

Arts Action News

THE NEWSLETTER OF
AMERICANS FOR THE ARTS ACTION FUND

Vol. III 2013

Big News in Texas

Gov. Rick Perry kicked off Texas' biennial legislative session by reauthorizing the Texas Commission on the Arts (TCA) Sunset Bill, which extends the state arts commission for another 12 years as an independent state agency. Additionally, the Texas House and Senate Conference Committee approved a 71 percent appropriation increase for the TCA in the 2014–2015 biennium budget, and Gov. Perry signed the budget with the increase in tact. The Commission's FY 2014 budget jumps to \$5.57 million, up from \$3.77 million in FY 2013.

The legislative session wrapped up with a big win for arts education as well. Gov. Perry signed significant changes into law by including arts courses in Texas high school graduation requirements. Specifically, an Arts and Humanities endorsement was created as one of five new areas of concentration that high school students can pursue beyond the foundation program. Students will be able to substitute an additional arts and humanities course for an advanced science credit. Additionally, the fine arts requirement in the state's foundation program was protected,

requiring all students to complete one fine arts course to graduate. Congratulations to Texans for the Arts and the Texas Cultural Trust for their successful statewide advocacy efforts in securing sufficient support of the arts for the next biennium!



Arts advocates representing Texans for the Arts and the Texas Cultural Trust gather for their biennial State Arts Advocacy Day in Austin on January 31, 2013.

The Importance of Telling Your Story

Jim Messina, the man behind the successful re-election campaign of President Barack Obama, made a tremendous impact as opening keynote speaker at the Americans for the Arts 2013 Annual Convention in Pittsburgh this summer. Messina reminded us that each and every individual and organization has an original story to tell that has the ability to educate, motivate, and inspire.

Messina's story began as he shared the moment that President Obama asked him to lead the Obama 2012 re-election campaign. Messina told the president that in order to be successful, the Obama campaign had to tell the story of the America that we are now, and more importantly the America we want to be.

President Obama's 2012 Campaign Manager, Jim Messina, delivers the opening keynote at Americans for the Arts 2013 Annual Convention in Pittsburgh.

"You all tell an amazing story every single day. Your challenge is to tell that story in a very personal way." With this advice, we also urge Arts Action Fund members to tell your story. THE ARTS MATTER, and we need you to share it! Together we can tell our stories about how the arts inspire us. View full keynote address at bit.ly/AFTA13Keynote.



Message from the President

Thank you to all members who attended the 2013 Americans for the Arts Annual Convention in Pittsburgh. Keynote Jim Messina challenged us to find a way to tell our story using today's technology to engage others in arts advocacy. The Arts Action Fund is taking on this challenge and in August, we launched the **#BeTheARTbeat** campaign with a crowd-sourced video by you, our members.

As arts advocates, we serve as the heartbeat for the arts, providing steady and consistent support to ensure that the arts have the opportunity to thrive within our society. Throughout the rest of the year and into the future, we must continue to bring more voices into our growing arts

family. Whether you are an artist, arts administrator or the parent of an art student, you have an important story to tell. We encourage all arts advocates to work together and to raise your voices in support of the arts. We need to be creative and engage anyone whose life has been enhanced by the arts.

To assist in finding these new voices, the Arts Action Fund is in the process of identifying volunteer Arts Action Fund Organizers (AAFO) in every state. This is a leadership opportunity to engage in grassroots campaign strategies to further advance arts advocacy efforts in your state and across the country. We need you to build a strong movement for the arts.



President and CEO Robert L. Lynch gives a warm welcome to Arts Action Fund member and Director of Development at the Miami City Ballet Marialaura Leslie at the Arts Action Fund briefing in Pittsburgh during the Americans for the Arts Annual Convention on June 14.

If you are interested in being an AAFO, please contact Arts Action Fund Coordinator Samantha Steelman at ssteelman@artsusa.org.

No matter how you contribute, we appreciate it!

Making the Case on the Road

Upon completing arts and economic prosperity research last year, Americans for the Arts has been steadily presenting the findings to our strategic public sector partners, including the National Governors Association, National Lieutenant Governors Association, National Association of State Legislators, National Association of Counties, National League of Cities, and The United States Conference of Mayors.

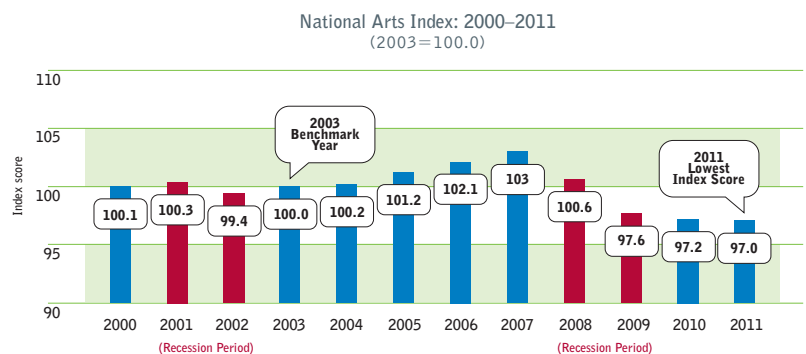
Recently, Americans for the Arts Vice President of Research and Policy Randy Cohen participated in a jobs creation panel at the 2013 Democratic Governors Association Policy Conference at the request of Illinois Gov. Pat Quinn.

nonprofit arts groups generate \$134 billion in economic activity and support 4.1 million jobs per year. While the National Arts Index shows that nonprofit arts organizations have been slow to recover from the Great

Recession, the number of arts attendees began to increase in 2011. Visit www.AmericansForTheArts.org/Research to get these great case-making tools for your community.



