How to be an Effective & Informed Arts Advocate

April 13, 2020
Presentation by
Californians for the Arts
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Sponsored by

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Welcome to our Arts Advocacy Training for Arts, Culture & Creativity Month 2020 #ACCM2020!

This is a pivotal time to Advocate, Connect, Communicate, and Mobilize in support of advancing the arts and protecting public funding for the arts.

The contents of this presentation will provide you with important information to better prepare you to be an Arts Advocate.
Welcome

TRAINING HIGHLIGHTS

• Current briefing: COVID-19 Advocacy and Impact for the Arts

• State of Funding and the Arts in CA

• Information to help you to be an Effective Arts Advocate

• How to Engage in Arts, Culture & Creativity Month
California Arts Advocates (CAA), a nonprofit 501c(4) organization founded in 1996, and Californians for the Arts 501c(3), est. 2007, are the only comprehensive, multidisciplinary organizations focused on advancing and building public awareness of the value and impact of arts, culture and creativity across California.

With over 15,000 active subscribers and hundreds of members representing thousands of artists and arts and cultural organizations, we take on opportunities and challenges that no single organization or artist can represent alone. **Our mission is to ensure that the arts are accessible to all Californians; are an ongoing part of the public dialogue and to encourage Californians to care about the arts as a critical component of their own lives and the lives of their communities.** We fight for arts resources and policies that benefit our members and all residents of California.
STATE OF ADVOCACY DURING COVID-19

Current situation
The most important thing government is doing right now is *addressing public health and safety*. Concerns about the economic implications are important, but secondary.

This is a crisis across the entire population and your elected representatives are overwhelmed, as we all are. Be respectful of that in all communications.
We will all need to be working with federal, state, and local governments for a very long time to address these issues.

We are working with our lobbyists as well as other statewide and national partners to make sure the arts and culture sector delivers the right message at the right time.
COVID-19 Advocacy Priorities

That all nonprofit organizations including the arts, are included in all government stimulus, emergency grant and loan programs, and economic recovery efforts and initiatives in order to sustain and reignite the creative and economic engines of the arts.

That there be consideration of increasing and expanding unemployment insurance benefits, including self-employed and “gig” workers which include many individual artists and performance/event workers. Now that 36% of Americans participate in the “gig economy” in some way, we must make sure our employment security systems are built for today’s workforce.

That charitable giving is incentivized through tax policy whenever possible.
COVID-19 Arts Impact

Cancellations and Revenue Loss:
Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled in the spring. A second wave of cancellations are happening for summer events. Some reports are suggesting Fall 2021 before concerts/events return.

Further Uncertainty for the Fall and Beyond:
Subscription and advance sales have all but ceased. Economic uncertainty and fears about public assembly that may extend for years as a result of COVID-19 are having a severe impact. Loss of TOT tax, city, county and State budgets shrinking.
COVID-19 Arts Impact

Donations in Jeopardy:

The stalled economy and financial losses will drastically impact donations. Individuals and foundations who significantly support the arts have lost 25% of their wealth in a single month. With unemployment projected to go as high as 30%, contributed revenue will decrease dramatically.

“Things will not go back to “normal” right away. As public health experts have said, we should expect activity to return gradually, with sites like offices and stores reopening before arenas and theaters.” Joe Biden, Op-ed, NYT April 13, 2020
California Arts Council Early Impact Survey results:

- Organizations estimated an average revenue loss of $193,642 each

- Individuals estimated an average personal income loss of $23,857 each

- 66 percent of organizations have had to cancel events that cannot be rescheduled

- 85 percent of individual artists and cultural workers have had work cancelled such as gigs/appearances/shows
# COVID-19 PANDEMIC IMPACT REPORT

Americans for the Arts  
(as of 4/7/2020)

