



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

Key Fed. Programs

FY15 Enacted FY06 Proposed

Natl Endowment for the Arts

\$146

\$148

Natl Endowment for the Humanities

\$146

\$148

US Dept Ed, Arts in Ed Program

\$25

\$25

Office of Museum Services

\$30

\$35

Corp for Public Broadcasting

\$445

\$445

State Political Activity





Legal Definitions

Education *ed·u·ca·tion*

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



Legal Definitions

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

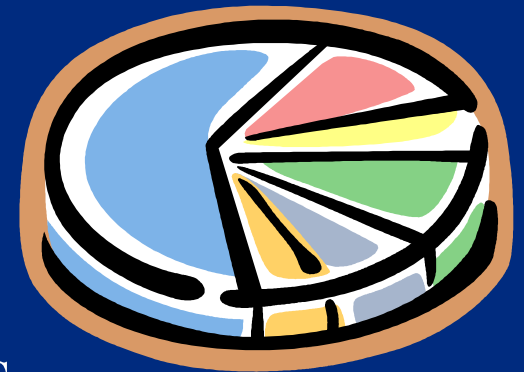
7. Understand how your activities contribute to the greater good.
8. Treat your allies and opponents with friendly respect.
9. Work hard for your political friends.
10. Be honest.
11. Politicians respond to voters. Target voters for your advocacy.
12. Strive for clarity and brevity in all your communications.



Advocacy Pie for Success

Many Pieces of the Advocacy Pie

- **Grassroots Activities**
- Grassroots 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



Tucson, Arizona

- 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.**



Tucson, Arizona

- 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:

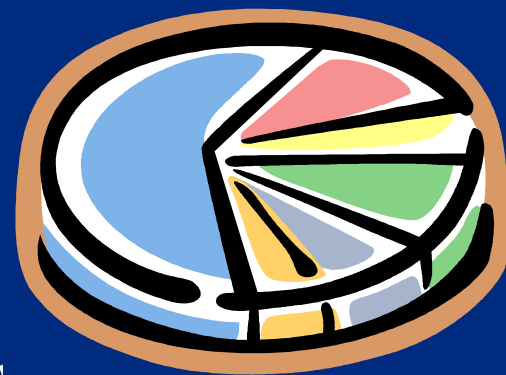
- Personal Friends of Decision Makers
- Community Leaders
- Members of your Board of Directors
- Business Leaders
- Basically, anyone who when they pick up the phone to call the key decision maker, they talk to them personally as a friend.



Advocacy Pie for Success

Many Pieces of the Advocacy Pie

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





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

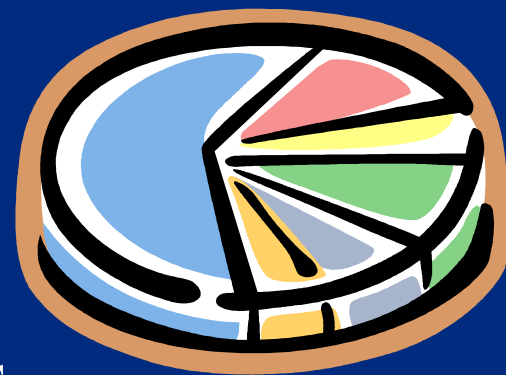
www.AmericansfortheArts.org/research



Advocacy Pie for Success

Many Pieces of the Advocacy Pie

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





Media Campaigns

Letters to the Editor

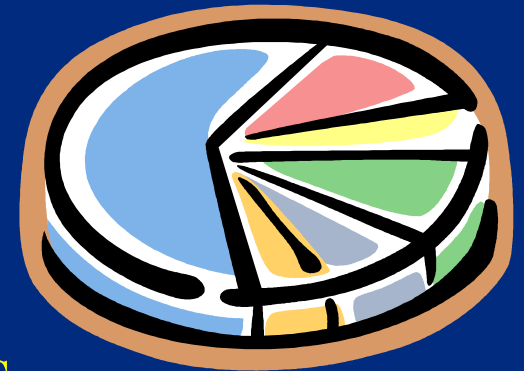
- Allows others to read about your issue in the manner you want to present it.
- Properly placed letters are seen by key decision makers. (Put their name in the letter)
- Use the Americans for the Arts Web site for sample letters/ideas and for contact information for: Newspapers, TV, Radio and Magazines
- 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 and Local Arts Organizations**





