Advocacy: How to Make Your Best Case

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Find this presentation at: www.ArtsActionFund.org/Central-FL-Advocacy
## Why the Arts Matter in Florida

### National Arts Facts

<table>
<thead>
<tr>
<th>For-Profit &amp; Non-Profit Arts &amp; Culture Sectors Represent</th>
<th>Florida Arts Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4% Nation's GDP</td>
<td>3.1% State's GDP</td>
</tr>
<tr>
<td>$4.85M</td>
<td>$244,510</td>
</tr>
<tr>
<td>1.4%</td>
<td>7.2%</td>
</tr>
<tr>
<td>589,200 Jobs</td>
<td>Arts &amp; Culture</td>
</tr>
<tr>
<td>$1.016 Trillion</td>
<td>$39 Billion</td>
</tr>
<tr>
<td>$945.3 Billion</td>
<td>Construction</td>
</tr>
<tr>
<td>$378.4 Billion</td>
<td>Utilities</td>
</tr>
</tbody>
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The national arts and culture sector was a $1.016 trillion industry in 2021 (4.4% of the nation’s GDP), representing 4.85 million jobs (3.2% of nation’s workforce), and total compensation of $504.2 billion.


### Economic Impact of Non-Profit Arts & Culture Industry and Audiences

<table>
<thead>
<tr>
<th>National</th>
<th>Economic activity annually</th>
<th>2.6 M</th>
</tr>
</thead>
<tbody>
<tr>
<td>$151.7 B</td>
<td>Jobs supported by economic activity</td>
<td></td>
</tr>
</tbody>
</table>

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


### Federal Funding for the National Endowment for the Arts

<table>
<thead>
<tr>
<th>Federal Appropriation FY22</th>
<th>$207 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBA SVOG Grants FY21-22</td>
<td>$12 Billion</td>
</tr>
</tbody>
</table>

Congress allocated $207 million to the National Endowment for the Arts (NEA) in FY23. 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, 2023.

View the Top 10 Reasons to Support the Arts HERE

### Public Funding Received for Florida Arts & Culture Sector

<table>
<thead>
<tr>
<th>State Appropriation FY23</th>
<th>$83,581,650</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEA Grant FY23</td>
<td>$1,008,720</td>
</tr>
<tr>
<td>NEA Direct Grants FY22</td>
<td>$4,267,835</td>
</tr>
</tbody>
</table>

Source: NEA, SBA, NASAA, 2023
FLORIDA ARTS HIGHLIGHTS
IN THE SUNSHINE STATE, THE ARTS UNITE US

FLORIDA DIVISION OF ARTS & CULTURE
is Florida’s state arts agency, established in 1965. The Division promotes arts and culture as essential to quality of life for all Floridians. The Division provides funding, programs and resources for artists and not-for-profit organizations.

Division Director: Sandy DuCharme

CULTURE BUILDS FLORIDA

THE ARTS ARE EVERYWHERE

• Arts and culture can be found all the way from the Panhandle to the Keys. Start in Pensacola, where the annual Fox Fox Fest encourages you to “vacation artfully” during 10 days of unique artistic shows and events including street art, murals, sculpture, film, and live music.

• Continue east to Quincy, where arts and culture are enriched with a small-town way of life. Visit the 18Zone at Goddard Arts Center and Museum to get creative at a drop-in art studio for visitors of all ages.

• Over in Jacksonville, Cathedral Arts Project unearths the creative power of young people by partnering with 25 schools and educational sites to bring arts education to underserved school-aged children.

• Next, take yourself to Gainesville, home of the University of Florida Center for Arts in Medicine. The Center develops and effects interdisciplinary research studies and educational curricula on all levels and serves as a national model for the arts in medicine research, education and training.

• Heading South to Tampa, Straz Salutes is a program offering opportunities for veterans and their families to connect with the arts at the David A. Straz, Jr. Center for the Performing Arts.

• Follow the coast to Sarasota, where you can soar through the air while learning the flying trapeze at Circus Arts Conservatory. If you’re more comfortable on the ground, you can enjoy one of their many performances in a one-ring European-style big top, the unique arena facility or an intimate historic theater.

• Miami is one of the epicenters of the art world. Bring a blanket and a picnic to the New World Symphony’s WALLCAST® concert series to enjoy events shown on the 7,000-square-foot projection wall of the fabulous New World Center. The Pérez Art Museum highlights Miami’s diverse community and pivotal geographic location at the crossroads of the Americas.

BE SURE TO CHECK OUT

• Ten art experts pick their favorite cultural destinations in Florida here.

• Discover the top museums and cultural attractions in Central Florida here.

• Visit Florida has a calendar of cultural festivals here.

• Check out the Best of Miami 2019: Best Art and Artists.

• Find out what’s happening in every part of the state with this list of art calendars.

Florida Association of Museums
www.flamuseums.org

Florida Alliance for Education Association
www.faea.org

FLORIDA CULTURAL ALLIANCE is a non-profit organization created in 1983 to develop and engage a statewide non-partisan advocacy network among arts and culture organizations, individuals, artists, businesses and local, state, and federal policymakers and staff.

President & CEO: Jennifer James
Chair: Earl Boyseworth

Learn more here. Join here.

Americans for the Arts
ACTION FUND

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@AmericansfortheArts.org VISIT US: ArtsActionFund.org FOLLOW US:
10 Reasons to Support the Arts

01 ARTS UNIFY COMMUNITIES

02 ARTS IMPROVE INDIVIDUAL WELL-BEING

03 ARTS STRENGTHEN THE ECONOMY

04 ARTS DRIVE TOURISM & REVENUE TO LOCAL BUSINESSES

05 ARTS IMPROVE ACADEMIC PERFORMANCE

06 ARTS SPARK CREATIVITY & INNOVATION

07 ARTS HAVE SOCIAL IMPACT

08 ARTS IMPROVE HEALTHCARE

09 ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY

10 ARTS STRENGTHEN MENTAL HEALTH

www.ArtsActionFund.org/10-reasons-support-arts-2023-local-arts-organization-spotlights
Strength Through Collective Action

Arts Discipline Diversity

Organizational & Size Diversity (non-profit + for-profit arts groups + governmental arts groups)

Cultural and Racial Diversity

Geographic Diversity (rural, urban, suburban)
Key Principles of Advocacy

1. Identify and learn more about the priorities of your targeted elected officials.
2. Match up your priorities with the elected official's priorities.
3. Establish a working relationship with all your elected officials.
4. Develop coalitions and partnerships with many groups.
5. Gather relevant data and provide real life testimonial stories.
6. Be an advocate year-round.
7. Engage the media on your issues.
8. Engage your social media and tag elected officials.
9. Be an influencer in your community.
10. Practice your elevator speech.

www.ArtsActionFund.org/year-round-advocacy
ArtsVote Sticker

Designed by artist Shepard Fairey

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