



MCA ADVOCACY TRAINING

MISSOURI ARTS
ADVOCACY WEEK 2022
JANUARY 31- FEBRUARY 4



Missouri Citizens for the Arts

Arts Advocacy Training
for *Missouri Arts Advocacy Week*
January 31- February 4th, 2022



- 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
- Marie Nau Hunter, *Vice President*, Columbia
- Emily Frankoski, *Secretary*, Joplin
- Amanda Pigg, *Treasurer*, Liberty
- Jim Barber, *Southwest Vice President*, Branson
- Dana Knapp, *Kansas City Vice President*, Kansas City
- Andrew Kuhlman, *St. Louis Vice President*, St. Louis
- vacant, *Central Vice President*, Columbia
- Louis Riggs, *Northeast Vice President*, Hannibal
- Steve Whitworth, *Southeast Vice President*, Poplar Bluff

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- Erin Brower, Kansas City
- Vicki Bean, Gideon
- Wally Bloss, Joplin
- Dr. Heidi Cook, Kirksville
- Evie Craig, Kansas City
- Leslie Forrester, Springfield
- Teresa Fankhauser, St. Joseph
- Michael Gaines, Hannibal,
Ex Officio, Mo. Association of Community Arts Agencies
- Patricia Konopka, Kansas City
- Kaetlin Lamberson, St. Louis
- Ben Martin, Lee's Summit
- John Parks, St. Charles
- Phyllis Pasley, *Ex Officio*, Mo. Alliance for Arts Education
- Courtney Simms, St. Louis
- Jessie Youngblood, St. Louis
- Jennifer Wampler, Kansas City

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

- Catalyst
- Connect2Culture
- Missouri Association of Community Arts Agencies
- Springfield Area Arts Council
- Emily Frankoski
- Evie Craig
- Alison Schieber
- Leslie Forrester
- Marie Nau Hunter
- Sue Greenberg
- St. Louis Volunteer Lawyers and Accountants for the Arts
- Nola Ruth
- Lance and Sharon Beshore
- MCA staff, Kyna Iman and Kaetlin Lamberson

