

Advocacy 201

Americans for the Arts & Arts Action Fund

April 25, 2024

3:00 PM ET



Year-Around Arts Advocacy Training

Today's Advocacy 201 webinar – **April 25, 2024**

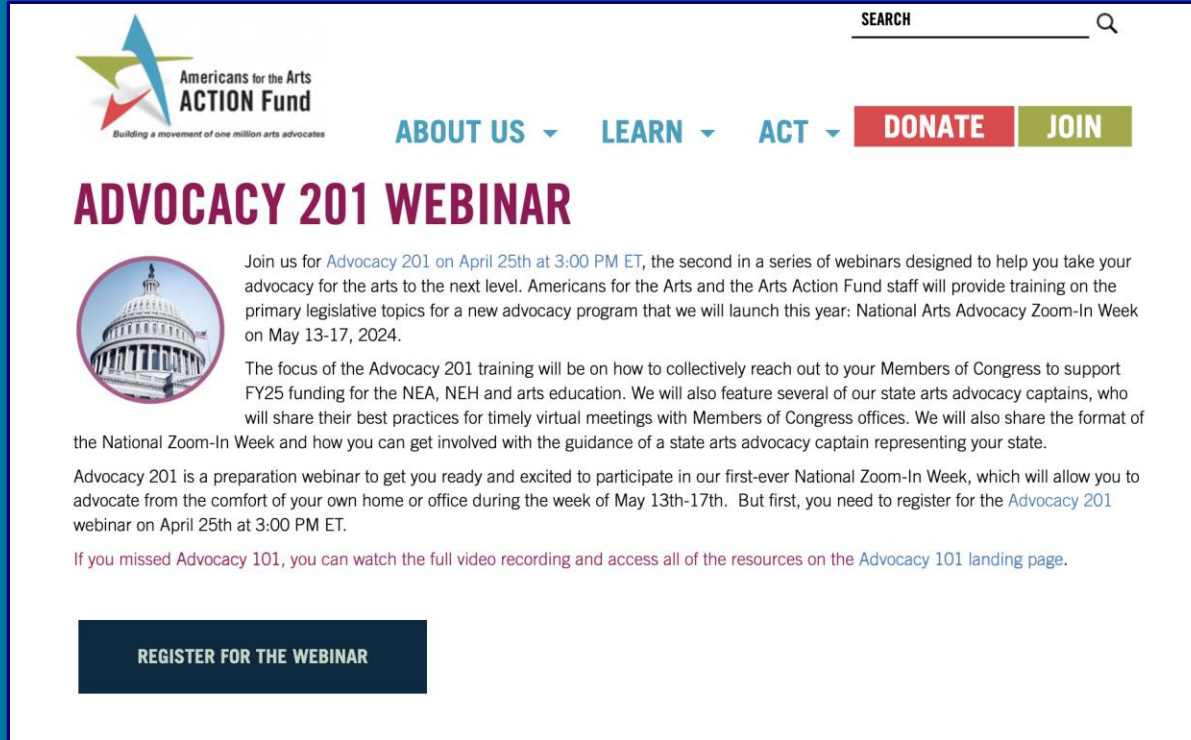
- This is our **third in a series** of Arts Advocacy webinars that we will present in 2024.

Upcoming webinars and advocacy events:

- National Arts Advocacy Zoom/Call-In Week – **May 2024**
- Advocacy 301 Webinar – **July 2024**
- Advocacy 401 Webinar – **September 2024**
- Post-Election Impact Webinar – **November 2024**



Today's Webinar & Slides



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ADVOCACY 201 WEBINAR

Join us for *Advocacy 201* on April 25th at 3:00 PM ET, the second in a series of webinars designed to help you take your advocacy for the arts to the next level. Americans for the Arts and the Arts Action Fund staff will provide training on the primary legislative topics for a new advocacy program that we will launch this year: National Arts Advocacy Zoom-In Week on May 13-17, 2024.

The focus of the *Advocacy 201* training will be on how to collectively reach out to your Members of Congress to support FY25 funding for the NEA, NEH and arts education. We will also feature several of our state arts advocacy captains, who will share their best practices for timely virtual meetings with Members of Congress offices. We will also share the format of the National Zoom-In Week and how you can get involved with the guidance of a state arts advocacy captain representing your state.

