat, St. Ann, District #72, 573-751-1832, Rm 105-B

Rep. David Casteel

Selected

1 of 2 slots filled

Republican, High Ridge, District #97, 573-751-3751, Rm 236-A

Save & Continue

## Sign Me Up

Sign me up for:

Available Slot

My Comment

Rep. David Casteel

Name

Kaetlin

Davis

Email

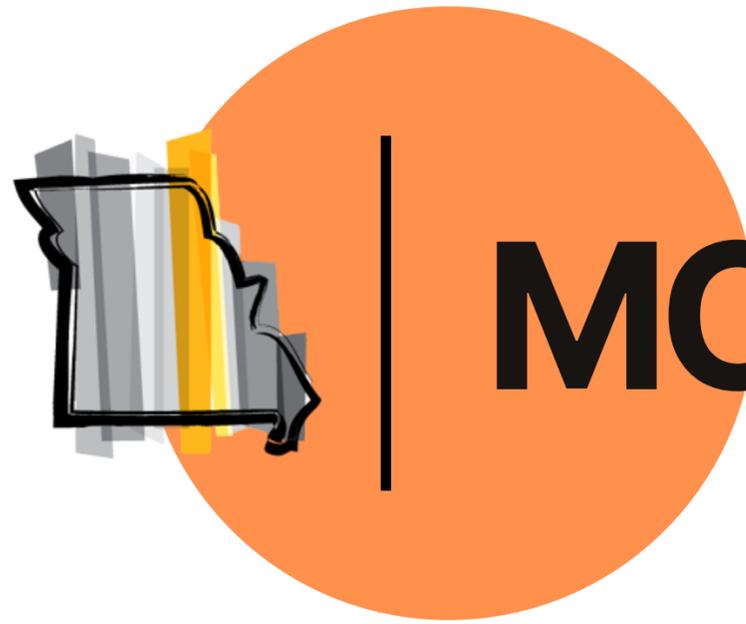
kaetlindavis@dayspringarts.org

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Sign Up Now

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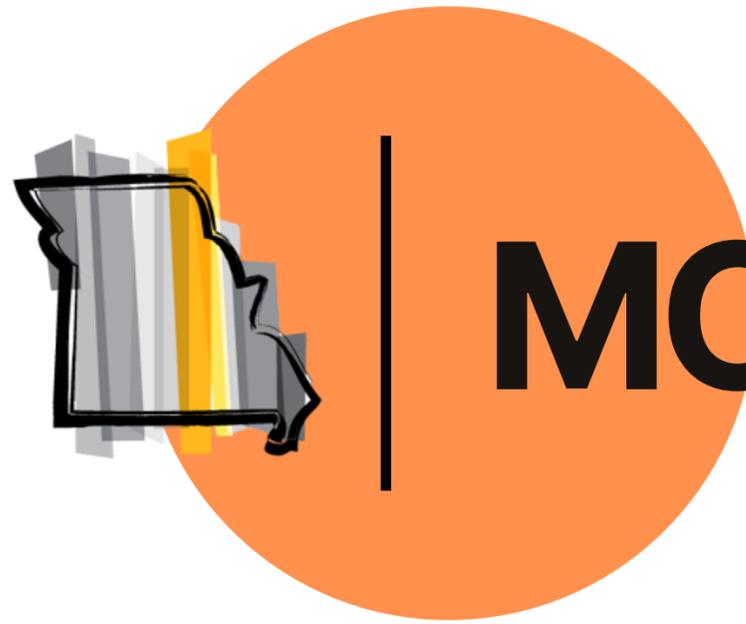


