



# **Connecting Remotely: Arts Advocacy During the COVID-19 Pandemic**

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**Arts North Carolina**

**Executive Director**

**Wednesday, April 8, 2020**



# Connecting Remotely: Arts Advocacy During the COVID-19 Pandemic

## 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" segment to ask your question
- Please keep video off to save bandwidth
- Slides are available at [ArtsNC.org](https://ArtsNC.org) at Training Videos & Resource Center



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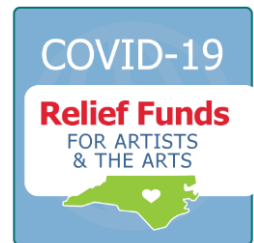
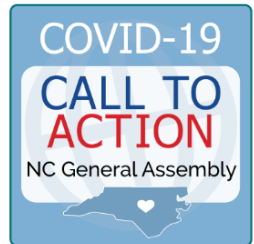
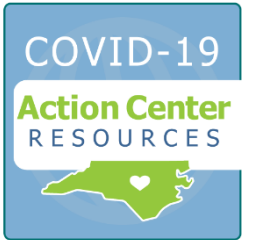
# COVID-19 Pandemic

**Government can not solve this FOR us.**

**Government can only solve this WITH US.**

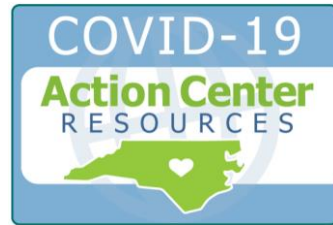
**We can not work together unless we  
COMMUNICATE.**

**That communication is called ADVOCACY.**

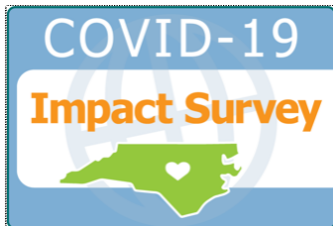




# COVID-19 Arts NC Online Resources



[Arts NC COVID-19 Action & Resource Center](#)



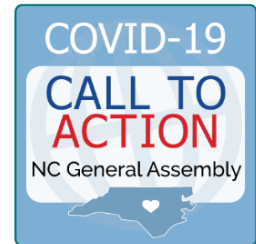
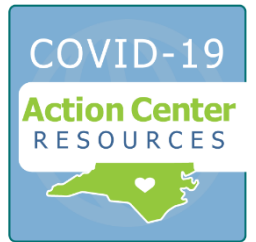
[Americans for the Arts COVID-19 Arts & Culture Financial Impact Survey](#)



[Arts NC Training Videos and Resources](#)



[Arts NC Relief Funds for Artists & the Arts](#)

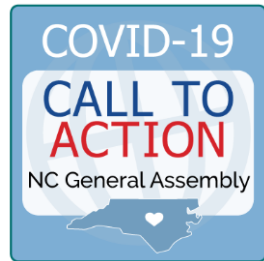
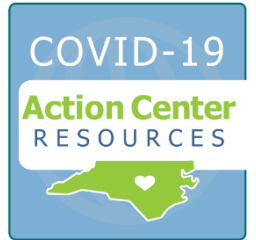






# COVID-19 Pandemic Advocacy

- ❑ 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 the COVID-19 Arts & Culture Financial Impact Survey](#)
- ❑ Respond to All [Calls to Action](#) (Emails and Phone Calls)
- ❑ Start having [conversations](#) at Federal, State, and Local Level
- ❑ [Report Conversations and Emails Responses to Arts NC](#)

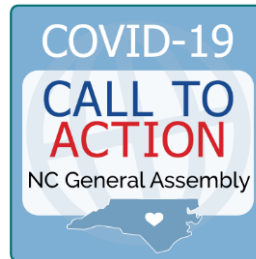
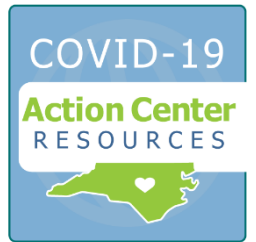