<table>
<thead>
<tr>
<th>Total reported financial impact to date</th>
<th>$11,869,772</th>
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</thead>
<tbody>
<tr>
<td>Organizations have responded</td>
<td>737</td>
</tr>
<tr>
<td>Percent of organizations that canceled events</td>
<td>96%</td>
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<tr>
<td>Number of lost audience members</td>
<td>164,389</td>
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| Total financial loss  
(average of $14,785 per organization)  
(includes both admissions and non-admissions-related losses) | $10,896,232 |
|-------------------------------------------------------------|-------------|
| Total unanticipated expenses  
(average loss of $21,634) | $973,540    |
| Average financial impact per organization  
(January 20 to 4/7/2020 8:09:50 PM UTC) | -$16,106    |
A broad coalition of advocates including Californians for the Arts and other state advocacy organizations under the leadership of Americans for the Arts lobbied for arts funding of $4 billion to the NEA and for protections for self-employed.
March 27: The CARES Act includes $300 million in economic relief to support nonprofit cultural organizations, museums, libraries, public broadcasting, and state and local arts and humanities agencies, as well as substantial additional economic relief opportunities for independent contractors like "gig economy" workers such as actors, musicians, artists, and nonprofit organizations and small businesses, including those working in the creative economy.

AFTA: 29,000 letters sent to Congress with 67% first time advocates participating. 5,798 from CA with 73% new senders.

ADVOCACY WORKS!
Phase III: Coronavirus Aid, Relief, and Economic Security Act (CARES Act)

- Direct Payments to US Citizens- $1200 indiv./$2400 joint + $500 per child, less for income over $75K/$150K

- $75 million to Arts organizations through NEA grants, no match required. 40% to State Arts Agencies (CAC about $750K), 60% directly to organizations

- Also funded: NEH, IMLS, CPB, Smithsonian, Kennedy Center, Block Grants

- Substantially Expanded Loan/Grant Programs of SBA; Payroll Protection Program: forgivable loans to businesses, including nonprofits
COVID-19 FEDERAL RELIEF LEGISLATION

Phase III: Coronavirus Aid, Relief, and Economic Security Act (CARES Act)

- Borrow 2.5 times payroll through lender, 100% forgivable if spent correctly
- Economic Injury Disaster Loans which are not forgivable
- Creates Pandemic Unemployment Assistance (PUA) for self-employed, ICs $600 in addition. Extends benefits by 13 weeks/no waiting
- Unemployed in CA could receive as much as $1050 for 39 weeks
- Temporary universal tax deduction for total charitable contributions, capped at $300.
NEA EMERGENCY FUNDING FACTS

- Only past or current NEA grantees are eligible to apply.

- Designated local arts agencies eligible to re-grant may request $100,000 or $250,000

- Funds can be used for staff salary support, fees for artists or contractual personnel, and facilities costs.

- First deadline is April 22nd using Grants.gov

- 40% to State Arts Agencies (CAC about $750K). Grants program not yet determined.
ARTS FUNDING IN CA & ADVOCACY PRIORITIES NOW

BUDGET, TIMELINE & STATE OF ARTS FUNDING
That the **budget for the State Arts Agency, California Arts Council, remains at current levels** and if cuts are made across all state agencies, the arts are not cut any greater percentage than other agency.

That cities and counties **prioritize arts funding to activate local economies post crisis** look at CDBG for example.

That public and private **funders loosen their grant restrictions and work on rapid distribution of general operating funds** into the field.

That **artists and arts organizations are viewed as essential workers and valuable small businesses** during the crisis and post crisis for economic revitalization.
From 2003-2014, funding for the CAC was $1 million.

Over the last 6 years, our advocacy efforts have helped to increase funding in California by over eight hundred percent.

2019-2020 CA receives largest increase in state arts funding in 20 years, $10 Million ongoing increase plus $27.5 in one time capital grants.

ADVOCACY WORKS!
January 10: Newsom announces January Budget proposal of $222 billion incl. $10 million in 1x funds to CAC. $9 million for Cultural Districts, $1 million for disaster preparedness

February 6: Assm. Gonzalez introduces budget proposal for $20 million 1x funds for small budget arts orgs in good faith to comply with AB 5.
March 4: Governor Newsom declares state of emergency in CA

March 11: CFTA sends out action alert to encourage letters to Governor to include arts in any emergency funding from State and Federal governments. *343 letters sent to date.