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

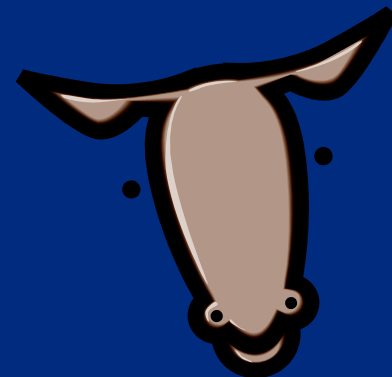
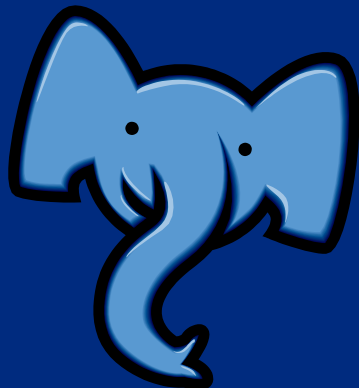




Advocacy Rules

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?



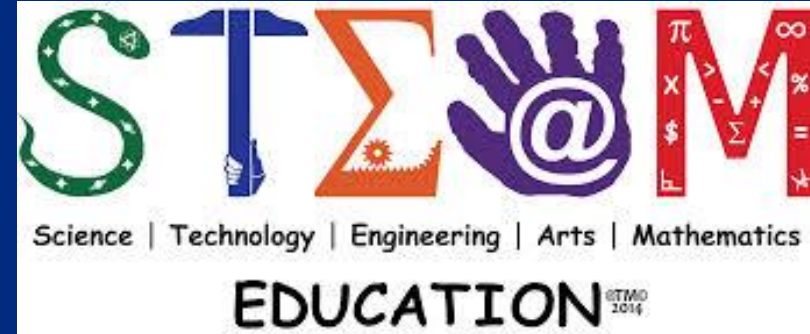


Public Perception of the Arts





Reality of What the Arts Do



art after
school



AMERICANS for the ARTS

ARTS &



ECONOMIC PROSPERITY IV

National Findings

ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE INDUSTRY



PRESENTATION



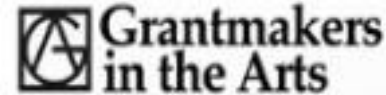
AEP IV Partners



NATIONAL CONFERENCE
of STATE LEGISLATURES
The Forum for America's Ideas



BCLC Business Civic
Leadership Center
AN AFFILIATE OF THE U.S. CHAMBER OF COMMERCE



THE CONFERENCE BOARD
Trusted Insights for Business Worldwide



National League of Cities





Organizations & Audiences Spent

\$135 Billion



Jobs Supported (FTE)

4.1 Million





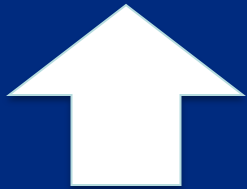
Local & State Government Revenue

\$22.3 Billion

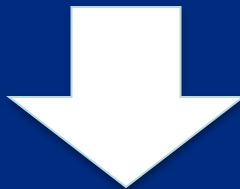




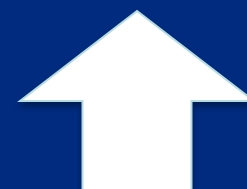
Arts and the “Great Recession” Changes between 2005 and 2010



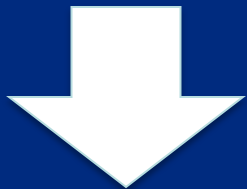
Unemployment
5.1% to 9.7%



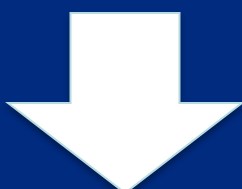
Consumer
Confidence
101 to 54



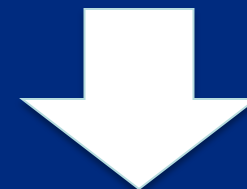
Home Foreclosures
Tripled:
885,000 to 2.9 million