# Arts Value BEFORE the Pandemic

	DIRECT	INDIRECT	TOTAL
Total Expenditures in 2015	\$937.5 Million	\$1.18 Billion	<b>\$2.12 Billion</b>
Jobs Supported (FTE) in 2015	37,194	34,783	<b>71,977</b>
	STATE	LOCAL	TOTAL
Taxes from Arts Nonprofits in 2015	\$94,544,000	\$106,909,000	<b>\$201,453,000</b>

\*Arts and Economic Prosperity 5, Americans for the Arts

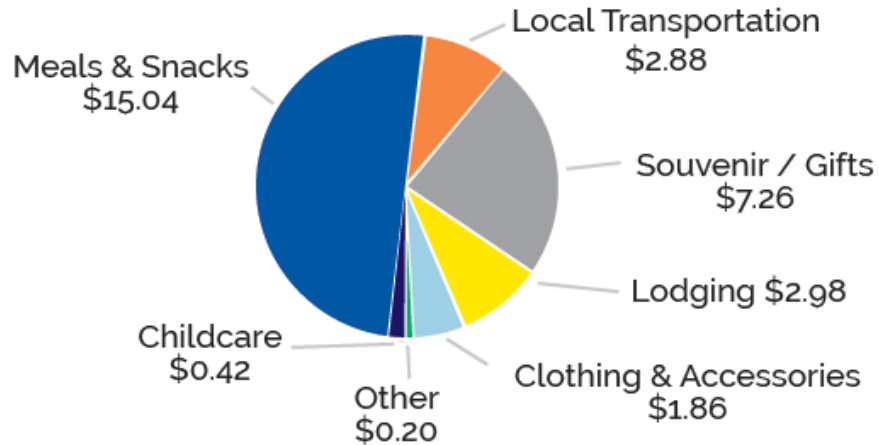






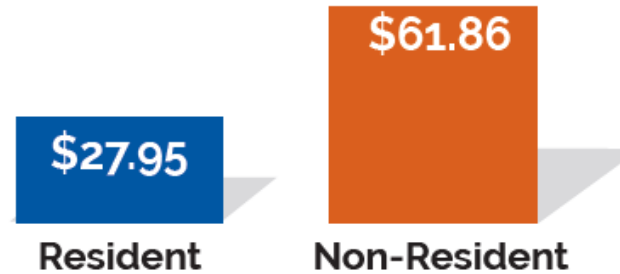
# Arts Value BEFORE the Pandemic

NC Attendees on Average  
Spend \$30.66 per each Arts & Culture Event  
in addition to the Cost of Admission



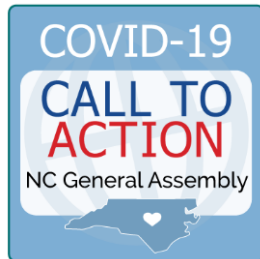
## ARTS ATTRACT VISITOR DOLLARS

Event Related Spending  
Resident vs. Non-Resident



- **1 in 3 arts patrons** said they were **not from the area** hosting the cultural event/attraction.
- **Non-local patrons** spent **over twice as much** in local economies than local patrons.
- **64.6% of non-local attendees** said the event was the **primary purpose** for coming to the area
- **48%** said they would have traveled to a **different community** for a similar cultural event

\*Arts and Economic Prosperity 5, Americans for the Arts



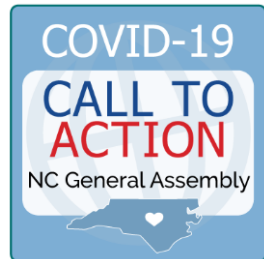
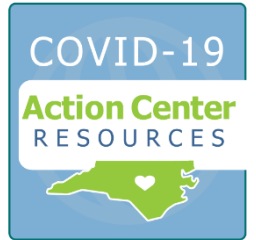


# Arts Value AFTER the Pandemic

## How do the Arts Build and Strengthen Resilient Communities?

- ❑ **Rural counties with performing arts organizations** have three times **more population growth, attract more workers and jobs, and provide higher incomes.** Those with design-driven business **recover quicker from recessions.**<sup>1</sup>
- ❑ **Creative and arts related jobs in NC counties** are proven to be associated with increased **visitor spending, retention and attraction of residents, and rising household incomes.**<sup>2</sup>
- ❑ **Youth programs provide access to the arts for all communities,** including children from low-income families who are **5 times more like to graduate from high school<sup>3</sup> and twice as likely to graduate from college<sup>4</sup>** if they have high participation in the arts.
- ❑ **Veterans and active service members are served by arts programs<sup>5</sup>** across North Carolina which promote community, health and healing, and overall well-being.

