



**Arts Advocacy at Every Level
During the COVID-19 Pandemic
Part I – COVID-19 Updates & Advocacy**

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Arts North Carolina

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Arts Advocacy at Every Level During the COVID-19 Pandemic

Part I – COVID-19 Updates & Advocacy

Some Housekeeping Notes:

- Please keep mics muted during presentation**
- Type questions into chat space to be read by a facilitator**
- If you are unable to type questions, unmute specifically during the “Questions” segments to ask your question, and then mute again**
- Please keep video off to save bandwidth**
- Slides are available at [ArtsNC.org](https://www.ArtsNC.org) on COVID-19 Action & Resource Center**



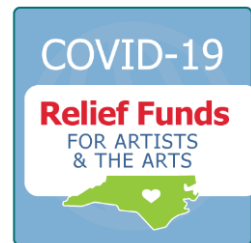
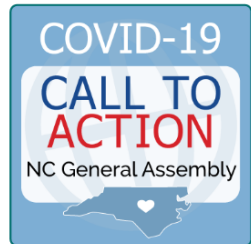
COVID-19 Pandemic Response

Government can not solve this FOR us.

Government can only solve this WITH US.

**We can not work together unless we
COMMUNICATE.**

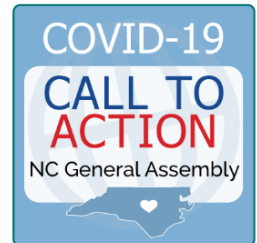
That communication is called ADVOCACY.





COVID-19 Pandemic Response

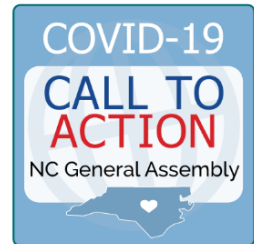
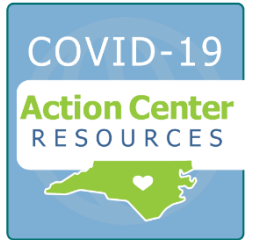
- Follow all guidelines and recommendations from Health Officials**
 - No public events or meetings until allowed/recommended.**
 - Work from home, only go out for essentials.**
- Assess the Situation**
 - What was cancelled and how many people were impacted?**
 - What was the financial impact (loss & expense) of the changes?**
- Make Plans**
 - What are you going to do for the next 30 days? 60 days? Longer?**
 - Think about contingencies, possible scenarios, and when to act.**
- Prepare to Advocate**
 - Collect the information and stories to make the case.**
 - Find allies and partners with similar goals and priorities.**
- What do you need? Who are you going to ask?**
- Start the conversation at all levels of Government. For now:**
 - US House of Representatives and US Senate (Make Case, Ask for Help)**
 - NC House of Representatives and NC Senate (Make Case, Ask for Help)**
 - County Commission and School Board (Reach Out, Offer Help)**
 - City Council and Mayor (Reach Out, Offer Help)**





COVID-19 Arts NC Response

- Follow all guidelines and recommendations from Health Officials
 - No public events or meetings until allowed/recommended
 - Operations are now run remotely, all staff at home
- Assess the Situation
 - [AFTA COVID-19 Arts & Culture Sector Financial Impact Survey](#)
 - Access to financial impact data at federal, state, and local level
 - Retake Survey with updates. Enter the cumulative impact.
- Make Plans
 - ARTS Day (May 19th & 20th) may be Postponed or Go Online
 - Shifted entire focus of organization to COVID-19 Arts Advocacy
- Prepare to Advocate
 - Collect and prepare the stories and [information to make our case.](#)
 - Find allies and partners [NCAC](#), [AFTA](#), [NCCNP](#), SAAN
- What is the ask?
 - Emergency Funding & Loans to Arts Nonprofits
 - Unemployment Benefits: Increase and Extension
- Prepare our resources:
 - [COVID-19 Action & Resource Center](#)
 - COVID-19 Specific Advocacy Training & [Calls to Action](#)
 - [COVID-19 Relief Funds for Artists and the Arts](#) Page for All





COVID-19 Arts Financial Impact in NC

Many organizations had not calculated their financial impact when they responded. The total financial loss and expense will increase significantly.

