The importance of arts and arts advocacy during COVID 19

#artsareessential #artistsR2ndResponders #investinarts #payartists

www.californiansforthearts.org
COVID-19 PANDEMIC ADVOCACY

The most important thing government is doing right now is **addressing public health and safety**. There are deep and real concerns about the economic crisis but public health and safety are the priority.

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 and be prepared to discuss how you or your organization can be a part of the solution.
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. Our message is to look to the arts as part of the solution. It is not what we can’t do but what we can do.
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.

That there be consideration of increasing and expanding unemployment insurance benefits, including self-employed and “gig” workers. 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 Advocacy Priorities

2nd round of PPP loans for most vulnerable industries. Eliminate the 500-employee cap for 501(c)(3) nonprofit organizations; and provide further flexibility regarding the percentage of loan forgiveness for payroll versus rent;

Additional and Significant funding to States as in CARES Act (in HEROES Act not HEALS)

Additional and Significant Funding to NEA, NEH, IMLS, CAC

Support the U.S. and CA economy by enabling inclusion of the nonprofit arts and culture industry in workforce development opportunities for creative businesses and creative workers; CREATIVE CORPS – Jobs creation strategies
COVID-19 Advocacy Priorities

Free or low cost broadband for equal access

Dedicated funding provided to arts and culture industry to help build out health and safety infrastructure and included in discussions related to business disruption insurance and liability;

Include arts sector in consideration of public health and workplace safety policies to protect the health of arts workers, support the needs of arts venues, and ensure public confidence in gathering again.

Phased re-opening guidelines for sector in consideration of the diversity of our programs and delivery options.
CA CREATIVE CORPS PROPOSAL

Employ Artists and Arts Organizations for Local Communication Strategies for Public Health Mandates

Generate Jobs through a Statewide Training Program: CACreativeCorps and Federal AmeriCorps to include CreativeCorps

Repurpose Existing Cultural Facilities

Provide Low or No Cost Access to the Arts and compensate Artists and Arts Organizations for services

Employ artists and community cultural organizations in neighborhood revitalization, infrastructure projects and housing initiatives

Arts Integration across all areas of Government
COVID-19 Arts Impact

Cancellations and Revenue Loss:
Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled in the spring. Many reports are suggesting Fall 2021 before concerts/events return.

Further Uncertainty for the Fall and Beyond:
Subscription and advance sales have stalled as venues are unable to announce programs. 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 and Audiences: (update from Regional Conversations, 980 registrants)

Some arts organizations have reported increases in contributed revenues.

Some arts organizations have reported increases in audience engagement through online delivery of programs but unclear if there is corresponding earned revenue to report.

There are relief funds mostly available regionally but there is already talk of donor fatigue.
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 IMPACT REPORT on CA Americans for the Arts (as of 8/19/2020)

Total Financial Impact to Date: -$86,447,942
Median Financial Impact per Organization: -$32,000
Total Respondents: 1,017

Financial
How severe do you expect the overall financial impact of the coronavirus to be on your organization?

1—Not Severe At All
2
3—Somewhat Severe
4—Severe
5—Extremely Severe

Event Cancellations & Attendance Decrease
Percent of Organizations That Have Canceled Events: 97%
Total Number of Lost Attendance: 6,768,751
(Median of 1,909 per Organization)
COVID-19 IMPACT REPORT on CA Americans for the Arts (as of 8/19/2020)

Looking to the Future

Percent Confident Their Organization Will Survive the Impact of COVID-19

57%

Respondents were asked to rate how confident they are that their organization will survive the impact of COVID-19 on a scale of 1 (Not Confident at All) to 5 (Extremely Confident). This percentage includes respondents who indicated a confidence rating of 4 or 5.

Which of the following are currently major financial concerns for your organization?

- Reduced philanthropic giving: 62%
- Limited savings and/or cash reserves: 68%
- Cancelled contracts: 50%
- Inability to make payroll: 30%
- Inability to pay bills: 35%
- Business closure: 32%
- Late payments or collection losses from customers/clients: 23%
- None: 6%
COVID-19 Impact on CA organizations

11,000 average arts non-profits in CA, estimated average loss of $32,000 per org. is $352 million loss to date.

For all types of CA museums the **average loss is $22 million per day based** on 125 respondents and past research that there are over 1,500 museums in the state.
Our advocacy helped to **protect the CALIFORNIA ARTS COUNCIL**, the state arts agency budget for 20-21, at $26 million during the COVID 19 crisis and state facing a budget deficit of $54 billion.

Our advocacy helped **to get a seat at the table** for arts & culture on Governor’s jobs and economic task force.

Our messaging campaign that **artists are second responders** helps build public awareness that arts are essential and need to be funded.

Our **resource sections** for COVID 19, AB 5 and Anti Racism are valuable and highly used aggregators of content for our sector.
"Effective strategies and opportunities to access federal relief funding for the arts at the local level" webinar helped advocates to realize over $50 million in proposed CARES Act funding for the arts across CA.

We’ve presented in over 20 workshops on Assembly Bill 5 building awareness of the impact on the arts sector and continue to work with advocates and legislators on further amendments.

9 regional conversations with 980 registrants. Outcomes included building regional advocacy networks and learning policy priorities across all regions.

Federal advocacy helped secure $75 million for NEA and $1.8 billion in PPP loans to arts nonprofits.
Increased private & public investment in order for arts and arts education to be accessible and equitable for all Californians and to build systems for a sustainable, supported and prospering industry.

That the sector look to radically reimagine our business models, hiring practices, board recruitment, policies, resources and programs centered in racial and cultural equity.

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.

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.
U.S. Bureau of Economic Analysis reports that in 2017, the arts and culture sector contributed $230.3 billion to California’s economy, representing 8.2% of the state’s GDP—a larger share of the state’s economy than Construction ($102 billion), or Transportation ($72 billion).

2020 Otis Report on the Creative economy states 15.4% of all jobs (2.7 million) in California are in the creative industries, generating $650.3 billion in total 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.
YOUR ACTION STEPS

ACTIONS TO TAKE TODAY

Email our Senators through AFTA’s pre-written template:
**Urge Support for the Arts in COVID-19 Relief Legislation**

Email our Representatives through our pre-written template:
**Artists and Arts Non-profits Need Access to COVID-19 Relief**

Email our Representatives through our pre-written template:
**More Work Needs to be Done for the Arts and Culture Sector and AB-5**
YOUR ACTION STEPS

ACTIONS TO TAKE TODAY

Follow, amplify and advocate:

Sign Up to Be an #ArtsHero

Share how your artistic practice or your arts organization is a part of the solution during the COVID-19 pandemic:

Share #ArtistsR2ndResponders

Email Congress to preserve the ecosystem of live music venues in the United States though NIVA’s pre-written template:

#SaveOurStages and the RESTART Act
AMERICANS FOR THE ARTS

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

CALIFORNIA ALLIANCE FOR ARTS EDUCATION

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