1. Rural Establishment Innovation Survey, U.S. Department of Agriculture Economic Research Service
2. Economic Contribution of the Creative Industry in North Carolina, NC Department of Cultural Resources (2009)
3. The Arts and Achievement in At-Risk Youth, Catterall, J.S, Dumais, S.A. & Hampden-Thompson, G. (2012).
4. Doing Well and Doing Good by Doing Arts, Catterall, J.S. (2009)
5. North Carolina Arts Council





# COVID-19 Arts Impact

## **Cancellations and Revenue Loss:**

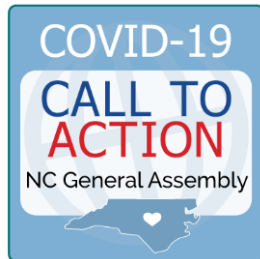
Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled in the spring. A second wave of cancellations are happening for summer events. New ticket sales stopped, and all pre-paid purchases, enrollments, and subscriptions now must be refunded or turned into a credit, which further limits potential future revenue.

## **Further Uncertainty for the Fall and Beyond:**

Subscription and advance sales have all but ceased. Economic uncertainty and fears about public assembly that may extend for years as a result of COVID-19 are having a severe impact.

## **Donations in Jeopardy:**

The stalled economy and financial losses will drastically impact donations. Individuals and foundations who significantly support the arts have lost 25% of their wealth in a single month. With unemployment projected to go as high as 30%, contributed revenue will decrease dramatically.





# 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.\*\*

## -\$9,376,447

Total reported financial impact to date

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

## 1,024

Organizations have responded

## \$8,987,821

Total financial loss

(average of \$8,777 per organization)

(includes both admissions and non-admissions-related losses)

## 92%

Percent of organizations that canceled events

## \$388,626

Total unanticipated expenses

(average loss of \$6,700)

## 313,632

Number of lost audience members

(average of 3,447 people per organization)

## -\$9,157

Average financial impact per organization

(January 20 to 4/7/2020 8:09:50 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