Advocacy 201 is a preparation webinar to get you ready and excited to participate in our first-ever National Zoom-In Week, which will allow you to advocate from the comfort of your own home or office during the week of May 13th-17th. But first, you need to register for the *Advocacy 201* webinar on April 25th at 3:00 PM ET.

If you missed *Advocacy 101*, you can watch the full video recording and access all of the resources on the *Advocacy 101* landing page.

[REGISTER FOR THE WEBINAR](#)

Advocacy 201 Webinar Resource Page:

www.ArtsActionFund.org/advocacy-201-webinar-2024

Questions:

For additional questions, please e-mail Americans for the Arts Public Policy Manager **Olivia Tarpley** at Otarpley@artsusa.org.

Q&A Opportunity

Today's webinar will run less than 60 minutes.

Please ask questions in the **Q&A box**, where you can also up-vote a question that you want to be sure is asked and answered first.

We may *not* get to all of the questions today. If that is the case, an Americans for the Arts staff member will follow-up with you in the coming days.





Jay Dick

Senior Director, Equitable
Advocacy & Partnerships,
Americans for the Arts



Nina Ozlu Tunceli

Executive Director,
Arts Action Fund



Olivia Tarpley

Public Policy Manager,
Americans for the Arts



Emily Ruddock

Executive Director,
MASSCreative



Julie Baker

Executive Director,
CA for the Arts



Lori Meadows

Chairperson,
Kentuckians for the Arts

Today's Webinar Agenda

Overview – **Jay Dick**

NEA and NEH Appropriations and advocacy – **Nina Ozlu Tunceli**

Arts Education Appropriations and policy – **Olivia Tarpley**

Panel Presentation – **Julie Baker, Lori Meadows, Emily Ruddock**

National Arts Advocacy Zoom-In week information and next steps – **Jay Dick**



National Endowment for the Arts (NEA)

Fiscal Year 2024 = 10/1/23 to 9/30/24

Key Federally Funded Arts Programs & Agencies	Final Enacted FY'23 Funding 10/1/22 - 9/30/23	President Biden's FY'24 Budget 10/1/23- 9/30/24	U.S. House FY'24 Approved Appropriations in Sub/Full Committee	U.S. Senate FY'24 Approved Appropriations in Sub/Full Committee	Final Enacted * FY'24 Funding 10/1/23 - 9/30/24
NEA	\$207 million	\$211 million	\$186.3 million	\$207 million	\$207 million
NEH	\$207 million	\$211 million	\$186.3 million	\$207 million	\$207 million

National Endowment for the Arts (NEA)

Fiscal Year 2025 = 10/1/24 to 9/30/25

Key Federally Funded Arts Programs & Agencies	Final Enacted FY'24 Funding 10/1/23 - 9/30/24	President Biden's FY'25 Budget 10/1/24- 9/30/25	AFTA & Arts Community's Legislative Ask for FY'25	Congressional Arts Caucus Legislative Ask for FY'25	Senate Cultural Caucus Legislative Ask for FY'25
NEA	\$207 million	\$210.1 million	\$211 million	\$211 million	\$211 million
NEH	\$207 million	\$200.1 million	\$211 million	\$211 million	\$211 million

Resources to Make Your Case

www.ArtsActionFund.org/advocacy-201-webinar-2024

1. NEA/NEH Issue Brief
2. List of House members who voted for and against Rep. Scott Perry's (R-TN) amendments to eliminate NEA & NEH FY'24 funding on 11/2/23
3. List of House & Senate members who signed "Dear Colleague" letters to increase NEA/NEH funding to \$211 million
4. Updated 2024 "Why the Arts Matter" state arts factsheets

WHY THE ARTS MATTER IN NEW JERSEY



NATIONAL ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

4.31% Nation's GDP **5.2 M** Jobs

\$1.102 TRILLION Arts & Culture

\$920.5 B Transportation

\$1.09 T Construction

The national arts and culture sector was a **\$1.102 trillion industry in 2022 (4.31%** of the nation's GDP), representing **5.2 million jobs (3.28%** of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B Economic activity annually

2.6 M Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

81.5% of audiences agreed with the statement "This venue or facility is an important pillar for me within my community"

86% of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6.

