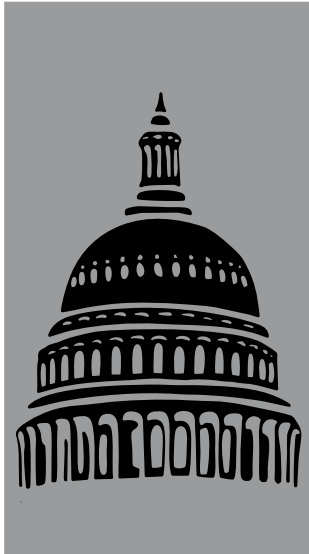


MISSOURI ARTS ADVOCACY WEEK



**FEBRUARY
5-9, 2024**

**ADVOCACY
TOOLKIT**

**MCA is requesting an appropriation
of \$20 million from the Non-Resident
Athlete and Entertainer Tax to the
Missouri Cultural Trust.**

**JOIN US AS WE
TAKE OUR
MESSAGE TO
LEGISLATORS**



@MO4ARTS



MISSOURI ARTS ADVOCACY WEEK

Missouri Citizens for the Arts is a non-partisan, statewide, grass roots organization that advocates to secure stable financial support for the arts to benefit Missouri and its citizens.

Since 1980, Missouri Citizens for the Arts has provided a presence for Missouri's arts industry at the State Capitol. We are dedicated to amplifying the collective voice of Missouri's arts industry.

During Missouri Arts Advocacy Week 2024, arts advocates from across the state will take our message directly to legislators via in-person and virtual meetings at the capitol and in-district.

ARTS ADVOCACY WEEK EVENTS

JANUARY 25

- MCA Statewide Virtual Arts Advocacy Training at 11:30 am
- Hear from MCA lobbyist Kyna Iman, statewide arts leaders, and more!
- [Register here](#)

FEBRUARY 7

- Join us at the Capitol as we advocate in person!
- 10-11:30 am- MCA Briefing in Governor's Office Building
- 11:30 am- Regional lunches
- Meetings with legislators
- 2 pm- Missouri Arts Council Awards
- [Register here](#)

FEBRUARY 5-9

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

Your region may be having an advocacy training too!
Check out our Facebook page for events in your area!



ARTS ADVOCACY TIPS

Make sure your communication is clear, concise, and consistent. Reference the specific legislation by proper title and have a specific “ask” – be a closer!

**BE INFORMED
AND KNOW
THE FACTS**

**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!

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.



**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.



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ARTS ADVOCACY WEEK SPONSORS

THANK YOU to these organizations and individuals who helped sponsor
MCA's Advocacy Week

Catalyst Consulting

Springfield Regional Arts Council

Missouri Association of Community
Arts Agencies

Missouri Alliance for Arts Education

Starlight Theatre

Marie Nau Hunter

Evie Craig

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MCA 2024/2025 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 **\$20 million to the Missouri Arts Council Trust Fund**. This appropriation represents 60% of the Non-Resident Athletes and Entertainers Tax (A&E Tax), as required by statute (Section 143.183 RSMo). 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 FY25, 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.

The State Legislature has only appropriated about 30% of the A&E tax to the Missouri Arts Council. Even though we have not received full funding, MCA has successfully advocated for an increase in funding from \$4.3M to \$10M over the past two years.

ADVOCACY AGENDA CONTINUED

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).

MISSOURI FINE ARTS ACADEMY

Missouri Citizens for the Arts is requesting \$1 million to support the 2025 Missouri Fine Arts Academy (MFM), 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 Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in State of Missouri

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$1,135,595,386	\$589,253,478	\$1,724,848,864

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	9,134	4,222	13,356
Personal Income Paid to Residents	\$410,390,286	\$146,974,130	\$557,364,416
Local Tax Revenue (city and county)	\$18,399,663	\$7,707,626	\$26,107,289
State Tax Revenue	\$14,566,621	\$6,444,462	\$21,011,083
Federal Tax Revenue	\$68,286,598	\$25,233,645	\$93,520,243

Event-Related Spending by Arts and Culture Audiences Totaled \$589.3 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	14,623,353	1,918,901	16,542,254
Percentage of Total Attendance	88.4%	11.6%	100.0%
Average Per Person, Per Event Expenditure	\$29.72	\$49.01	\$31.97
Total Event-Related Expenditures²	\$368,935,402	\$220,318,076	\$589,253,478

Nonprofit Arts and Culture Audiences Spend an Average of \$31.97 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$12.75	\$16.54	\$13.19
Retail Shopping	\$5.69	\$6.13	\$5.74
Overnight Lodging (one night only)	\$1.29	\$9.93	\$2.30
Local Transportation	\$2.85	\$7.00	\$3.34
Clothing and Accessories	\$3.31	\$3.61	\$3.34
Groceries and Supplies	\$2.18	\$3.19	\$2.30
Childcare	\$0.70	\$0.80	\$0.71
Other/Miscellaneous	\$0.95	\$1.81	\$1.05
Overall Average Per Person, Per Event	\$29.72	\$49.01	\$31.97