Spending on recreation,
entertainment, shopping:
\$192 to \$164 billion



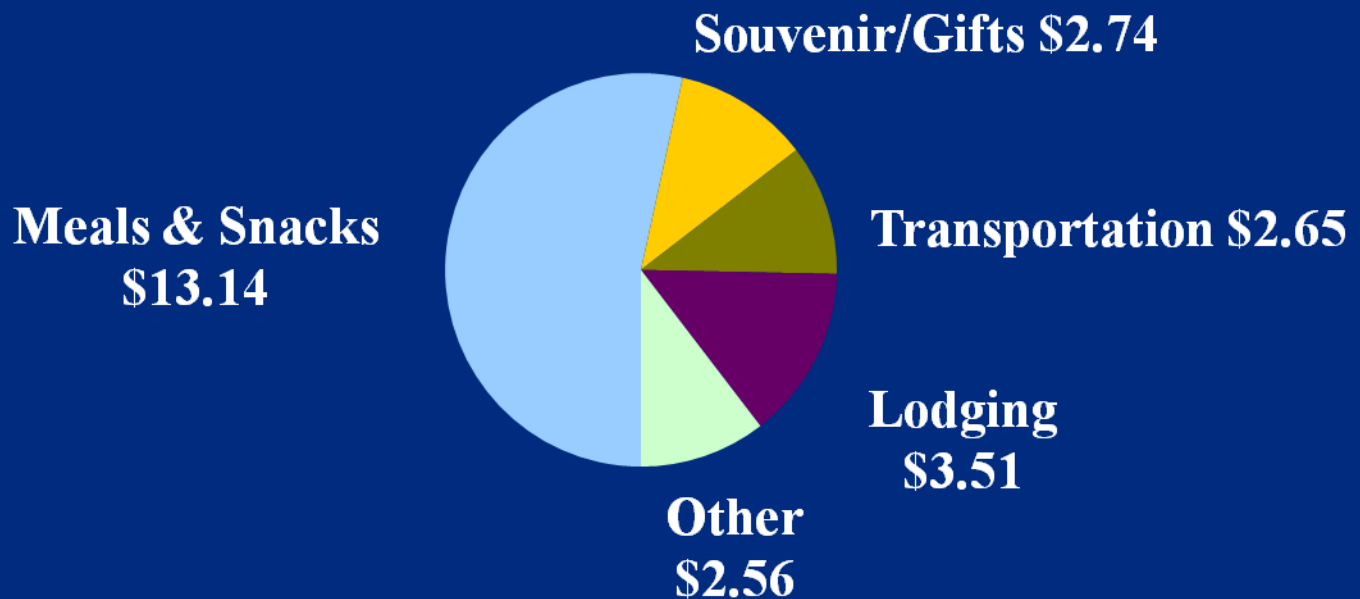
Jobs in tourism,
food & beverage



Live attendance:
sports and arts



Attendees Spent \$24.60 Per Person, Per Event





Missouri Arts & Economic Prosperity

Locality

Total Industry Expenditures

Metro Kansas City

\$273,136,286

St. Louis City/County

\$582,334,135

St. Joseph/Buchanan County

\$10,872,627

Total

\$866,343,048



Missouri Arts & Economic Prosperity

Locality

State Tax Revenue

Metro Kansas City

\$12,809,000

St. Louis City/County

\$29,561,000

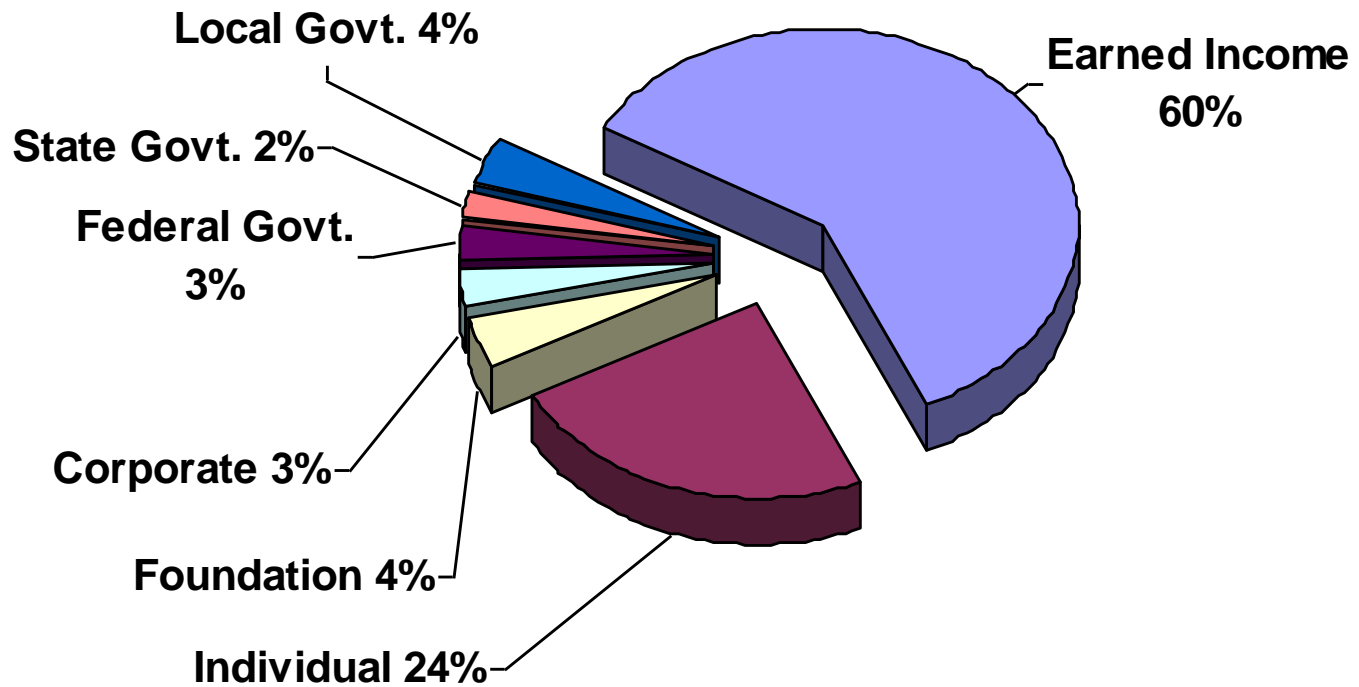
St. Joseph/Buchanan County

\$451,000

Total

\$42,821,000

Average Non-Profit Arts Organization's Budget



What is the economic value of THE ARTS?

TOP ARTS AND CULTURE INDUSTRIES	
	Broadcasting
	Motion Pictures and Video
	Publishing
	Arts/Culture Retail
	Performing Arts and Independent Artists
	Advertising