# **MCA MEMBERS**



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

**Please join us!**

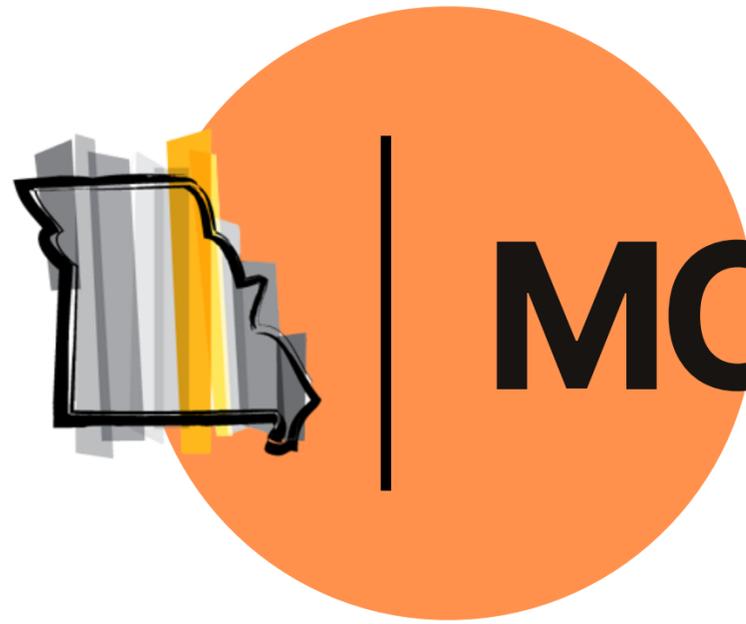


# MCA MEMBERS



Albrecht-Kemper Museum of Art, St. Joseph  
Allied Arts Council of St Joseph, St. Joseph  
Arrow Rock Lyceum Theatre, Arrow Rock  
The Arts Asylum, Kansas City  
Arts Festival Association, St. Charles  
ArtsKC Regional Arts Council, Kansas City  
Arts Rolla, Rolla  
Best of Missouri Hands, Columbia  
Boone County Historical Society, Columbia  
Branson Regional Arts Council, Branson  
Caldwell County Arts, Hamilton  
Chamber Music Society of St. Louis, St. Louis  
Chamber Project St. Louis  
Craft Alliance, St. Louis  
CIBC Westend Academy, St. Louis

City of Columbia Office of Cultural Affairs, Columbia  
City of St. Peters Cultural Arts Centre, St. Peters  
Connect2Culture, Joplin  
Contemporary Art Museum, St Louis  
Creative Arts Productions, St. Joseph  
Crossroads Arts Council, Wentzville  
Dances of India, St. Louis  
Dance St. Louis, St. Louis  
Folk Alliance International, Kansas City  
Folly Theater, Kansas City  
Gateway Festival Orchestra of St. Louis  
George A. Spiva Center for the Arts, Joplin  
Hallmark Cards, Kansas City  
Hannibal Arts Council, Hannibal  
Hannibal Concert Association, Hannibal

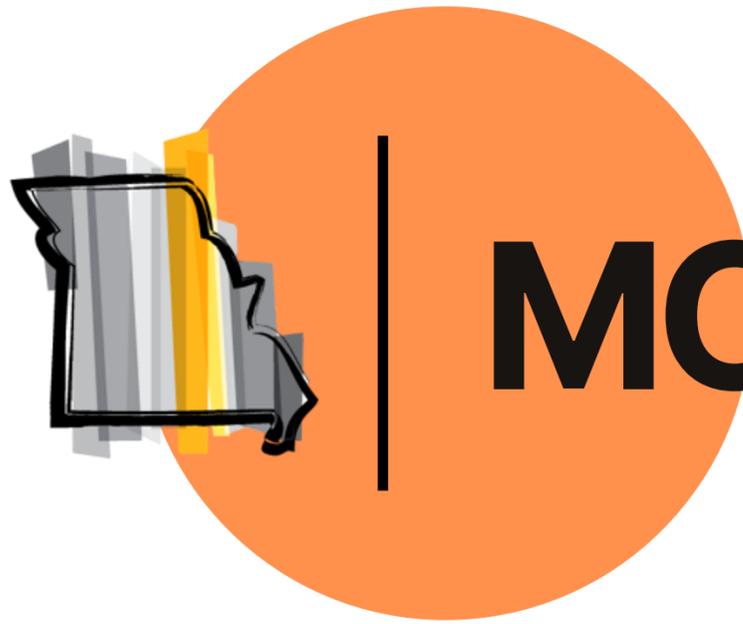


# MCA MEMBERS



Harry M. Cornell Arts & Entertainment Complex, Joplin  
HEARding Cats Collective, Inc., St. Louis  
Heritage Philharmonic, Lee's Summit  
Historic Bethel German Colony, Inc., Bethel  
Hope Creates, St. Louis  
Joplin Little Theatre, Joplin  
Kansas City Ballet, Kansas City  
Kansas City Blues Society, Kansas City  
Kansas City Young Audiences, Kansas City  
Kauffman Center for the Performing Arts, Kansas City  
Kemper Museum of Contemporary Art, Kansas City  
Kirksville Arts Association, Kirksville  
Lake Arts Council, Osage Beach  
Latinx Arts Network, O'Fallon  
Lee's Summit Symphony Orchestra, Lee's Summit  
Manchester Arts, Manchester