March 23: CAA sends letter to CA legislative leaders urging support for CAC, grantee flexibility and to look to the arts sector for response & recovery efforts.
March 16: Legislature approves $1 billion in emergency funds to Gov. Newsom to respond to crisis and goes into recess until May 3. (note this is historically unprecedented. Not even during Spanish flu)

March 30: Assembly budget chair Phil Ting (SF) sends memo that member requests will likely not be heard this year.
March 30: CFTA releases a petition to CAC to loosen grant guidelines and to create emergency grants from any unencumbered funds. 575 signatures received in less than 48 hours.

April 1: CAC meets and approves close to $34 million in grants for 19-20. A record in their recent funding history. Council directs staff to be flexible in grant reporting. May meeting will review grant guidelines for 20-21.
April 6: Newsom reports January budget is no longer viable due to results of COVID 19 on economy incl. soaring unemployment, delayed tax deadlines and stock market decline, rstate revenue relies heavily on taxes on the wealthy.

April 7: Ting reports budget will continue the 2019-20 spending plan with some additional funding for coronavirus response, homelessness and wildfires.
Timeline for 2020-21 Budget

May Revise: Newsom presents mid May - “workload” budget, reflecting current (2019-20) service levels.

June 15: Baseline Budget When the Legislature resumes, it will not consider new spending priorities except COVID-19 related costs, wildfire prevention, and homelessness funding. Budget subcommittees will be directed to agendize only items necessary to a baseline budget with additions only to recovery and response efforts.
Timeline for 2020-21 Budget

**August Revision** – Given the three-month delay in the deadline for personal income taxes, the state will not have a complete picture of available revenues until August. Accordingly, a second round of budget deliberations in August will be necessary. Again, the need to revisit potential programmatic reductions is a possibility.
AB-5 was not intended to cause harm for the arts and creative sector. As some of the unintended results have been a reduction in programs and work opportunities for our sector, it is important that lawmakers are made aware of these circumstances.

Nontraditional work arrangements are increasing, especially in California’s creative industries, where there are 4 contractors for every 10 wage and salaried employees (vs. 1 for every 10 in the overall economy).
In many ways, the COVID-19 crisis has highlighted the need for protections for workers and potentially strengthened the AB-5 argument.

AB-5 will continue to be an issue post crisis. For ex. If misclassifications are determined when filing for UI or PUA, this may trigger audits and fines.

We continue to work with lawmakers to address the need to protect and invest in small budget arts organizations and artists who want to remain independent.
ONGOING ADVOCACY AGENDA & RESOURCES
**CFTA Ongoing Advocacy Goals**

**Increased private & public investment** in order for arts and arts education to be accessible for all Californians and to build systems for a sustainable, supported and prospering industry.

Artists to be valued for their work and for there to be a **paradigm shift from starving artist to thriving artist**.

Legislation and policies to protect and support the arts, culture & creative sectors.
U.S. Bureau of Economic Analysis reports that in 2016, the arts and culture sector contributed $174.6 billion to California’s economy, representing 7% of the state’s GDP—a larger share of the state’s economy than Construction ($93.3 billion), or Education Services ($24.4 billion).

2029 Otis Report on the Creative economy states 15.4% of all jobs in California are in the creative industries, generating $650.3 billion in annual output per year.
California currently ranks 26th among the states in per capita ongoing general fund support for the arts with .71 cents per capita in spending, according to the National Assembly of State Arts Agencies.

There are over 11,000 non-profit arts organizations in CA. CAC was only able to fund **12% of the total arts organizations** in California by June of 2019. According to Cal Nonprofits, more than 50% of non-profit arts organizations have annual revenue below $106,500.
NATIONAL & STATEWIDE ADVOCACY ORGS RESOURCES

AMERICANS FOR THE ARTS
ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS
CALIFORNIA ALLIANCE FOR ARTS EDUCATION
CALIFORNIA ASSOCIATION OF MUSEUMS
CALIFORNIA PRESENTERS
CREATECA
INFORMED ADVOCACY

- Basic facts and definitions
- Tips and Techniques to building relationships
Lobbying refers specifically to efforts that attempt to influence legislation.