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2024.

As of 4/3/2024

NEW JERSEY ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

3.62% State's GDP **138,683** Jobs

\$27.3 BILLION Arts & Culture

\$32.7 B Transportation

\$25 B Construction

The New Jersey arts and culture sector was a **\$27.3 billion industry in 2022 (3.62%** of the state's GDP), representing **138,683 jobs (3.22%** of New Jersey's workforce), and total compensation of **\$14.5 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

\$532.3 M Economic activity annually

9,583 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$116.9 million** in total tax revenue to federal, state, and local governments.

79.1% of audiences agreed with the statement "This venue or facility is an important pillar for me within my community"

84.8% of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6, New Jersey

PUBLIC FUNDING RECEIVED FOR NEW JERSEY ARTS & CULTURE SECTOR

State Appropriation FY24 **\$32,305,000**

NEA State Grant FY24 **\$1,239,000**

39 NEA Direct Grants FY23 **\$2,125,700**

Source: NEA, NASAA, and New Jersey State Council on the Arts, 2024

NEW JERSEY ARTS HIGHLIGHTS

IN THE GARDEN STATE, THE ARTS UNITE US



The Creating Change Network is a program hosted by New Jersey Theatre Alliance and ArtPride New Jersey that aims to build a more equitable, just, and anti-racist arts community in New Jersey. The Network is committed to the goal of shifting culture, empowering leaders, sharing strategies, ensuring accountability, and sustaining hope so that individuals and organizations can progress in this work.

NEW JERSEY STATE COUNCIL ON THE ARTS

In 1966, the legislature passed and the governor signed a law creating the NJ State Council on the Arts and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey.

Executive Director: Allison Tratner
Chair: Elizabeth Mattson



Learn more here.

ARTS RESOURCES IN NJ

- Stay connected to NJ's vibrant arts and entertainment scene with JerseyArts.com. Check out feature stories, podcasts, and videos that cover the gamut of what's happening across the state; find great art spaces around every corner; and explore the hottest upcoming events.

NJ has a network of service organizations that provide numerous benefits to arts organizations, artists, and arts workers across the state.

- Arts Ed NJ
- New Jersey Theatre Alliance
- Dance NJ
- South Jersey Cultural Alliance
- NJ Association of Museums
- New Jersey Arts & Cultural Administrators of Color Network
- Arts & Culture Renewal Fund

THE ARTS ARE EVERYWHERE

New Jersey is home to many firsts and to a host of celebrated artists who grew up in or choose to live in the Garden State. A hub for creativity and innovation, New Jersey offers exceptional opportunities to enjoy and participate in the arts for an extraordinarily diverse population that relishes the state's unique identity and homegrown Jersey pride.

- Located in Millville – the center of the nation's first glass industry – is **Wheaton Arts and Cultural Center**. **The Museum of American Glass** is at the heart of the Center, housing the most comprehensive collection of glass produced in America. Visitors can watch daily artist demonstrations in the Glass, Pottery, and Flameworking Studios, and discover some of the diverse cultural groups who call South Jersey home at Wheaton's Down Jersey Folklife Center.
- Crossroads Theatre Company** is one of the nation's premiere African American theater companies, located in New Brunswick. Through both its main stage productions and the Theatre's community and education programs, this Tony Award-winning company provides audiences an opportunity to explore and better understand the many complexities of Black life. Crossroads continues to lead

the nation with its commitment to literary works that examine the African American experience so that it may be understood and appreciated by all people.