Manchester Arts, Manchester  
Margaret Harwell Art Museum, Poplar Bluff  
Marshfield Performing Arts Society, Marshfield  
Mid-America Arts Alliance, Kansas City  
MidCity Excellence Community Learning Center, St. Joseph  
Mid-Missouri Traditional Dancers, Harrisburg  
Mineral Area Council on the Arts, Park Hills  
Missouri Alliance for Arts Education, Maryland Heights  
Missouri Association of Community Arts Agencies,  
Hannibal  
Missouri Symphony Society, Columbia  
Missouri Folk Arts Program, Columbia  
Neosho Arts Council, Neosho  
New Music Circle, St. Louis  
North St. Louis Arts Council, St. Louis  
Odyssey Chamber Music Series, Columbia

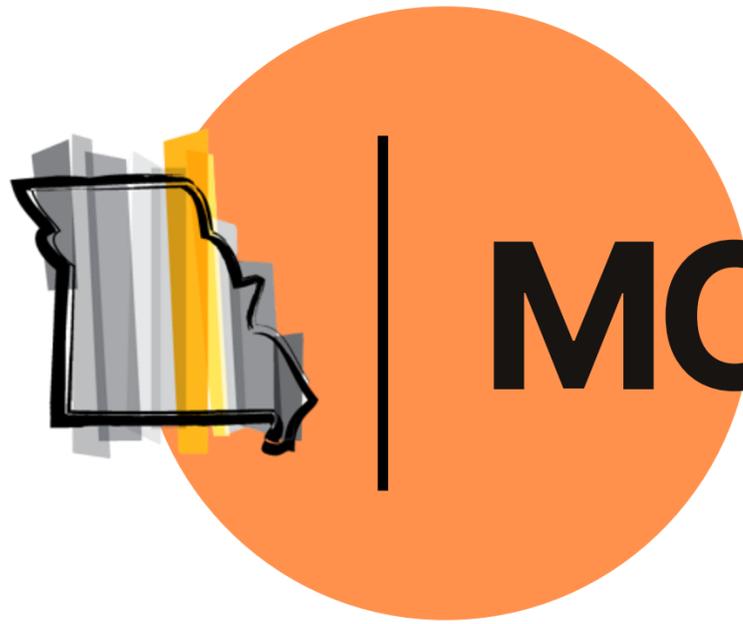


# MCA MEMBERS



Owen/Cox Dance Group, Kansas City  
Performing Arts Association, St. Joseph  
Performing Arts Foundation of Kansas City  
Post Art Library, Joplin  
Presser Arts Center, Mexico  
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  
RESILIENCE Dance Company STL, St. Louis  
Robidoux Resident Theatre, St. Joseph  
Royal Arts Council, Versailles  
Saint Louis Story Stitchers Artists Collective, St. Louis  
Scottish Partnership for Arts and Education, Chesterfield  
South Grand Cultural Alliance, St. Louis

Springfield Ballet, Springfield  
Springfield Contemporary Theatre, Inc., Springfield  
Springfield Little Theatre, Springfield  
Springfield Regional Arts Council, Springfield  
St. Joseph Symphony Society, St. Joseph  
St. Louis Artists' Guild, St. Louis  
St. Louis Cathedral Concerts, St. Louis  
St. Louis Chamber Chorus, St. Louis  
St. Louis Children's Choirs, St. Louis  
St. Louis Classical Guitar, St. Louis  
St. Louis Shakespeare Festival, St. Louis  
St. Louis Symphony Orchestra, St. Louis  
St. Louis Volunteer Lawyers & Accountants for the Arts, St. Louis  
STAGES St. Louis, St. Louis



# MCA MEMBERS



Starlight Theatre Association of Kansas City, Kansas City  
Stray Dog Theatre, St. Louis  
Sugar Creek Festival Board, Sugar Creek  
The Coterie Theatre, Kansas City  
The Griot Museum of Black History, St. Louis  
The Muny, St. Louis  
The Sheldon Arts Foundation, St. Louis  
UCM, Warrensburg

UMKC Conservatory, Kansas City  
University of Missouri- Columbia, Missouri Folk Arts Program  
Upstream Theatre, St. Louis  
Warrensburg Arts Commission, Warrensburg  
We Always Swing Inc., Columbia  
West Plains Council on the Arts, West Plains  
Westport Center for the Arts, Kansas City

**IF YOUR ORGANIZATION WAS NOT LISTED AS A MEMBER,  
SCAN THE QR CODE TO JOIN US NOW!**



**ORGANIZATIONAL AND INDIVIDUAL MEMBERSHIPS AVAILABLE**

# ARTS ADVOCACY TRAINING

QUESTIONS?