-\$2,243,121

Total reported financial impact to date

State: North Carolina, Discipline: All, Budget: All, Legal Status: All

Who is reporting

571

Organizations have responded

91%

Percent of organizations that canceled events

154,838

Number of lost audience members
(average of 2,978 people per organization)

What they're reporting

\$2,082,421

Total financial loss
(average of \$3,647 per organization)
(includes both admissions and non-admissions-related losses)

\$160,700

Total unanticipated expenses
(average loss of \$5,739)

-\$3,928

Average financial impact per organization
(January 20 to 3/20/2020 9:10:27 PM UTC)

COVID-19

Action Center
RESOURCES



COVID-19

Impact
Survey



COVID-19

CALL TO
ACTION

NC General Assembly



COVID-19

Relief Funds
FOR ARTISTS
& THE ARTS



COVID-19

CALL TO
ACTION

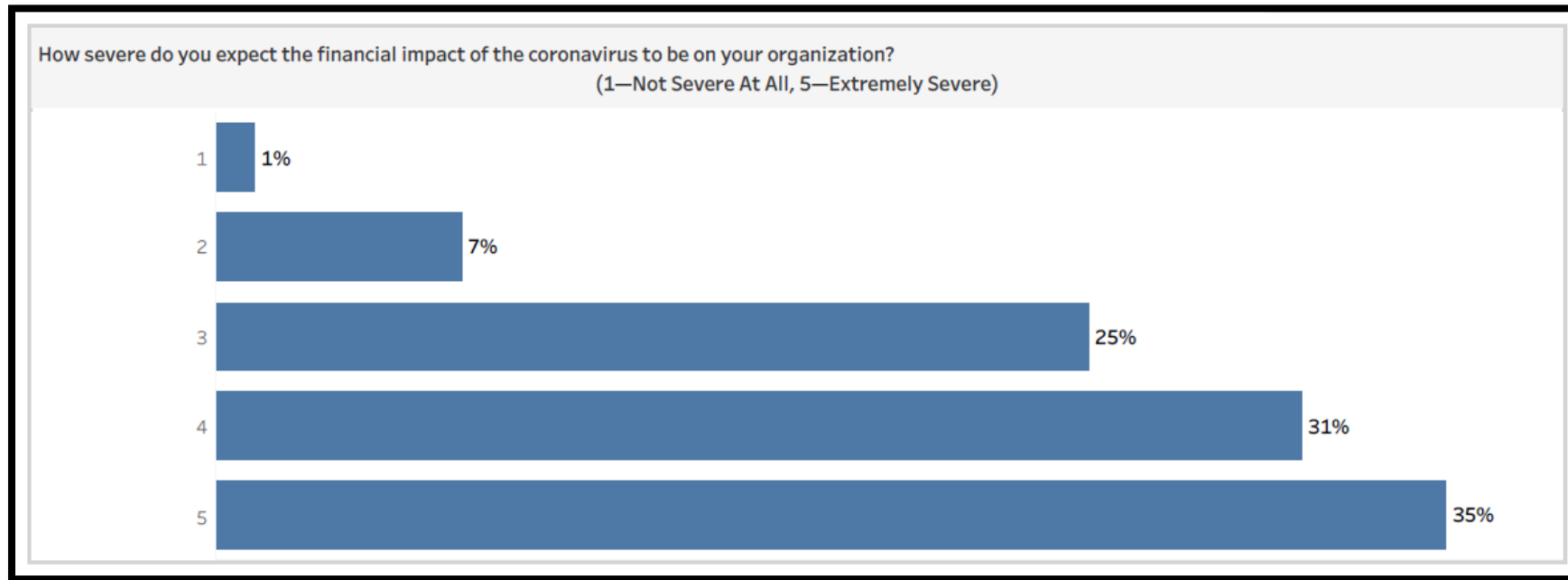
US Congress



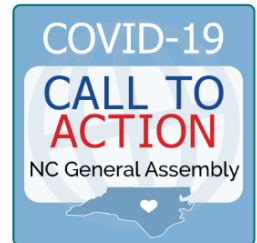
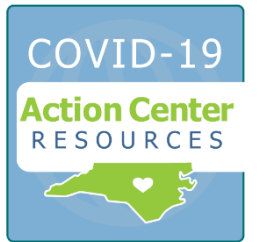