- Montclair Film** brings the stories of filmmakers from across the globe to audiences in Montclair with their annual film festival, which strives to amplify the voices of Black, Latinx, and LGBTQIA+ individuals, while also reflecting the experiences of women, people of differing abilities, immigrants, senior citizens, and other traditionally under-represented groups. The organization has transformed from a yearly festival into a year-round arts community center, offering education classes, community programs, and more.
- Home of the nation's first seaside resort, the Jersey Cape has what you are looking for in vacation destination, and **Cape May MAC** (Museums + Arts + Culture) offers a year-round calendar of tours and special events, including the annual **Cape May Music Festival**.
- The Capital City's iconic slogan – "Trenton Makes, the World Takes" – reflects its early history as an East Coast industrial center. **Artworks**, a downtown Trenton visual arts center, continues to honor makers and artists, and displays their work by hosting exhibitions, workshops, and classes.
- Count Basie Center for the Arts**, is the arts heart of this port town. Its campus includes the seat **Hackensack Meridian Theatre**, an Academy of the Arts, **The Vogel** art performance and community cultural space, and **Basie Center Cinema**, all designed to create opportunities for participation and understanding the arts by collaborating with creators, organizations, and schools.
- Newark is New Jersey's largest metropolis, and home to a storied and growing arts community. In addition to the renowned **New Jersey Performing Arts Center**, and **Newark Museum of Art**, Newark is home to hundreds of artists, including its Mayor Ras Baraka, an author and spoken word artist. The annual **Newark Arts Festival**, hosted by **Newark Arts**, offers artist studio tours along with music, dance, theatre, and spoken word performances.
- Peters Valley School of Craft** is located within the picturesque Delaware Water Gap National Recreation Area. Home to the first anagama ceramic kiln built for public use in the United States, Peters Valley is one of five nationally recognized craft schools offering "the craft school experience." Nestled in the midst of natural beauty are state of the art studios with workshops run by professional artists working in wood, metal, fiber, clay, and related fields from around the globe.

4/2024



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org

FOLLOW US:



Arts Education Funding FY 2023 – FY 2025

Program	FY 2023 Enacted Funding Amount	FY 2024 Enacted Funding Amount	President's FY 2025 Request	AFTA Advocacy FY 2025 Ask
Assistance for Arts Education	\$36.5 million	\$36.5 million	\$36.5 million	\$40 million
Title I Part A	\$18.39 billion	\$18.39 billion	\$18.6 billion	\$20.5 billion
Title II Part A	\$2.19 billion	\$2.19 billion	\$2.19 billion	\$3 billion
Title IV Part A	\$1.38 billion	\$1.38 billion	\$1.38 billion	\$1.65 billion

Arts Education Funding Asks FY 2025

In FY2025, Americans for the Arts is advocating for:

- **\$40 million for the Assistance for Arts Education program**
(grant program that promotes arts education)
- **\$20.5 billion for Education Title I Part A**
(grants for schools with high numbers of students from low-income families)
- **\$3 billion for Education Title II Part A**
(professional development for teachers, principals, and other school leaders)
- **\$1.65 billion for Education Title IV Part A**
(student support and academic enrichment)

Arts Education for All Act

- Introduced by Rep. Suzanne Bonamici of Oregon, **this bill expands arts education and programming** for children in early education, K-12 students, and youth and adults in the justice system.
- The bill allows Childcare and Development Block Grant **funding to be used for arts programming.**
- The bill **includes a directive for research and evaluation** through the Department of Education's research branches.