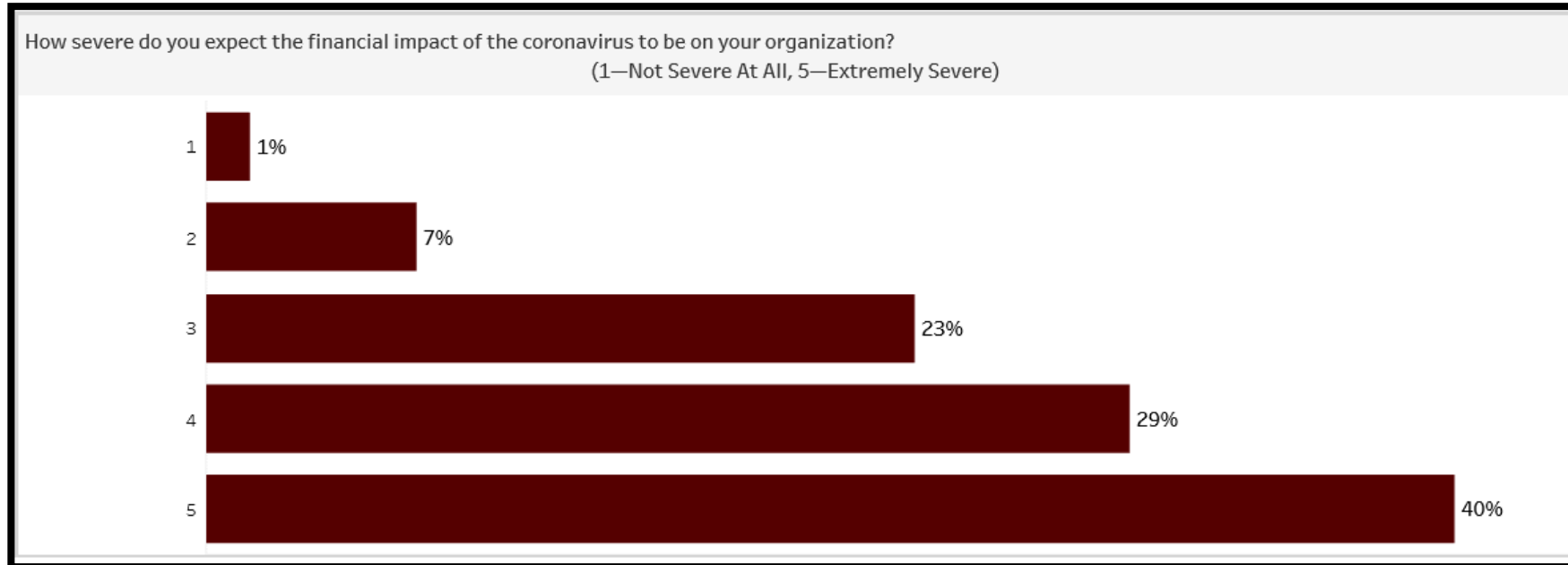
US Congress



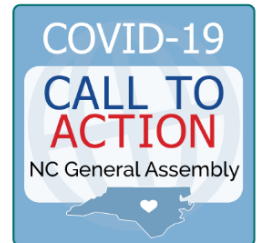


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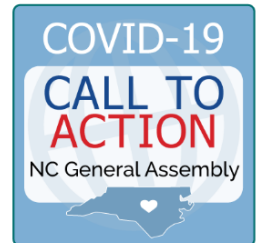
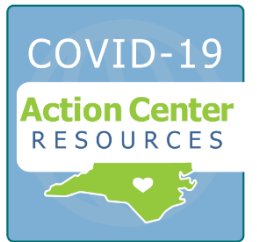
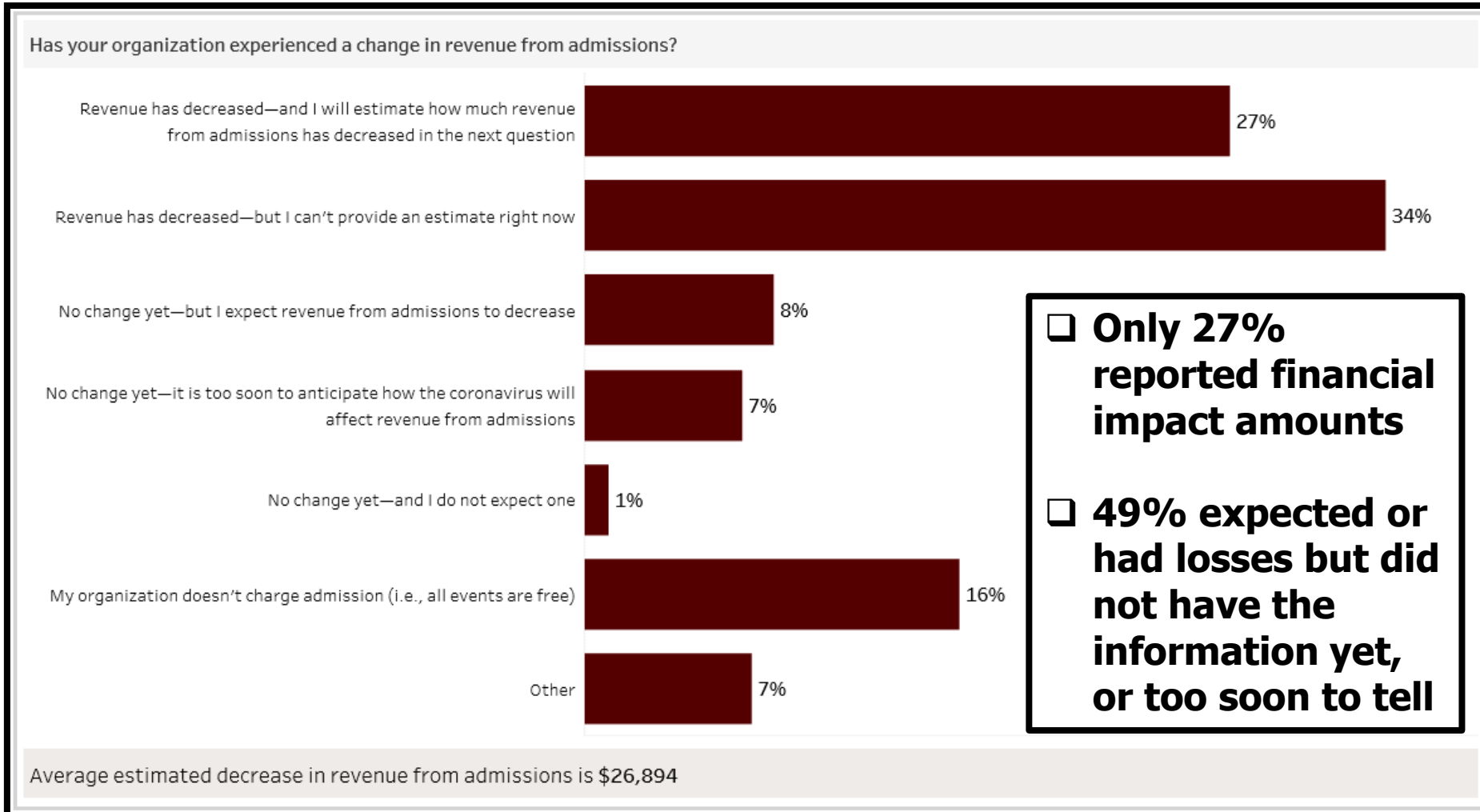
- ❑ **69% of organizations expected the financial impact of the pandemic to severe or extremely severe.**
- ❑ **Only 8% expected the financial impact of the pandemic to be somewhat severe or not severe at all.**