The Legislative Process



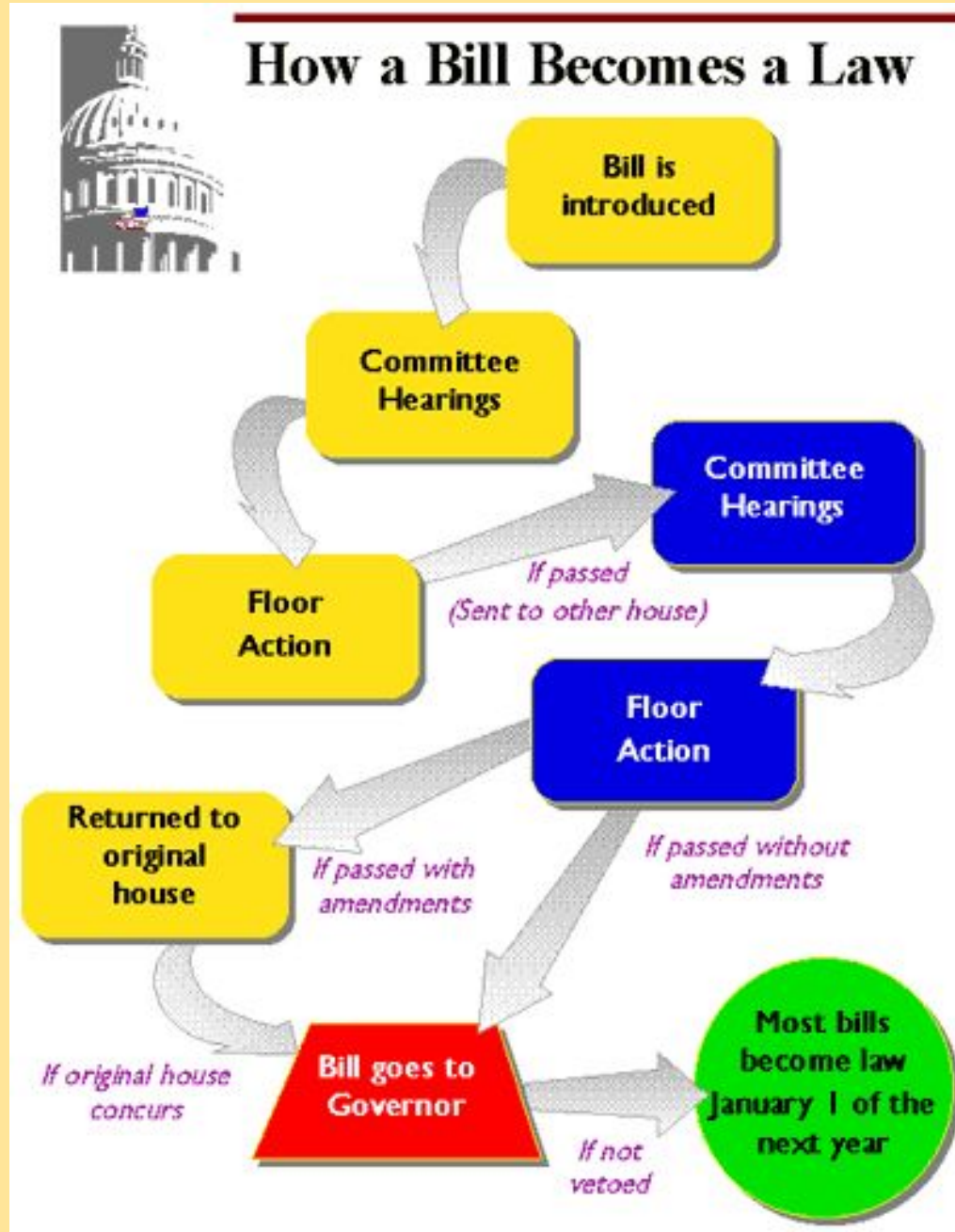
Missouri Citizens for the Arts

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 2021: 114 Republicans, 48 Democrats
 - It takes 82 votes to pass a bill in the House
- 34 Senate Members
 - As of 2021, 24 Republicans, 10 Democrats
 - It takes 18 votes to pass a bill in the Senate

As of 2021, 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 2022/2023 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 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.

MCA's 2022/2023 Art Advocacy Agenda Continued

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's 2022/2023 Art Advocacy Agenda Continued

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. 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 2022/2023 Art Advocacy Agenda Continued

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.

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?

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 (safe!) face-to-face MEETING
- leave a business card and follow up
- **Jan 31- Feb 4:** schedule a Zoom or conference call!
- **Feb 2:** Meet with your legislator at the capitol

All communication should be:

- clear, concise, and consistent

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



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! (or two, or three!) then encourage friends and colleagues to do the same
- Make plans to be in contact with your adopted legislator(s) sometime next week – via a scheduled Zoom or conference call, by calling, or emailing (or all of those!)
- Review MCA’s advocacy agenda and MCA’s Mo. Arts Advocacy Tool Kit
- 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 using our social media toolkit
- 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





Mid-America Arts Alliance

Federal and Regional Funding Landscape

National Endowment for the Arts

FY22 Funding: \$201M for NEA and NEH, historic high mark, up \$33.5M from FY21

CARES Act: \$75M to recent grant recipients

American Rescue Plan Act: \$135M

- \$20.2M to Local Arts Agencies (announced November 21 with \$150,000 to City of Columbia)
- Organizations (notification letters out and announcement soon)



M-AAA pandemic relief = \$6 million

\$591,900 in CARES Act

Through funding from The Andrew W. Mellon Foundation and the Windgate Foundation, M-AAA sent \$1.536M to twenty-seven organizations in region, including five in Missouri from the US Regional Arts Resiliency Fund

\$1.1M in ARP Act funding (organizations with budgets of \$500,000 or less)

- Arts Asylum, Kansas City, MO: \$10,000
- Black Archives of Mid-America, Kansas City, MO: \$40,000
- Black Repertory Theatre of Kansas City, Kansas City, MO: \$20,000
- Bootheel Youth Museum, Malden, MO: \$40,000
- Dances of India, St. Louis, MO: \$10,000
- Intercultural Music Initiative, St. Louis, MO: \$40,000
- Missouri Alliance for Arts Education, Maryland Heights, MO: \$21,150
- No Divide KC, Kansas City, MO: \$20,000

American Rescue Plan \$1.9 Trillion

\$135M to National Endowment for the Arts

- 60% awarded by NEA
- 40% go back to the states and regionals

Consider Federal Dollars

- Other Agencies—NEH and IMLS, SBA, Economic Development Agency, Department of Labor
- States funds outside or in partnership with SAAs
- County funds
- City funds—i.e. Houston CARES About Music
- Projects that fund workplace development, youth education, creative businesses, and tourism partners

Funding examples

National Conference of State Legislators
NCSL.org

Searchable Database with Arts, Culture
and Tourism tab

- West Virginia: \$765,400 to support nonprofit arts sector to preserve jobs
- Oregon: \$50M for grants to music, cultural, and community venues
- Illinois: \$300,000 to Dunham Museum in East St. Louis
- Florida: \$30M African-American cultural and historical grants



Small Business Administration

Shuttered Venue Operators Grants of \$16.25B

Awarded \$14B of the \$16.25B

Missouri: \$227,666,354 through 227 initial grants and 136 supplemental grants

Applications are currently closed and winding down phase.

Some asking for an extension for longer expenditure dates. Looking to roll any unspent SVOG funding into next relief package.



Make sure the arts, culture, creativity are included

Relief and funding for tourism, education, workplace development, creative workers.