The arts and culture trade surplus in 2012 was **\$25 billion.**

\$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

70% | Percentage of investments from entertainment originals, such as movies, TV shows, and books

\$869 Billion | Contribution to GDP from copyright-intensive industries

50% is from the arts sector!

Advanced economies depend on growth. The arts help the creative economy grow.

62 | Number of additional jobs created for every 100 from new demand for the arts



Economic Value of the Arts Compared to Other Industries

Bureau of Economic Analysis

United States Department of Commerce

Arts and Culture	\$698 Billion	4.43%
Tourism	\$427 Billion	2.6%
Construction	\$587 Billion	3.4%
Transportation	\$464 Billion	2.7%



Tourism vs. Arts and Culture in Missouri

Arts and Culture	\$698 Billion	4.43%
Tourism	\$427 Billion	2.6%

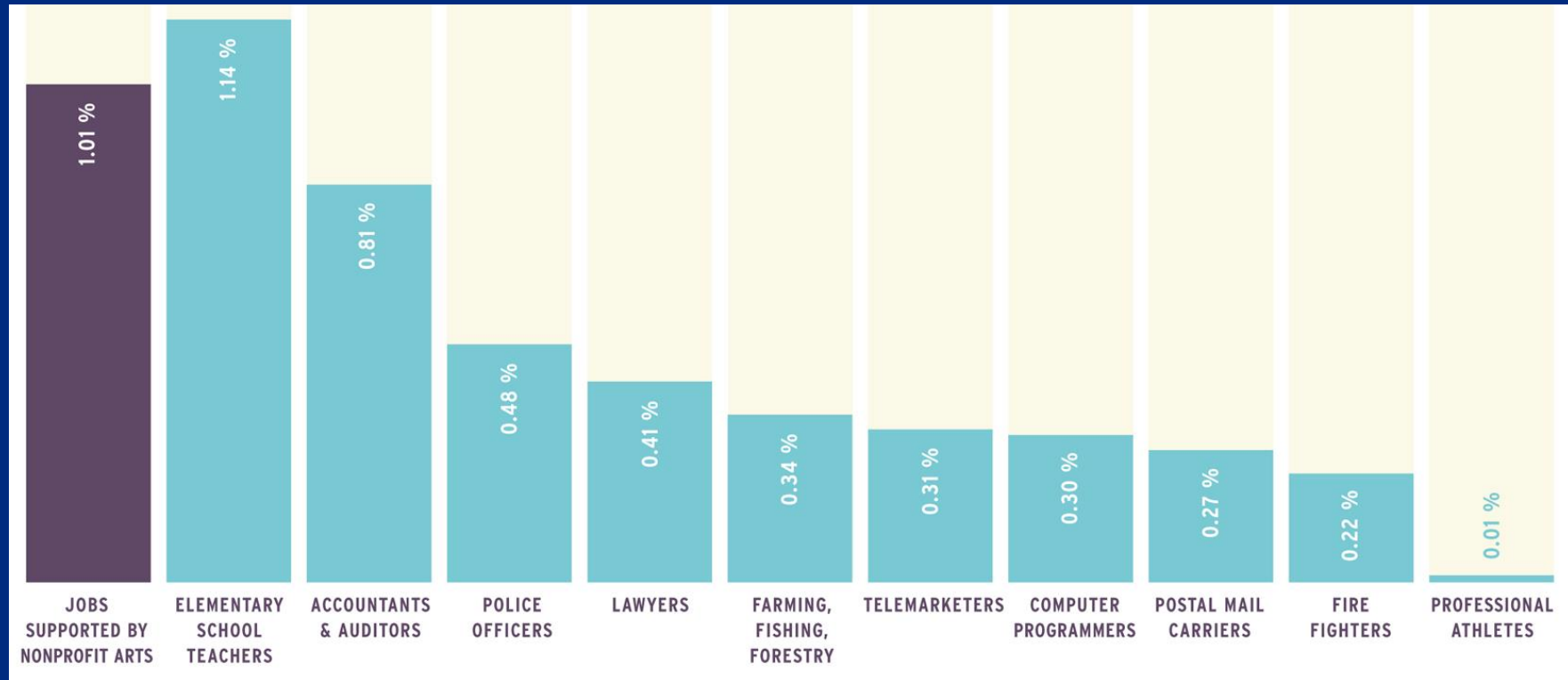
In FY 2013, Tourism in Missouri generated an estimated **\$14.6 billion** in economic impact.