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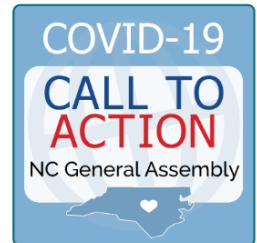
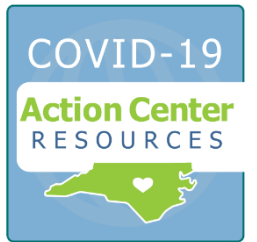
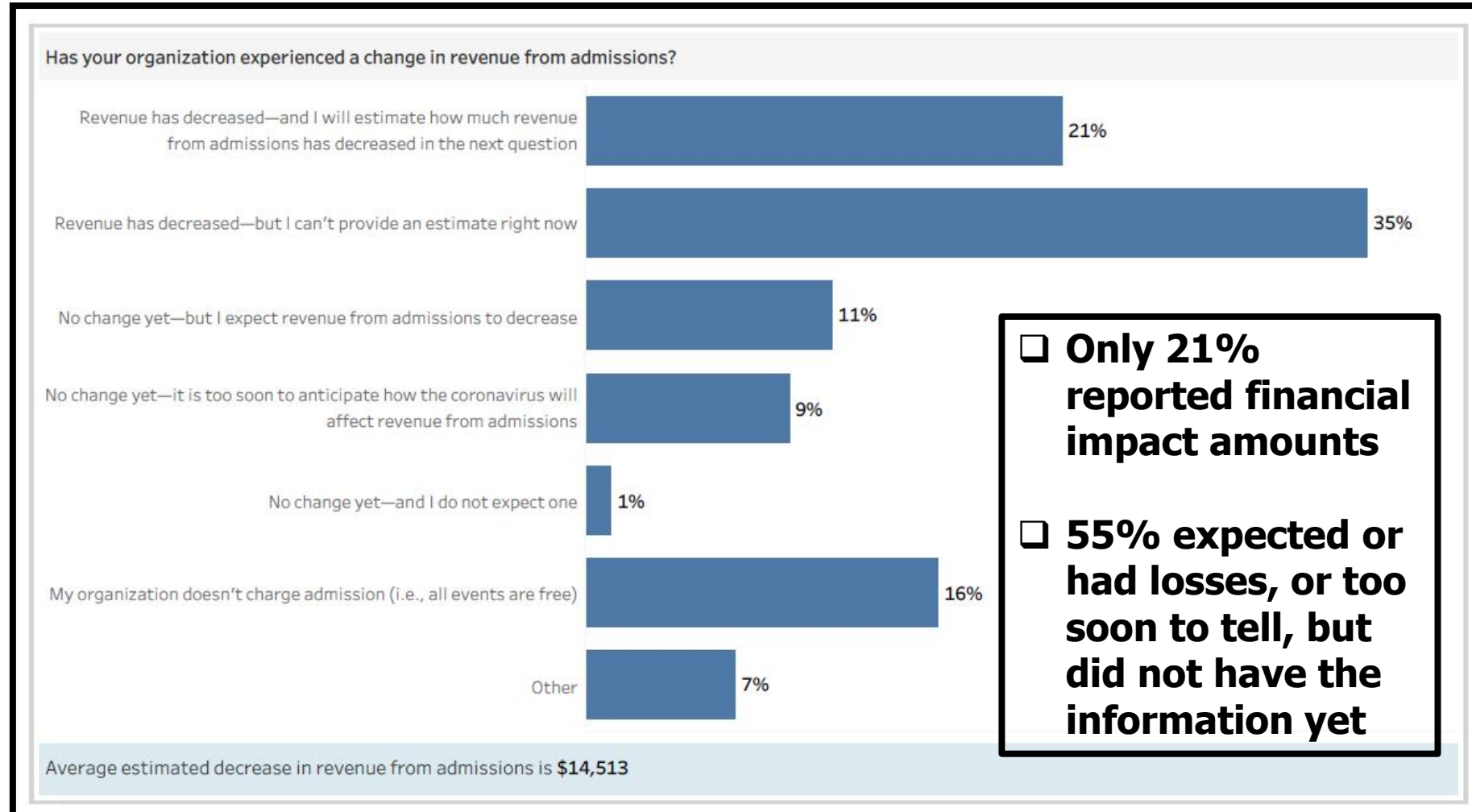
- 66% of organizations expected the financial impact of the pandemic to severe or extremely severe.**
- Only 8% expected the financial impact of the pandemic to be somewhat severe or not severe at all.**