Small Business Committee heard testimony this Wednesday, including from Raeanne Presley of Presley's Country Jubilee. Congressman Blaine Luetkemeyer is ranking member.

CERA Act (Creative Economy Revitalization Act-\$300M), CREATE Act, PLACE Act, and more



Upcoming deadlines

National Endowment for the Arts ([arts.gov](https://www.arts.gov))

- The Big Read: January 26
- Grants for Arts Projects: February 10 and July 7
- Creative Writing Fellowships: March 10
- Research Awards: March 28
- Challenge America: April 21, 2022 (reach underserved populations)

Mid-America Arts Alliance ([maaa.org](https://www.maaa.org))

- Artistic Innovations Grants: February 16
- Regional Touring Program Grants open





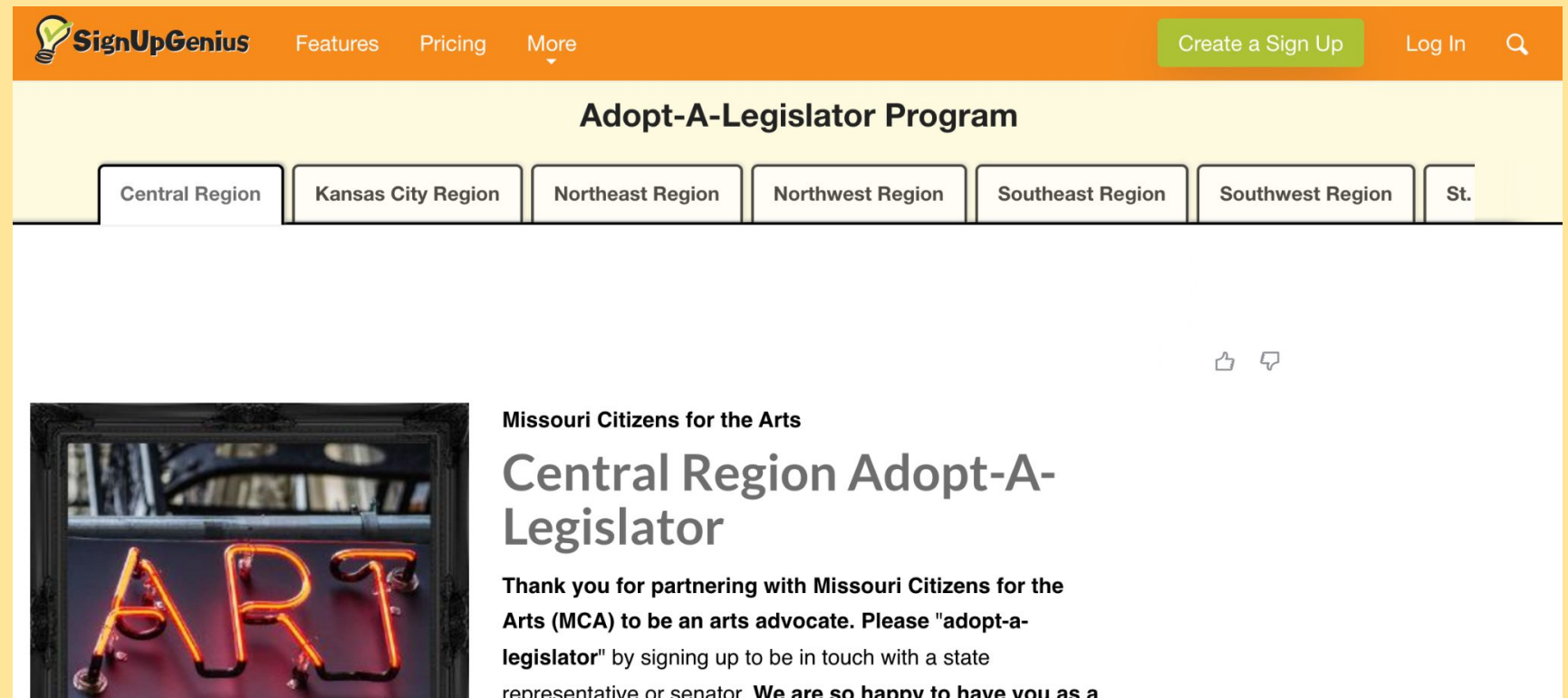
MID-AMERICA ARTS ALLIANCE

EMPOWERING COMMUNITY THROUGH ART

Margaret Keough | Margaret@maaa.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, the page title is 'Adopt-A-Legislator Program'. Underneath, there 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 social media-style post from 'Missouri Citizens for the Arts'. The post includes a thumbnail image of a neon sign that says 'ART' in orange and red. The text of the post reads: 'Missouri Citizens for the Arts Central Region Adopt-A-Legislator 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



**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
- 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



*****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...

- 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



*****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!***



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

Look for membership info under the "Join Us" tab



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

• Can we count on you? Join us today!

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

Look for membership info under the "Join Us" tab

Thank you for being here today!





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