

ARTS ADVOCACY TRAINING

**Missouri Citizens
for the Arts**

JAN 23, 2025
1:30PM





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



- Leslie Forrester, President, Springfield
- Jim Barber, Secretary, Branson
- Wally Bloss, Treasurer, Joplin
- Emily Frankoski, Southwest Vice President, Joplin
- Evie Craig, Vice President, Kansas City
- Sarah Dresser, Central Vice President, Columbia
- Stephanie Kulas, Northeast Vice President, Mexico
- Vicki Bean, Southeast Vice President, Gideon
- Teresa Fankhauser, Northwest Vice President, St. Joseph



- Blake Bain, Sikeston
- Steve Bertani, Arrow Rock
- Todd Davison, Macon
- Michael Donovan, Ex-Officio, Director of MAC
- Branden Haralson, Kansas City
- Carol Horst, Jackson
- 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
- Jennifer Wampler, Kansas City
- Roger Williams, Lee's Summit
- 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



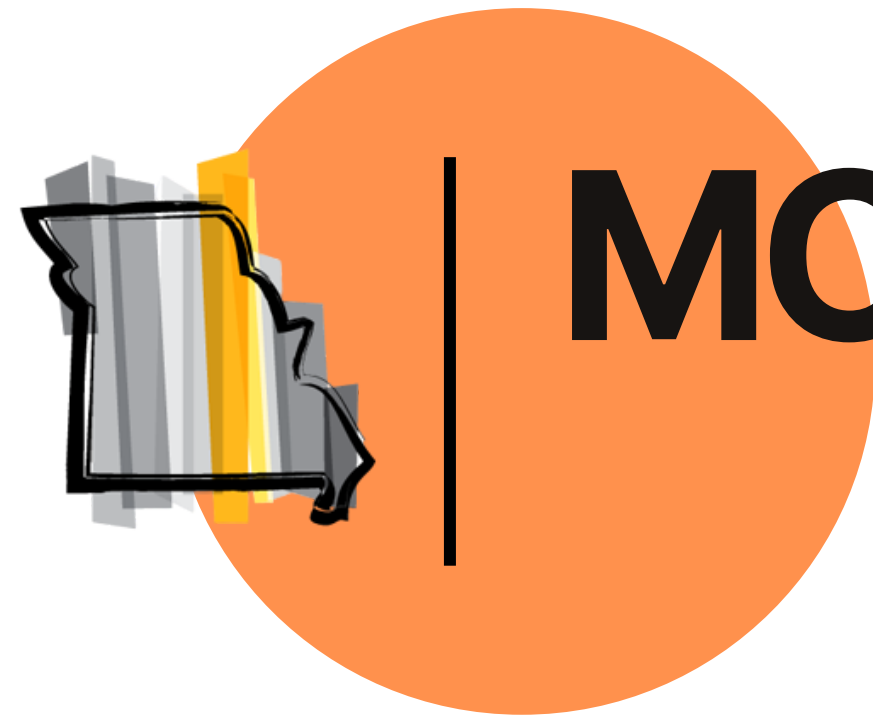
A&E TAX CULTURAL PARTNERS

MCA supports the current cultural partners distribution formula, which calls for the 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.



- 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!



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



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



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

0 of 2 slots filled

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

Sign Up

Rep. David Casteel

1 of 2 slots filled

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

✓ Selected

Save & Continue



Sign Me Up

Sign me up for:

Available Slot	My Comment
Rep. David Casteel	<input type="text"/>

Name

Kaetlin

Davis

Email

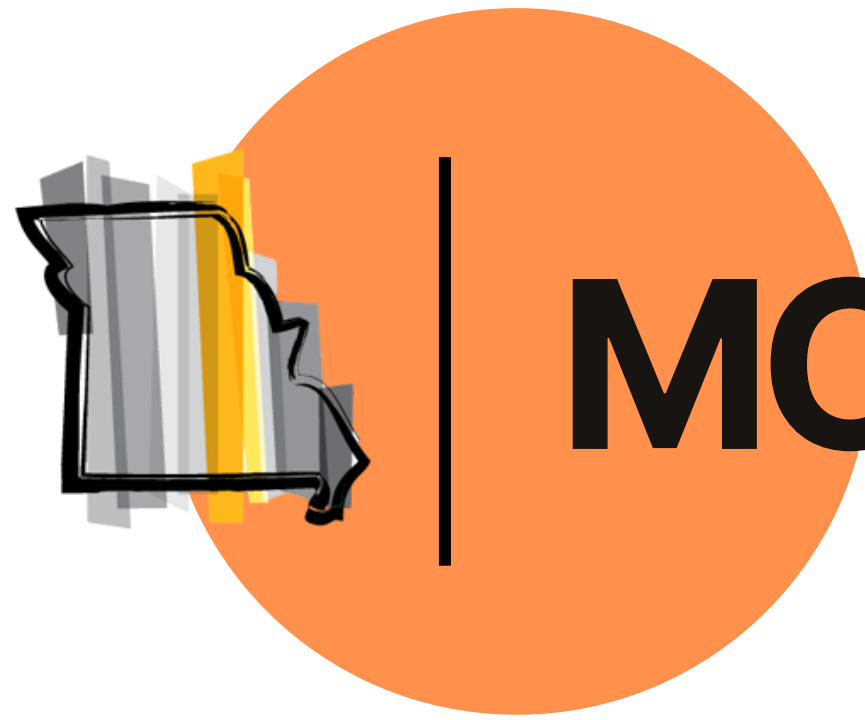
kaetlindavis@dayspringarts.org

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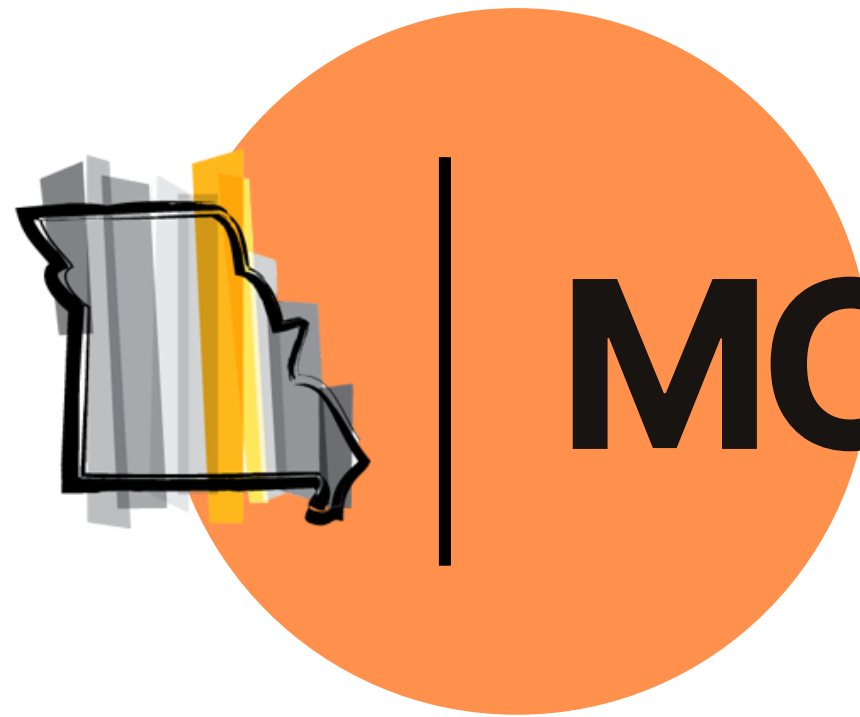


MCA MEMBERS



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

Please join us!