# COVID-19 Arts Financial Impact in NC

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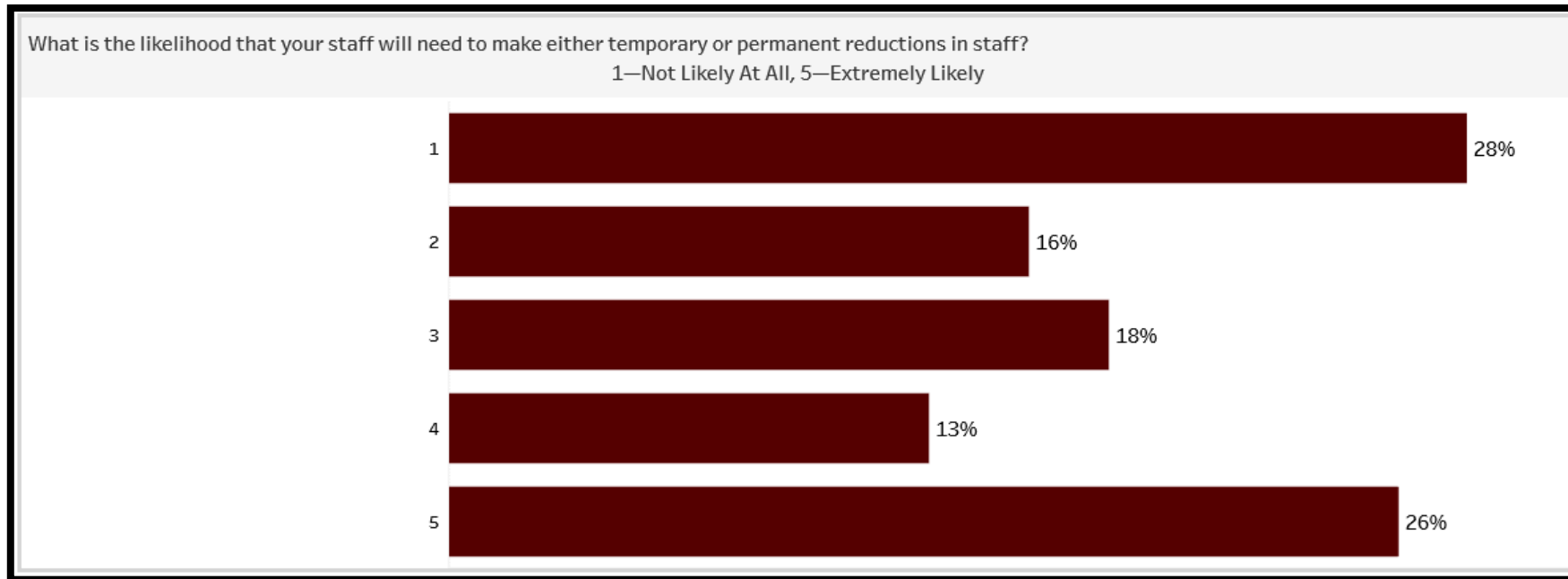