Given BAE national numbers, the Arts and Culture should have generated **\$24.82 billion** in Missouri.



Percentage of U.S. Workforce

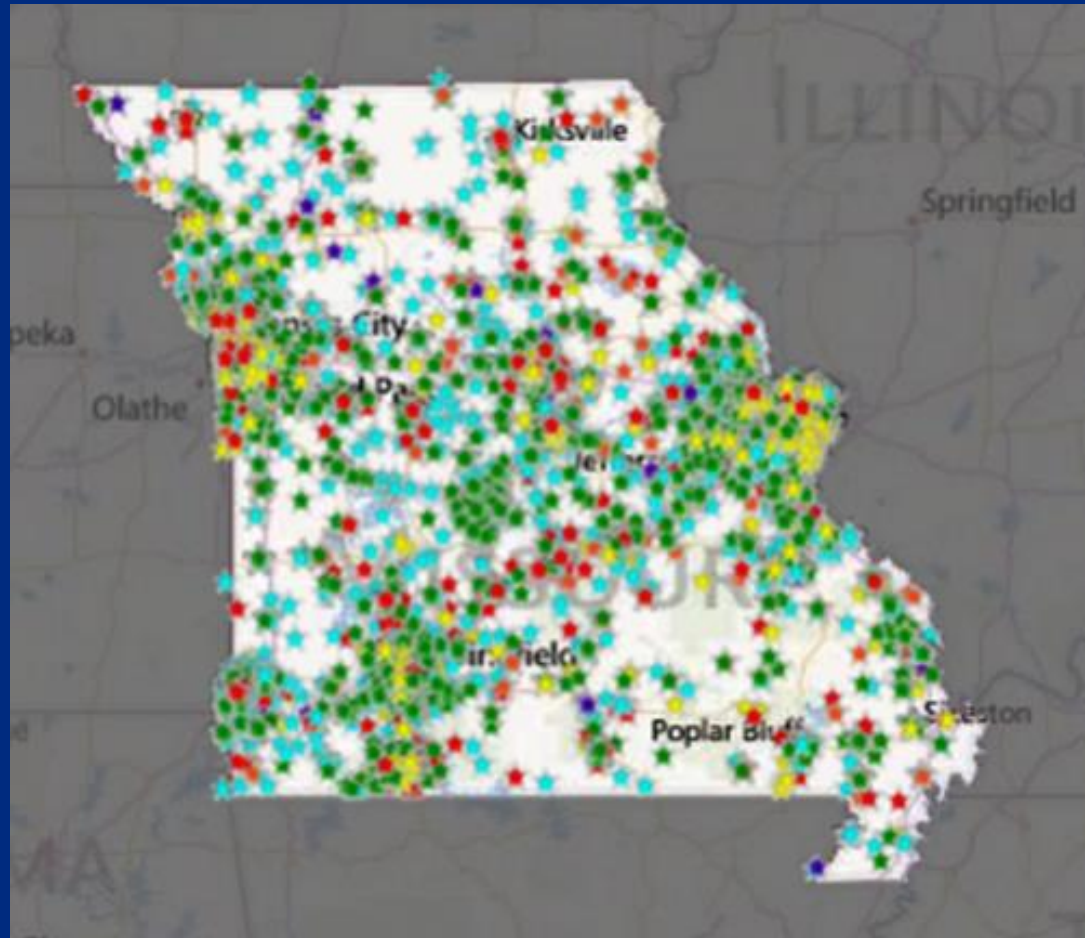
How Nonprofit Arts & Culture Stacks Up . . .





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





Questions?

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