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

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.
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*

<table>
<thead>
<tr>
<th>Key Federally Funded Arts Programs &amp; Agencies</th>
<th>Final Enacted FY’23 Funding 10/1/22 - 9/30/23</th>
<th>President Biden’s FY’24 Budget 10/1/23-9/30/24</th>
<th>U.S. House FY’24 Approved Appropriations in Sub/Full Committee</th>
<th>U.S. Senate FY’24 Approved Appropriations in Sub/Full Committee</th>
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<tbody>
<tr>
<td>NEA</td>
<td>$207 million</td>
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<td>$186.3 million</td>
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### National Endowment for the Arts (NEA)

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<th><strong>AFTA &amp; Arts Community’s Legislative Ask for FY’25</strong></th>
<th>Congressional Arts Caucus Legislative Ask for FY’25</th>
<th>Senate Cultural Caucus Legislative Ask for FY’25</th>
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<td><strong>NEH</strong></td>
<td>$207 million</td>
<td>$200.1 million</td>
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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

NEW JERSEY ARTS FACTS

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

3.62% State’s GDP
138,683 Jobs

$1.102 TRILLION Arts & Culture
$27.3 BILLION Arts & Culture

920.5 B Transportation
$32.7 B Transportation

$10.9 T Construction
$25 B Construction

The national and culture sector was a $1.102 trillion industry in 2021 (4.31% of the nation’s GDP). Representing 5.2 million jobs (3.29% of all jobs), it contributed $138,683 to the state’s GDP (3.62% of the state’s GDP), representing 5.2 million jobs (3.29% of all jobs), and total compensation of $27.3 billion.


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

Economic activity
Jobs supported by economic activity

$151.7 B
2.6 M

In 2022, the impact of this economic activity generated $151.7 billion in total revenue to federal, state, and local governments.

$532.3 M
9,583

Jobs supported by economic activity

In 2022, the impact of this economic activity generated $532.3 million in total tax revenue to federal, state, and local governments.

National

of audiences agreed with the statement

The venue or facility is an important pillar for me when I attend a VENUE.

of audiences agreed with the statement

I would feel a great sense of loss if this activity or venue were no longer available.

81.5%
86%

Statewide

of audiences agreed with the statement

The venue or facility is an important pillar for me when I attend a VENUE.

of audiences agreed with the statement

I would feel a great sense of loss if this activity or venue were no longer available.

79.1%
84.8%


FEDERAL FUNDING FOR THE NATIONAL ENDEAVOR FOR THE ARTS

Federal Appropriation FY24
$207 Million

Congress allocated $207 million to the National Endowment for the Arts (NEA) in 2023. This amounts to just 0.2% of the total federal budget. Indeed, Congress should increase the NEA’s funding to $1 billion. In 2021, the NEA’s funding was $133 million.

Source: Americans for the Arts Action Fund, 2024.

Join the Arts Action Coalition for free today.

NEW JERSEY ARTS HIGHLIGHTS IN THE GARDEN STATE, THE ARTS UNITE US

The Arts Endowment is a program hosted by New Jersey Theatre Alliance and ArtPrize 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, providing strategic planning, empowering, and developing relationships that support and build toward the inclusion of art in every public building in New Jersey.

New Jersey State Council on the Arts - In 1966, the legislature passed and the governor signed into law the NJ State Council on the Arts, directing the arts community to do all that is necessary and appropriate to support, encourage, and foster public interest in the arts and to achieve the inclusion of art in every public building in New Jersey.

Executive Director: Allison Tratner
Chair: Elizabeth Mettress

Learn more:

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 artists, organizations, artists, and arts workers across the state.

ArtsEdNJ
New Jersey Theatre Alliance DanceNJ
South Jersey Cultural Alliance
NJ Association of Museums
New Jersey Arts & Cultural Administrators of Color Network
Arts & Culture Renewal Fund

ARTHOUSE NEW JERSEY events promotes, and advocates for the arts as essential to the quality of life of every person and the economic vitality of our state. The organization was established in 1966.

President & CEO: Adam Perle
Director of Advocacy & Public Policy: Bruce Miller
Director of External Relations: Vanessa Ramlo
Chair: Paul McMillan

Learn more.