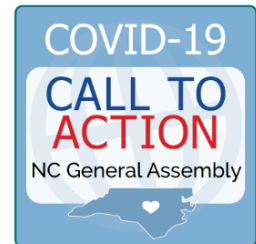
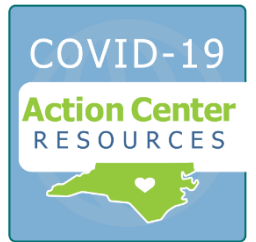


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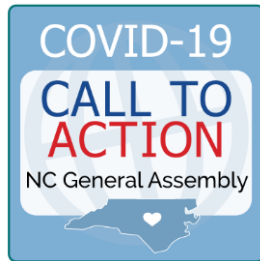
- Almost 40% of organizations said temporary or permanent staff reductions were likely or extremely likely.**
- Less than 30% of organizations said temporary or permanent staff reductions not likely at all.**





# COVID-19 Arts Priorities

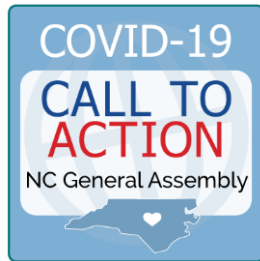
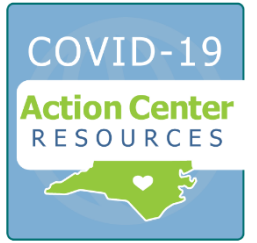
- ❑ That all **nonprofit organizations including the arts, are included in all government stimulus, emergency grant and loan programs, and economic recovery efforts and initiatives** in order to sustain and reignite the creative and economic engines of the arts.
- ❑ That there be consideration of **increasing and expanding unemployment insurance benefits, including self-employed and “gig” workers** which include many individual **artists and performance/event workers**. Now that 36% of Americans participate in the “gig economy” in some way, we must make sure our **employment security systems are built for today’s workforce**.
- ❑ That **charitable giving is incentivized through tax policy** whenever possible.





# Connecting Remotely

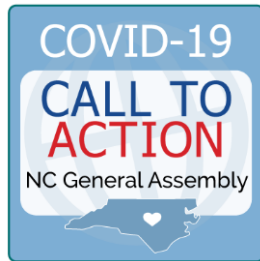
- ❑ By phone or email, [contact the office of the official](#) or officials (city, county, state, federal) with whom you would like to speak.
- ❑ Elected Officials are busy with the pandemic. You should be even more patient than normal. You can be persistent, but more carefully.
- ❑ It is possible they may not want to have a conversation about the arts at this time. Be understanding of the demands on their time and the difficulty of managing priorities. Follow up with an email or letter.
- ❑ You can schedule a conversation with just yourself or a group.
- ❑ You can use phone calls/conferences or video calls/conferences.
- ❑ Use what the official prefers. Offer your connection, but use theirs if it is offered. You want to accommodate them as much as possible.





# Connecting Remotely

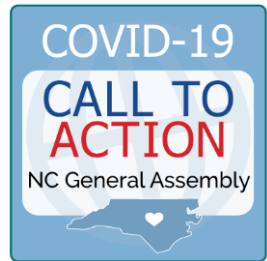
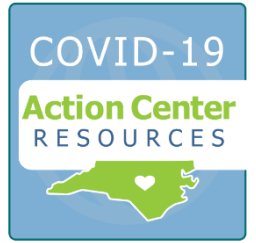
- Find a quiet place to have the conversation. If it is on video, you may want to consider the background and lighting.
- Dress for a video meeting. You do not need to wear full business attire while sitting at home, but something nicer than a T-shirt.
- If you are having a group conversation:
  - Assign one person to lead/moderate the conversation.
  - Establish a speaking order before the meeting.
  - Discuss what everyone will speak about to avoid contradiction.
- If you want to share materials, be sure to email them before the meeting. If using video chat, you may utilize "screen share" to review the materials, or even show pictures or video, during the conversation. However, the official may phone in to a video chat.