COVID-19 Arts Financial Impact in NC

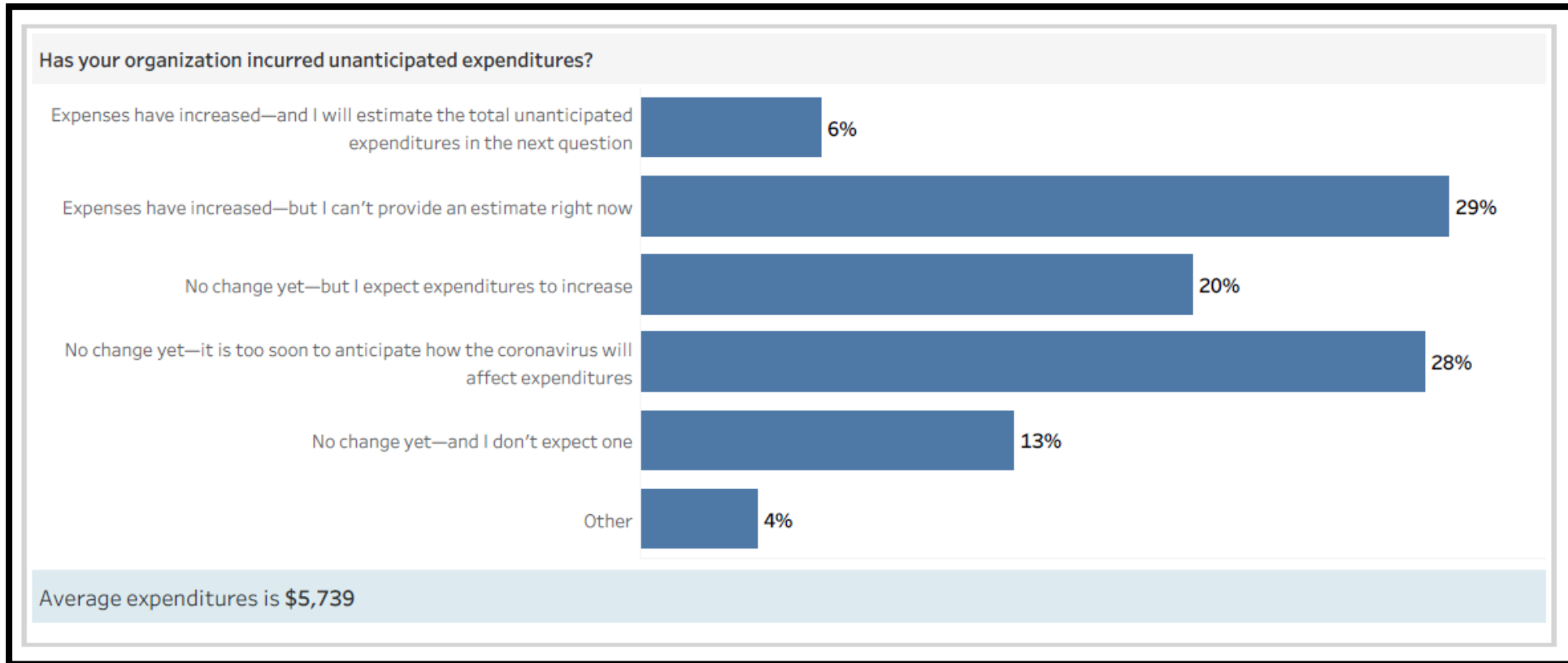
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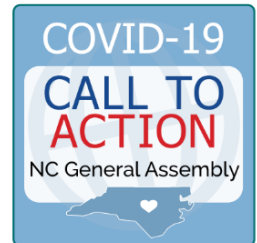