Best Practices for Congressional Zoom Meetings

Have A Leader & a Plan

Plan out an Agenda & Speakers

For Larger Meetings, not everyone might be able to speak

Don't overuse the Chat Box

Find a way to Follow up with the Congressional Staff

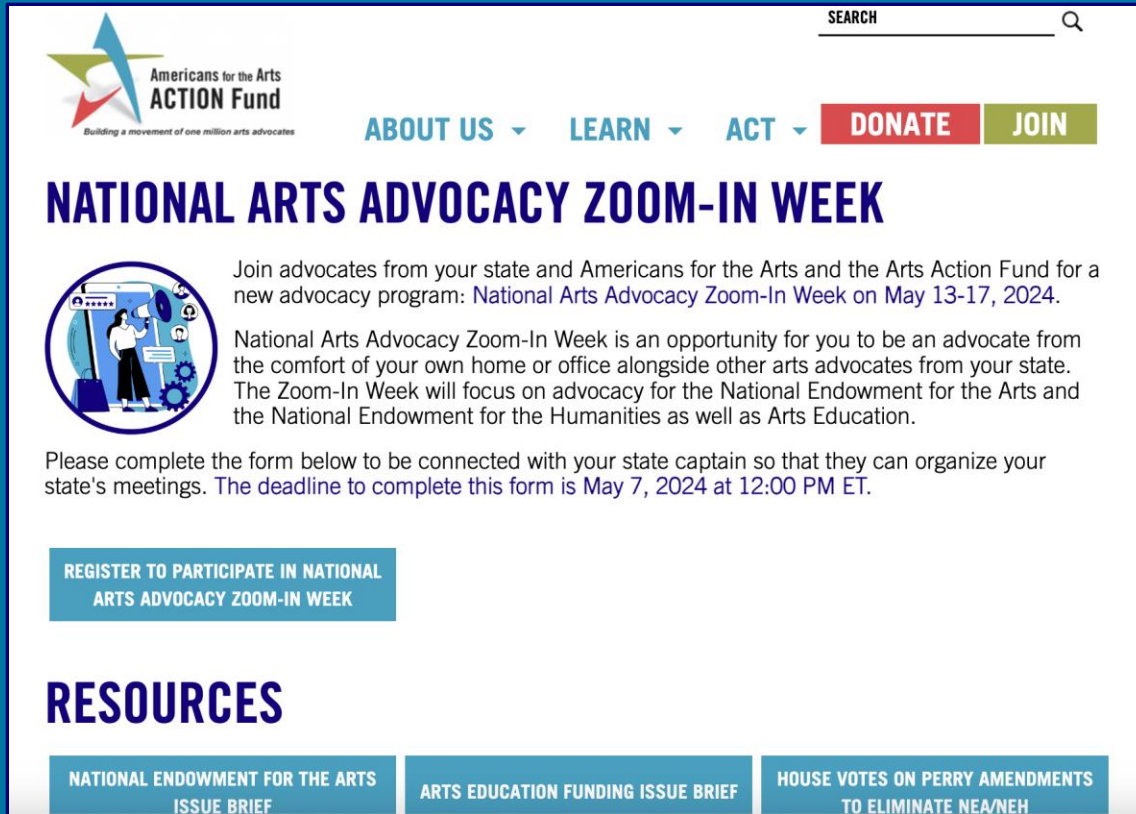
Always Make the Legislative Ask

Report back what you have learned

National Zoom-in Resources

1. Why the Arts Matter fact sheets
<https://www.artsactionfund.org/StateFactsheets>
2. NEA/NEH Issue brief
<https://www.artsactionfund.org/sites/artsactionfund.org/files/National%20Endowment%20for%20the%20Arts%20Leave%20Behind%204-18-2024.pdf>
3. Arts Education Issue brief
<https://www.artsactionfund.org/sites/artsactionfund.org/files/Support%20Arts%20Education.pdf>
4. House Votes on Rep. Perry Amendments to eliminate funding to the NEA/NEH
<https://docs.google.com/spreadsheets/d/1wIW6P2Z4G6LqXMBxM07i-zYuHJ8uzSwn/edit#gid=97791329>
5. House Dear Colleague sign-ons (FY2024)
https://docs.google.com/spreadsheets/d/1aSKojskEc9k46dVWAsr0_vf5we1evX2/edit#gid=761838677
6. Senate Dear Colleague sign-ons (FY2024)
<https://docs.google.com/spreadsheets/d/1sM22Qt-t-uCa4jF5F1MShxrT-RBW1Cak7/edit#gid=1685362738>
7. Sign-up form
https://docs.google.com/forms/d/e/1FAIpQLScZFIA73OZ9qvKICMM4Y2D3j-8myeGmvhN_cP5Stiwo1V9atA/viewform

National Zoom-in Sign Up



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NATIONAL ARTS ADVOCACY ZOOM-IN WEEK

Join advocates from your state and Americans for the Arts and the Arts Action Fund for a new advocacy program: National Arts Advocacy Zoom-In Week on May 13-17, 2024.

National Arts Advocacy Zoom-In Week is an opportunity for you to be an advocate from the comfort of your own home or office alongside other arts advocates from your state. The Zoom-In Week will focus on advocacy for the National Endowment for the Arts and the National Endowment for the Humanities as well as Arts Education.

Please complete the form below to be connected with your state captain so that they can organize your state's meetings. The deadline to complete this form is May 7, 2024 at 12:00 PM ET.