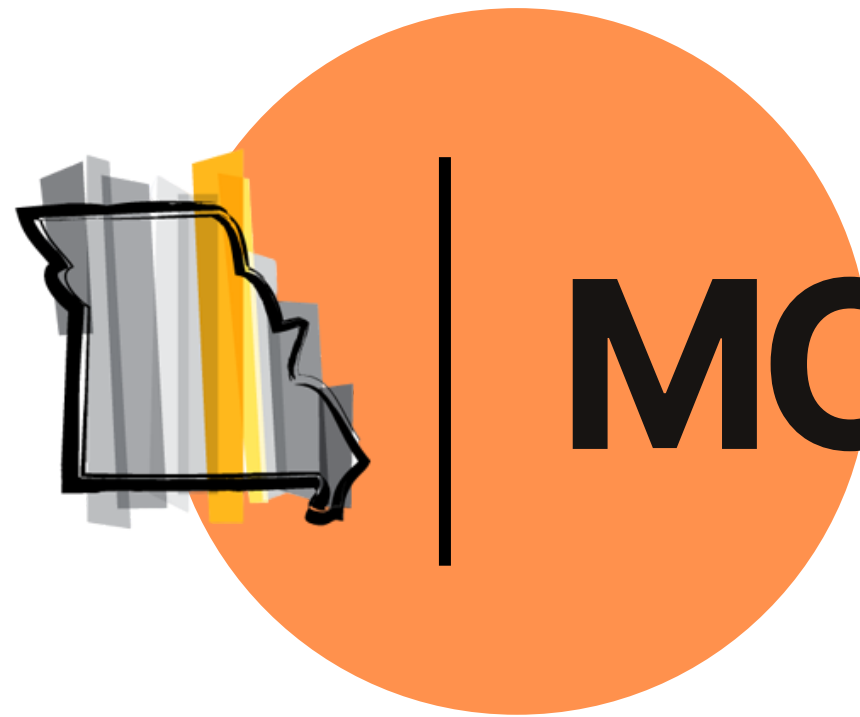


MCA MEMBERS



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

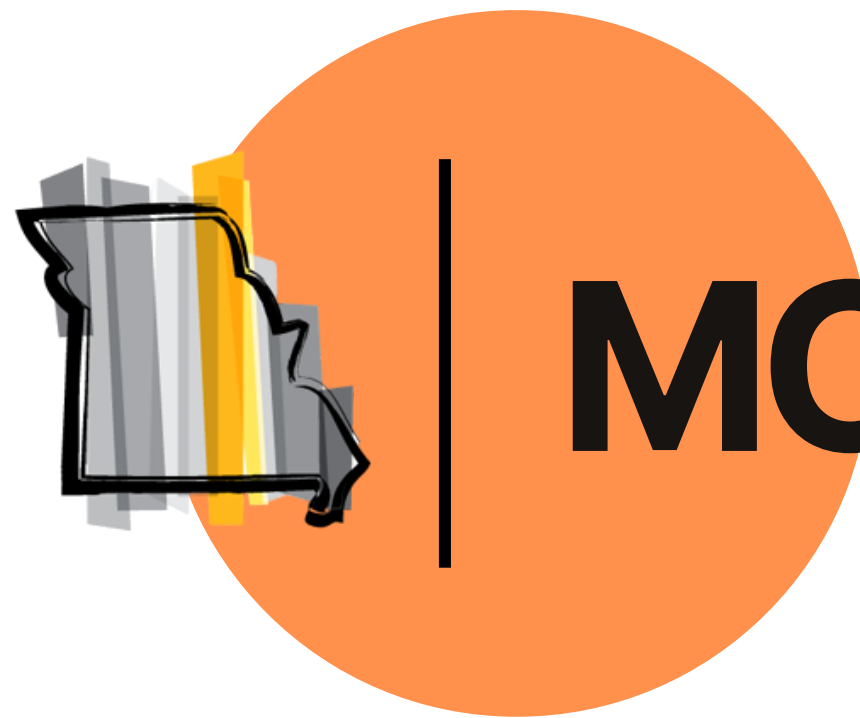


MCA MEMBERS



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

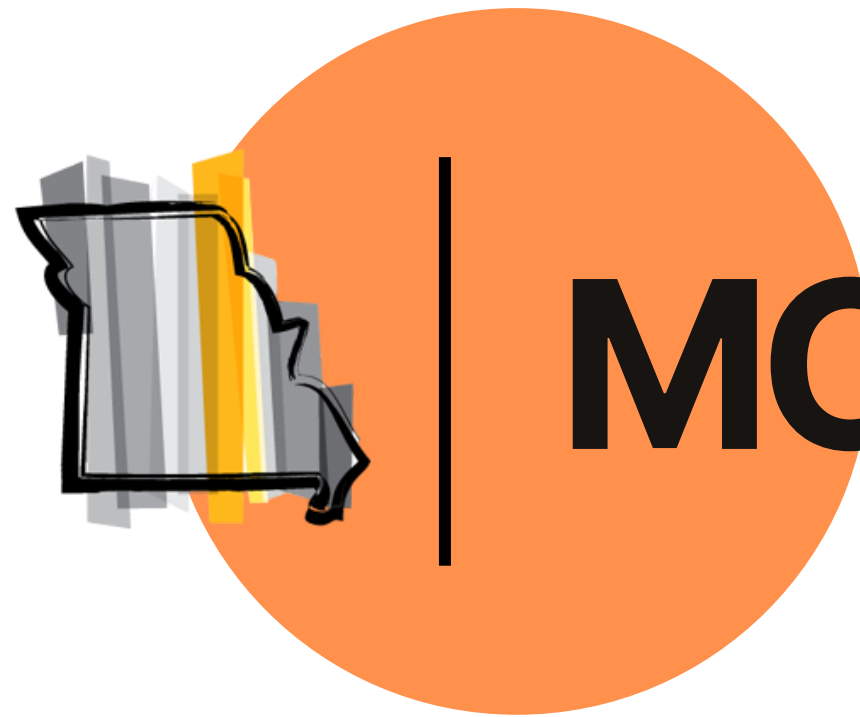


MCA MEMBERS



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?