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The 2013 National Arts Index by Americans for the Arts provides the fullest picture yet of the impact of the Great Recession on the arts—before, during, and after.

Shaping Federal Arts Policy

The Arts Action Fund monitors arts policy at the federal level and helps bring citizens' voices to the table when important arts issues are debated. For detailed legislative updates, please visit www.AmericansForTheArts.org/LegislativeNews.



US Congress

In response to a bill introduced by Education and the Workforce Chairman Rep. Kline (R-MN), Ranking Member Rep. George Miller (D-CA) (above) offered a substitute amendment with several pro-arts provisions to the "Student Success Act" (H.R. 5) to reauthorize the No Child Left Behind Act, but it was voted down 193-233. The bill may be further considered later this year by a Senate and House conference committee.

Federal Update

Major developments have occurred in Congress over the last few months. The annual appropriations process has frozen following a turbulent House Appropriations Committee markup of a bill that would devastate the National Endowment for the Arts (NEA) with a 49% cut. During the committee's consideration, an amendment was offered to reverse this cut by Rep. Nita Lowey (D-NY) and Rep. David Price (D-NC), but it was defeated in a party line vote. Meanwhile, the Senate Interior Appropriations subcommittee has released a draft bill providing \$154 million for the NEA, matching the request of President Obama and the Arts Action Fund. It is unclear how these differences will be worked out and it is expected that a Continuing Resolution will be implemented as a temporary solution to maintain level-funding.

Several bills have been introduced addressing the Elementary and Secondary Education Act. In the Senate, the Chairman and Ranking Member of the Health and Education Committee have introduced competing bills and in the House, similar competing legislation has been offered in the House Education Committee.

Tax reform is slowly proceeding in Congress as tax policy leaders gather input on what tax deductions to keep or remove. The Arts Action Fund signed a letter with the Charitable Giving Coalition that calls on the Senate to continue support for the charitable giving tax deduction.

Visit our e-Advocacy Center at www.voterveice.net/artsusa/campaigns to take action.

Supporting Arts Advocacy in States and Cities

State Appropriations Continue to Improve for a Second Year in a Row

This year, 35 states will see increased arts budgets compared to only 24 states that got a bump last year. However, there is also a slight increase in the number of states that will see a decrease in funds. In FY 2013, 12 states received funding decreases, with only three of those decreases greater than 10 percent. For FY 2014, 14 states will decrease funding to state arts agencies and nine of those decreases will be more than 10 percent.

For the states seeing increases, there are some great success stories. Last year, **Arizona** received no legislative appropriation and the state arts agency only received funds from license plate revenue. For FY 2014 Arizona arts groups will receive a one-time allocation of \$1,000,000 from the state's 'rainy day' fund. The **Michigan Council for the Arts** received a significant \$2 million increase for FY 2014, which follows a large FY 2013 increase, bringing the arts appropriation up from \$2.6 million in FY 2012 to \$6.7 million in FY 2014.

Kansas arts' funding continues to be tumultuous this year. After the arts agency was eliminated in FY 2012, the state legislature appropriated \$700,000 to the Kansas Creative Arts Industries



Thanks to the leadership of ArtServe Michigan's President and CEO Jennifer Goulet (pictured here) in articulating the positive economic impact of investing in the arts, Michigan has received significant arts funding increases for two consecutive years.

Commission in FY 2013. This year, the Kansas legislature decreased the appropriation to \$200,000 because only \$60,000 was distributed in direct grant money from the previous year. Despite this, the legislature is allowing \$400,000 of unspent FY 2013 funds to roll over into the current fiscal year, and it was announced that the state will once again be eligible to receive federal matching funds from the National Endowment for the Arts.




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
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#BeTheARTbeat Crowd-Sourced Video

How do the arts inspire you? We asked, and you answered! Arts advocates from across the country came together through social media to express their love and appreciation for the arts to contribute to the **#BeTheARTbeat** crowd-sourced video. We received more than 250 submissions, including music that was created by Arts Action Fund member and film composer Spencer David Hutchings. The video is spreading quickly, and has already reached thousands of Americans to help promote the importance of the arts.

As arts advocates we serve as the heartbeat of the arts, providing steady and consistent support to ensure that the arts have their voice in politics. Together, it will be impossible for the value of the arts to go unseen. Play your part. Join the movement. Share the message **#BeTheARTbeat**



Watch the video on the Americans for the Arts Action Fund YouTube channel at bit.ly/BeTheARTbeat

Americans for the Arts Action Fund is the advocacy arm of Americans for the Arts. We engage citizens in ensuring that all Americans have the opportunity to appreciate, value, and participate in the arts. Arts Action Fund members are citizen activists who are committed to helping make certain that arts-friendly public policies are adopted at every level of government and in the private sector. Arts Action News is delivered four times a year to supporters of the Arts Action Fund. Executive Director, Nina Ozlu Tunceli. www.ArtsActionFund.org.



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