Advocacy is the active support of an idea or cause expressed through strategies and methods that influence the opinions and decisions of people, legislators, policy makers and organizations. It’s about communication, education, relationship building and storytelling and is best accomplished by having many people voice their concerns.
Lobbying vs Advocacy

➤ EDUCATE: Increase public understanding about the arts

➤ ADVOCATE: Express support for the arts as an important public policy issue

➤ LOBBY: Attempt to shape votes on pending legislation related to the arts
Does federal law allow non-profits to lobby? Yes, but...

- Must be non-partisan in their approach
- Observe financial limits - Organizations with overall expenditures of $500,000 or less per year, for example, can spend as much as 20% of their budget on lobbying.
- Prohibited from engaging in political campaigns
- Cannot rate, rank or endorse candidates
- Must include equal coverage of all candidates

Note: Organizations using the 501(h) expenditure test can take advantage of clearer definitions of lobbying, including specific exceptions to what counts as lobbying
Advocacy 101

It is perfectly ok as a non-profit organization to...

- Thank and Criticize—publicly thank legislators who vote in line with your advocacy agenda or criticize those who do not. Use social media, Twitter and tag them.

- Show up at offices, town halls and ask questions

- Set up your own town hall and invite your elected

- Stage a public demonstration

- Register voters

- Sponsor a debate if all candidates can attend
“Meanwhile, a colleague of mine texted to tell me that at her new-employees orientation, the new staff were told “We are a 501c3, so we cannot do any lobbying or advocacy.” (This is completely untrue). I have seen countless grant contracts and RFPs now that actively discourage lobbying and advocacy. I called up a program officer once asking why this language was in the contract. “Well, it’s not that we’re against advocacy—in fact, we support it—we just don’t want our money to be expressively used for that purpose.”

This is the problem. Our sector is afraid of advocacy, much less politics.”

Vu, Non Profit AF, April 13, 2020
WHO TO GET TO KNOW...

• Local Elected Representatives: Mayor, Council Members, Supervisors, School Board etc.

• Local Arts Leaders: Arts Commission, Arts Council, Local arts agency, regional advocacy orgs, philanthropists, funders

• State Legislators and Administration: Assemblymembers and State Senators

• Congressional Representatives: Your district House rep and State Senators

• Do not underestimate the value of developing a relationship to staff. They are often the people informing the elected about issues and are given portfolios to study. Become a conduit of information for the staffer!
RELATIONSHIP BUILDING

- Attend public meetings & speak during public comments
- Attend fundraisers or rallies for elected officials
- Ask for a meeting in district
- Invite them to your events
- Recognize them for being an arts advocate
- Find out what committees legislators are on so that you can target the right official for your issue and know who can make or break a piece of legislation.
- Follow electeds on Twitter and social media and get to know their interests and voice
COMMUNICATION TIPS

• Be respectful
• Ask for advice
• Come prepared with your facts and compelling story
• Understand the landscape
• Find out all you can about their special interests and favorite causes. This information will help you tailor your presentation to legislators' personal interests.
• Be clear on what you are asking for and how you will help them to get the support they need.

RELATIONSHIP BUILDING
FINDING PARTNERS

- Collaborating across different sectors on the same issues builds solidarity in advocacy efforts.

- Engage business and community leaders in using their positions to influence decision-makers and become spokespeople and advocates for learning through the arts.

- Media Partners: Develop a relationship with your local media to become a source of information and expertise.
Advocacy comes in many forms, from the disrupters to the negotiators, everyone has a story to tell and a role to play if passion is your guide and change is your goal.
Effective Advocacy

1. Plan Your Campaign
2. Create Awareness
3. Generate Engagement
4. Encourage Action
5. Sustain the Momentum
5 Steps to Effective Advocacy

1. **PLAN YOUR CAMPAIGN**
   - State your Goals, (what is the change you want to see?)
   - Identify Targets (for whom are you doing this)
   - Identify Resources (capacity, funding, time)
   - Identify Partners/Opponents
   - Know the Process, Be Informed, (who are the decision makers?)