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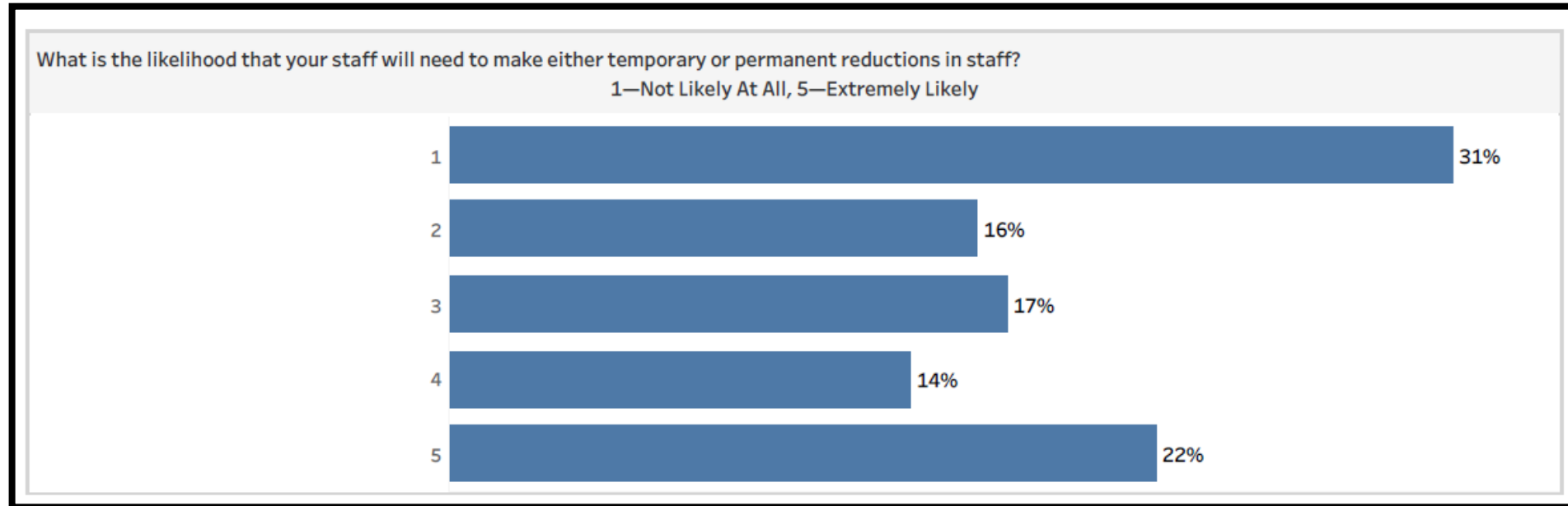
- Only 6% of organization reported extra expenses due to pandemic**
- 49% had or expected expenses, but did not have that information**



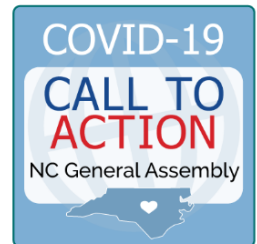
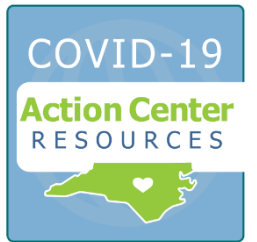


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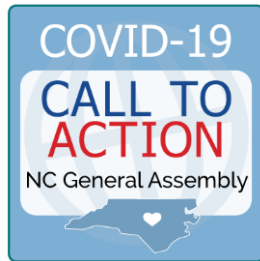
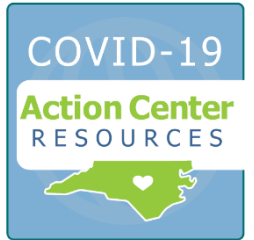
- ❑ Roughly 1/3 of organizations said temporary or permanent staff reductions not likely at all.
- ❑ Over 1/3 of organizations said temporary or permanent staff reductions were likely or extremely likely.





COVID-19 Pandemic Advocacy

- ❑ The most important thing government is doing right now is addressing public health and safety. Concerns about the economic implications are important, but secondary.
- ❑ 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.
- ❑ We will all need to be working with federal, state, and local governments for a very long time to address these issues. We will need to be patient, polite, and positive.
- ❑ Arts NC is 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.
- ❑ Sign Up for the [Arts NC Email List](#)
- ❑ [Keep Updating Financial Impact Survey](#)
- ❑ Respond to All [Calls to Action](#) (Emails and Phone Calls)
- ❑ [Report Conversations and Emails Responses to Arts NC](#)
- ❑ Start having [conversations](#) at Federal, State, and Local Level





COVID-19 Pandemic Issues

Emergency Funding

- Congress passed bills for health care, sick leave, relief, etc. to control COVID-19 spread
- Now working on the Giant Stimulus Bill: Now \$2 TRILLION (more than Federal Budget)
- Asking for \$60 Billion to go to Nonprofits