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Missouri*. For more information about this study or about other cultural initiatives in the State of Missouri, contact the Missouri Arts Council at www.missouriartscouncil.org.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the State of Missouri demonstrate an appreciation for how arts and culture impact the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
"This venue or facility is an important pillar for me within my community."	83.0%
"I would feel a great sense of loss if this activity or venue were no longer available."	86.8%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	90.3%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations"	85.9%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Missouri Arts Council joined the study on behalf of the State of Missouri.** For additional information including the national report, summaries for the 373 communities, an online calculator, and of the methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the State of Missouri, 871 of the 1,861 total eligible nonprofit arts and culture organizations identified by the Missouri Arts Council provided the financial and attendance information required for the study analysis—an overall participation rate of 46.8%.** It is important to note that each study region's results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the State of Missouri, a total of 6,311 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture events and activities during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the State of Missouri, the researchers used the IMPLAN platform to build a customized input-output economic model based on the unique characteristics of the State of Missouri.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within the State of Missouri; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in the State of Missouri, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within the State of Missouri. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the State of Missouri but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for the State of Missouri do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



MCA MEMBER ORGANIZATIONS

THANK YOU to the following organizations that are helping us to keep the arts alive in Missouri through their current membership with MCA!

Albrecht-Kemper Museum of Art, St. Joseph
Allied Arts Council of St Joseph, St. Joseph
Americans for the Arts
Arrow Rock Lyceum Theatre, Arrow Rock
The Arts Asylum, Kansas City
Arts Council of Southeast Missouri,
Cape Girardeau
ArtsKC Regional Arts Council, Kansas City
Arts Rolla, Rolla
Bach Aria Soloists, Kansas City
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
CIBC Westend Academy
City of Columbia Office of Cultural Affairs,
Columbia
City of Lee's Summit Cultural Affairs Division, Lee's
Summit
City of St. Peters Cultural Arts Centre,
St. Peters
Community Theatre for Southwest Missouri,
Carthage
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
Friends of Historic Boonville, Boonville
Gateway Festival Orchestra of St. Louis
George A. Spiva Center for the Arts, Joplin
Gillioz Center for Arts and Entertainment,
Springfield
Hallmark Cards, Kansas City
Hannibal Arts Council, Hannibal

Hannibal Concert Association, Hannibal
Harry M. Cornell Arts & Entertainment Complex, Joplin
HEARding Cats Collective, Inc., St. Louis
Heartland Opera Theatre, Joplin
Historic Bethel German Colony, Inc., Bethel
Illinois Art Alliance, Chicago
Joplin Little Theatre, Joplin
Kansas City Art Institute, Kansas City
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
Lee's Summit Symphony Orchestra,
Lee's Summit
Manchester Arts, Manchester
Margaret Harwell Art Museum, Poplar Bluff
Marshfield Performing Arts Society, Marshfield
Metropolitan Arts Council of Greater Kansas City
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 Artisans Association, Columbia
Missouri Association of Community Arts Agencies,
Hannibal
Missouri Symphony Society, Columbia
Missouri Folk Arts Program, Columbia
New Music Circle, St. Louis
Odyssey Chamber Music Series, Columbia
Owen/Cox Dance Group, Kansas City
Performing Arts Association, St. Joseph
Performing Arts Foundation of Kansas City



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Post Art Library, Joplin	St. Louis Volunteer Lawyers & Accountants for the Arts, St. Louis
Pro Musica, Joplin	STAGES St. Louis, St. Louis
RAC- Regional Arts Council of St. Louis, St. Louis	Starlight Theatre Association of Kansas City, Kansas City
Ragtag Film Society, Columbia	Stray Dog Theatre, St. Louis
Raintree Arts Council, Clarksville	Sugar Creek Festival Board, Sugar Creek
Red Star Intertribal Gourd Dance Society, Raymore	Summit Theatre Group, Lee's Summit
Repertory Theatre of St. Louis, St. Louis	Theatre For America, Branson
Robidoux Resident Theatre, St. Joseph	The Griot Museum of Black History, St. Louis
Royal Arts Council, Versailles	The Muny, St. Louis
Scottish Partnership for Arts and Education, Chesterfield	The Sheldon Arts Foundation, St. Louis
Springfield Ballet, Springfield	Truman State University Art Gallery, Kirksville
Springfield Contemporary Theatre, Inc., Springfield	UMKC Conservatory, Kansas City
Springfield Little Theatre, Springfield	Unicorn Theatre, Kansas City
Springfield Regional Arts Council, Springfield	University of Missouri- Columbia, Missouri Folk Arts Program
St. Joseph Community Chorus, St. Joseph	Upstream Theatre, St. Louis
St. Joseph Symphony Society, St. Joseph	We Always Swing Inc., Columbia
St. Louis Cathedral Concerts, St. Louis	West Plains Council on the Arts, West Plains
St. Louis Chamber Chorus, St. Louis	Westport Center for the Arts, Kansas City
St. Louis Shakespeare Festival, St. Louis	

JOIN MCA

DO YOU SUPPORT OUR MISSION?

If so, you should join us as a member!

MCA relies on our members to have a consistent voice in the State Capitol to advocate for Missouri Arts.

**You can learn more and join us today
at mo4arts.org!**