2. **CREATE AWARENESS**
   - Design your Key Messages
   - Build your case with data and storytelling
   - Determine communications strategy (op-eds, letters to the editor, social media campaign etc)
5 Steps to Effective Advocacy

3. GENERATE ENGAGEMENT
   - Share your advocacy toolkit
   - Get others to share your message
   - Communicate with your advocates

4. ENCOURAGE ACTIONS
   - What is the ask – where and when should you make it?
   - Determine tactics (ex. rally or behind the scenes meetings or both)
   - Read the room: is it time to be aggressive or is time to build consensus

5. SUSTAIN THE MOMENTUM
   - Organize, Show Up, Be Consistent
   - Be Flexible
   - Be Hopeful
ARTS, CULTURE & CREATIVITY MONTH

ACCM2020
Ways to Participate
In 2019, Arts Culture and Creativity Month was declared by the California Senate in a concurrent resolution to be every April in California to recognize and celebrate the significant impact the arts have in California.
WAYS TO ENGAGE

• Virtual Arts Advocacy Day — April 15
• Online Learning
• CAArtsChampion campaign
• Social media campaigns
• Write an Op-ed
• Join a regional arts advocacy delegation

#ACCM2020 #artsareessential #investinarts
How to Participate

- Creative Workshops
- Informational webinars w/ advocacy leaders and lawmakers
- Virtual Gatherings
- Letter writing and phone meetings
- Regional Advocacy Meetings
Virtual Arts Advocacy Day

Schedule

10am-11am: Get your creative brain flowing

11-12pm: Get to know your statewide advocacy organizations

12:30-1:30pm: Virtual Lunch Gathering

2-3pm: CA Legislative Arts Champions: Why arts & culture are essential to CA

3:30-4:30pm: Workshop: How to write an Op-ed & Advocacy Ltr.

5-6pm: Virtual Happy hour & Jam – bring an instrument and beverage
VIRTUAL ARTS ADVOCACY DAY

Join me Cynthia Huerta @loewithjoyart to kick off Virtual Arts Advocacy Day with Californians for the Arts on April 15th 10am with a drawing primer Arts are essential during Arts, Culture, & Creativity Month (ACCM)
JOIN OUR CAMPAIGN
#CAArtsChampion #ACCM2020

RAISE YOUR VOICE
• Share your story • Tag who inspires you

CALIFORNIANS FOR THE ARTS
#artsareessential #ACCM2020 #artsadvocacy
How to Participate Weekly challenges

SOCIAL MEDIA CHALLENGE: WEEK 1
WHAT'S ON YOUR WALLS?
POST UP TO 4 WORKS OF ART BY CA ARTISTS IN YOUR HOME
RAISE YOUR VOICE FOR THE ARTS
#ARTSFROMHOME #ARTSLIFELINE #CAARTISTS #ACCM2020
CALIFORNIANS FOR THE ARTS

SOCIAL MEDIA CHALLENGE: WEEK 2
WHAT'S ON YOUR PLAYLIST?
POST UP TO 4 FAVORITE ALBUMS, SONGS OR MUSICIANS FROM CA
RAISE YOUR VOICE FOR THE ARTS
#ARTSFROMHOME #ARTSLIFELINE #CAARTISTS #ACCM2020
CALIFORNIANS FOR THE ARTS

APRIL 2020

Californians for the Arts
How to Participate - Share our messages!

- SHELTER AT HOME WILL HELP US SURVIVE
- THE ARTS WILL HELP US LIVE
- RAISE YOUR VOICE FOR THE ARTS
- #artsareessential #ACCM2020
- CALIFORNIANS FOR THE ARTS

ARTISTS ARE OUR 2ND RESPONDERS, OFFERING HOPE, INSPIRATION, AND JOY
- RAISE YOUR VOICE FOR THE ARTS
- #artsareessential #ACCM2020 #artsadvocacy
- CALIFORNIANS FOR THE ARTS
- www.californiansforthearts.org

APRIL 2020

CALIFORNIANS FOR THE ARTS
How to Participate

- Join our mailing list for latest news and action alerts for State and Federal Advocacy
  [http://www.californiansforthearts.org](http://www.californiansforthearts.org)

- Download our advocacy toolkit and ways to engage guide.
  [https://www.californiansforthearts.org/ways-to-engage](https://www.californiansforthearts.org/ways-to-engage)

- Support our efforts by joining our organization! Become an official arts champion and CFTA member!
THANK YOU!