# Connecting Remotely

- ❑ **The leader should start the conversation by either introducing everyone on the call or allowing them to introduce themselves.**
- ❑ **The leader can then thank the official for taking the time to speak and then give a brief introduction on the topic at hand. The leader then “moderates.”**
- ❑ **Everyone in turn should tell their story. Stories can be about:**
  - ❑ **The value and impact of the arts before the pandemic.**
  - ❑ **The hardships that have been, or will be, caused by COVID-19.**
  - ❑ **Examples of generosity, community, and hope since COVID-19.**
- ❑ **Share information, data, and statistics that illustrate the:**
  - ❑ **Value and impact of the arts before the pandemic.**
  - ❑ **Estimated impact on finances and participation because of COVID-19.**
- ❑ **Be flexible with the flow of the conversation. Answer questions when asked. Remember it is a conversation, not a presentation.**
- ❑ **The leader should summarize and thank the Official for their time.**
- ❑ **Be sure to write a thank you note, letter, or email and follow up with any information requested during the meeting.**



# COVID-19 Federal Relief Legislation

## Phase I: Coronavirus Preparedness and Response Supplemental Appropriations

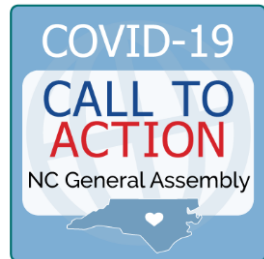
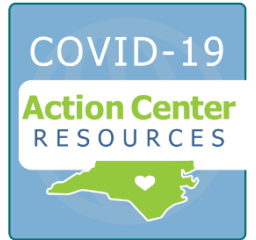
- ❑ Provided additional funding for health agencies and medical supplies
- ❑ Provided some initial funding for Small Business Administration (SBA) Disaster Loans

## Phase II: Families First Coronavirus Response Act (FFCRA)

- ❑ Provided additional funding for COVID-19 testing
- ❑ Provided some initial funding for Unemployment Insurance Programs
- ❑ Made COVID-19 related changes to Sick Leave and Family Medical Leave Act (FMLA)

## Phase III: Coronavirus Aid, Relief, and Economic Security Act (CARES Act)

- ❑ Provided additional funding for Direct Payments to US Citizens
  - ❑ \$1200 indiv./\$2400 joint + \$500 per child, less for income over \$75K/\$150K
- ❑ Provided Emergency Funding to some industries (like airlines) and agencies
  - ❑ \$75 million to Arts organizations through NEA grants, no match required
  - ❑ 40% to State Arts Agencies (NCAC about \$500K), 60% directly to organizations
  - ❑ Also funded: NEH, IMLS, CPB, Smithsonian, Kennedy Center, Block Grants
- ❑ Substantially Expanded Loan/Grant Programs of Small Business Administration
  - ❑ Payroll Protection Program: forgivable loans to businesses, including nonprofits
  - ❑ Borrow 2.5 times payroll through lender, 100% forgivable if spent correctly
  - ❑ Also funds Economic Injury Disaster Loans which are not forgivable
- ❑ Creates Pandemic Unemployment Assistance (PUA)
  - ❑ \$600 for ALL unemployed for up to 4 months on top of benefits they qualify for now
  - ❑ Extends length of benefits by 13 weeks/no waiting week/ pays employer costs
  - ❑ Unemployed in NC should receive between \$600 and \$950 for 16 to 25 weeks
- ❑ Temporary universal tax deduction for total charitable contributions, capped at \$300.







# Questions?

- Arts North Carolina Resources**
- Advocacy During the Pandemic**
- COVID-19 Impact on the Arts**
- COVID-19 Arts Priorities**
- Connecting Remotely Arts Advocacy**
- Federal COVID-19 Relief Legislation**
- Other Questions**





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