Federal Arts Funding Request (American for the Arts) *Rep. Alma Adams Letter*

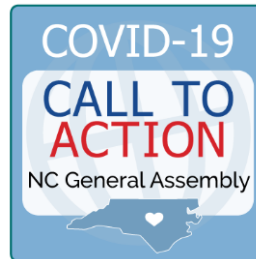
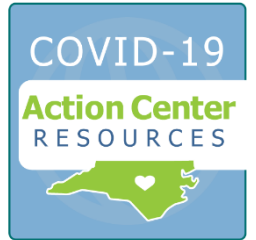
- Asking that \$4 Billion go through National Endowment for the Arts (NEA)
 - NEA distributes to Nonprofits, possibly through NC Arts Council
 - Impact Survey Data used to create the specific request
- Expand Eligibility of Federal Programs to Artists and Creative Economy
- Treat Nonprofits as Small Business: Access to Loans & Assistance
- Treat Individual Artist as a Small Business and as an Individual: Assistance as BOTH
- Additional Funding Available for the For-Profit Arts Sector
- Small Business Admin. Loans NOW Available to NC Nonprofits (\$2M/2.75%/30 yr.)

State Arts Funding (No FY20 Budget = \$2.2 billion unspent AND reserves of \$1.1 billion)

- NC House has assembled Bipartisan Crisis Response Groups
- NC Senate will work using existing Committee Structures
- NC General Assembly is waiting for Federal Relief Package before they act

Arts NC has:

- Sent Calls to Action to Arts Advocates for Congress (AFTA) & NC General Assembly
- Had positive communications with Key Legislators for NC Arts Council Funding and Appropriations Leadership and Staff. Scheduled meetings with Congress for next week
- In Communications with Arts Caucus Chairs to provide Leadership on Arts Issues





COVID-19 Pandemic Issues

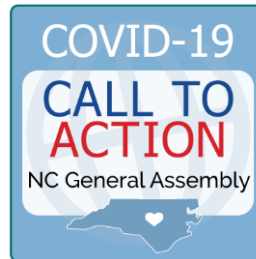
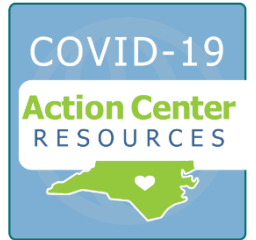
Unemployment Insurance (UI)

****Arts NC is NOT an Unemployment Insurance Expert, Consult Appropriate Gov't Agency****

- ❑ Many small nonprofits do not pay UI, so employees are not eligible
- ❑ Many self-employed/contract/part-time/seasonal worker such as event/performance personnel and independent artists are not eligible
- ❑ 2013 reforms left NC with Lower/Shorter Benefits BUT put \$3.9 billion in UI Trust Fund
 - ❑ Maximum Benefits are \$350 and only for 12 weeks
 - ❑ Many arts organization (negative fund balance) can't file for employees
- ❑ US Labor Dept. on March 12 allowed States to Amend Rules for COVID-19
- ❑ Governor's Executive Order on March 17 (Approved by US DOL, Funded by Congress)
 - ❑ Employees of UI paying employers eligible if laid off due to COVID-19
 - ❑ No waiting weeks, No work Search, Online Filing
 - ❑ Employers will not be penalized for workers filing
- ❑ Disaster Unemployment Assistance (DUA) OR Something Completely New??
 - ❑ DUA is a Federal program run through states to cover those without UI in a disaster
 - ❑ Active in Disaster Areas for up to 26 weeks of UI (Gov. asks, Pres. declares)
 - ❑ State could extend temporary UI benefits to those not currently eligible

Arts NC Positon Currently:

- ❑ Arts NC wants to be sure self-employed/contract/part-time/seasonal workers such as event/performance personnel and independent artists who are not able to work due to COVID-19 can receive sufficient Unemployment Benefits as soon as possible.
- ❑ Arts NC wants UI Benefits to be Increased and Extended for more weeks in response to the COVID-19 pandemic.





Questions?

- COVID-19 Pandemic Response**
- Arts North Carolina Response**
- Financial Impact in North Carolina**
- Advocacy During the Pandemic**
- Emergency Funding, Stimulus, and Loans**
- Unemployment Insurance Issues**
- Other Questions**