The Assistant
Publications:

ARTS & CULTURE

Count Basie Center for the Arts, the heart of Asbury Park’s rich cultural history, is a multi-venue performing arts center, and home to a theater and a community-owned and operated cultural space, and Basie Center Cinema, all designed to create opportunities for participation and understanding the arts by collaborating with creators, organizations, and schools.

Little Theatre of the Rockies is one of the nation’s premier African American theater companies, based in New Brunswick. Through its dual role as a contributing arts and cultural education program, this Tony Award-winning company provides audiences an opportunity to explore and deeper understanding of the complexities of Black life. Crossroads continues to lead the nation with its commitment to literary works that examine the African American experience in a way that is meaningful to both artists and audiences alike.

Montclair Film is the story of a hometown film festival, which strives to amplify the voices of Black, Latino, and LGBTQIA+ individuals, while also reflecting the experience of women, people of differing abilities, immigrants, senior citizens, and those traditionally underrepresented groups. The organization has grown from a yearly festival into a year-round community center, offering education programs, and education classes, community programs, and other events.

Home of the nation’s first seaside resort, the Jersey Cape House has what you are looking for in a vacation destination, and Cape May Mac Museums + Arts + Culture offers a year-round calendar of events, including the annual Cape May Music Festival.

The Capital City’s iconic stage — Trenton Makes, the World Takes — reflects the city’s rich history as an East Coast industrial center. Through workshops, a diverse educational program, and special events, the Trenton Music Center continues to host live music and art events, and displays their work by hosting exhibitions, workshops, and celebrations.

Peters Valley School of Craft is located within the agricultural village of Hopewell, NJ. It was founded in 1970 by a group of artists and educators offering the “craft school experience.” Nurtured in the rich agricultural culture, the national art studio with its workshop run by professional artists in wood, metal, fiber, clay, and related fields from around the globe.

Join the Arts Action Coalition for free today.

E-MAIL US: ArtActionActionFund@njas.gov VISIT US: ArtActionActionFund.org FOLLOW US: @ArtActionFund
<table>
<thead>
<tr>
<th>Program</th>
<th>FY 2023 Enacted Funding Amount</th>
<th>FY 2024 Enacted Funding Amount</th>
<th>President’s FY 2025 Request</th>
<th>AFTA Advocacy FY 2025 Ask</th>
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<tr>
<td>Assistance for Arts Education</td>
<td>$36.5 million</td>
<td>$36.5 million</td>
<td>$36.5 million</td>
<td>$40 million</td>
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<tr>
<td>Title I Part A</td>
<td>$18.39 billion</td>
<td>$18.39 billion</td>
<td>$18.6 billion</td>
<td>$20.5 billion</td>
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<tr>
<td>Title II Part A</td>
<td>$2.19 billion</td>
<td>$2.19 billion</td>
<td>$2.19 billion</td>
<td>$3 billion</td>
</tr>
<tr>
<td>Title IV Part A</td>
<td>$1.38 billion</td>
<td>$1.38 billion</td>
<td>$1.38 billion</td>
<td>$1.65 billion</td>
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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

3. Arts Education Issue brief
   https://www.artsactionfund.org/sites/default/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/1wlW6P2Z4G6LqXMBlM07i-zYuHJ8uszSwn/edit#gid=97791329

5. House Dear Colleague sign-ons (FY2024)
   https://docs.google.com/spreadsheets/d/1IaSKqskEc9k46dVWArs0_tv5we1evX2/edit#gid=761838677

6. Senate Dear Colleague sign-ons (FY2024)
   https://docs.google.com/spreadsheets/d/1sM22Qff-uCa4jF5F1MShxrT-RBW1Cak7/edit#gid=1685362738

7. Sign-up form
   https://docs.google.com/forms/d/e/1FAIpQLScZFlA73QZ9qvlCM4Y2D3j-8myeGmvhN-cP5Stiwo1V9atA/viewform
National Zoom-in Sign Up

Sign Up using this Google Form: https://forms.gle/AFaX82sbXefQMZGL9

Sign Up Deadline: May 7, 2024 @ 12 PM ET

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.


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