[REGISTER TO PARTICIPATE IN NATIONAL ARTS ADVOCACY ZOOM-IN WEEK](#)

RESOURCES

[NATIONAL ENDOWMENT FOR THE ARTS ISSUE BRIEF](#) | [ARTS EDUCATION FUNDING ISSUE BRIEF](#) | [HOUSE VOTES ON PERRY AMENDMENTS TO ELIMINATE NEA/NEH](#)

Sign Up using this Google Form:

<https://forms.gle/AFaX82sbXefQMZGL9>

Sign Up Deadline:

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Access the Resource Page:

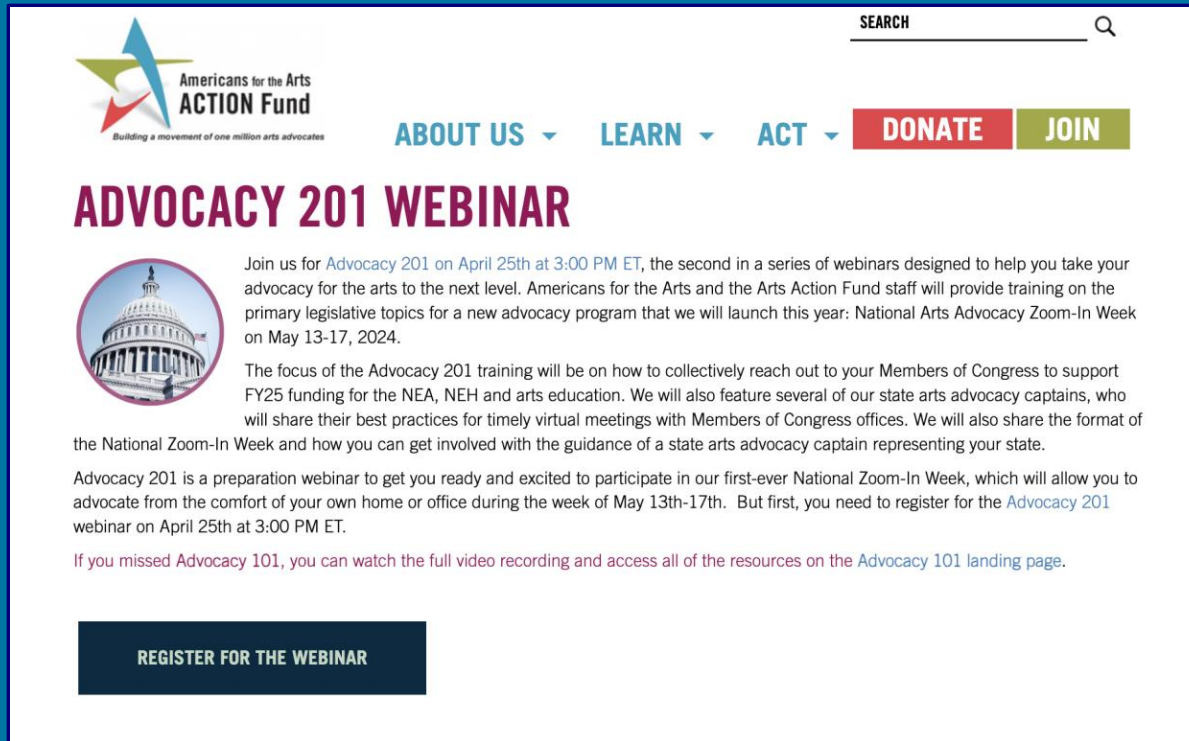
www.ArtsActionFund.org/National-Arts-Advocacy-Zoom-Week

Reminders

1. **Sign up TODAY** for National Arts Advocacy Zoom-In week.
2. Review the topics discussed on today's webinar ahead of Zoom-In week.
3. Connect with your State Captain to attend Zoom-In week meetings.
4. Work with your State Captain and other advocates to prepare ahead of Zoom-In week meetings.
5. Reach out to Olivia Tarpley (otarpley@artsusa.org) with any questions.



Thank you. Reminder of where you'll find today's webinar recording, slides & resources.



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Earmarks Webinar Resource Page:
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