

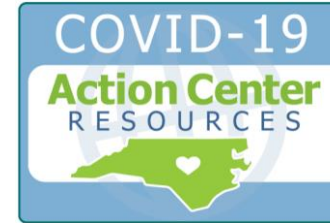
Arts Advocacy Now & What Comes Next

Nate McGaha

Arts North Carolina

Executive Director

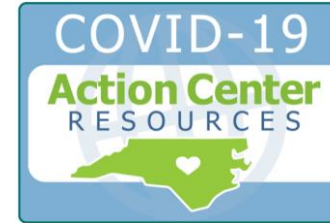
Wednesday, May 20, 2020



Arts Advocacy Now & What Comes Next

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 at Training Videos & Resource Center



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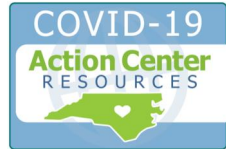


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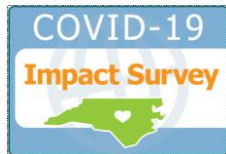
COVID-19 Arts NC Online Resources



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[Arts NC Open Arts Resources](#)



[Americans for the Arts COVID-19 Artist and Arts Organization Impact Surveys](#)



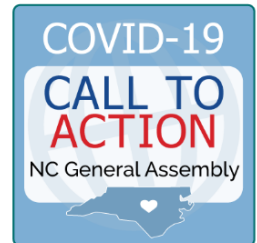
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NEW Arts NC Action Center

Action Center

ACTION CENTER

ACTIVE CAMPAIGNS

BILL TRACKING

EMAIL SIGN-UP

FIND LEGISLATORS

📣 State Campaigns

📣 Federal Issues



Urge Support for H1068, S738 and Arts Funding During COVID-19

Joint Caucus on Arts and Arts Education Co-Chairs Rep. Becky Carney and Rep. Jeffrey Elmore are joined by Rep. Michele Presnell and Rep. Susan Fisher as primary sponsors of H1068, the new legislation that would allocate \$3 million to arts organizations negatively impacted...



Urge Support for the Arts During the COVID-19 Outbreak

Current Status: With the CARES Act running out of funding (for a second time), Congress has begun consideration of another relief package that is expected to be debated through June. On May 15th, the House was expected to approve the "HEROES Act" - a Democratic-led...



Urge Congress to Cosponsor Two Creative Economy Bills

On Arts Advocacy Day, Sen. Tom Udall (D-NM) announced new legislation to strengthen the creative economy to a crowd of over 500 arts advocates. Entitled Comprehensive Resources for Entrepreneurs in the Arts to Transform the Economy (CREATE) Act (S.2648), the comprehensive...

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COVID-19

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RESOURCES



COVID-19

CALL TO
ACTION

NC General Assembly



COVID-19

CALL TO
ACTION

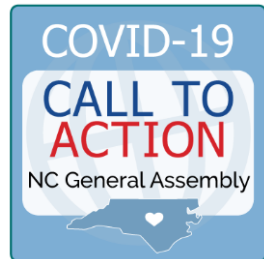
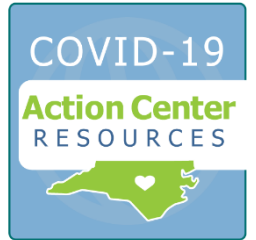
US Congress





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 Impact Surveys](#)
- 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](#)





COVID-19 Arts Impact

Cancellations and Revenue Loss:

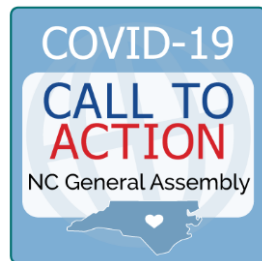
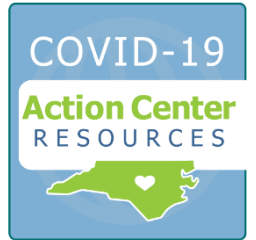
Concerts, performances, conferences, and instructional and youth programming of all kinds were cancelled in the spring. A second wave of cancellations are happening for summer events. New ticket sales stopped, and all pre-paid purchases, enrollments, and subscriptions now must be refunded or turned into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

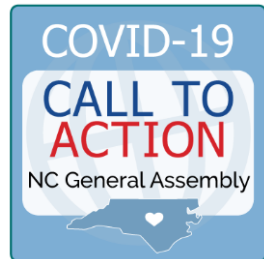
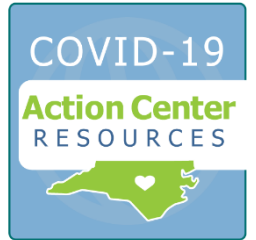
The stalled economy and financial losses will drastically impact donations. Individuals and foundations who significantly support the arts have lost 25% of their wealth in a single month. With unemployment projected to go as high as 30%, contributed revenue will decrease dramatically.





COVID-19 Arts 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.





COVID-19 Arts Advocacy Resources

Impact of COVID-19 on NC Arts Sector

The Impact of COVID-19 on North Carolina's Arts Sector

The arts and culture industry, which is an essential economic driver as well as a vital cultural asset for North Carolina, has been devastated by COVID-19. Along with airlines, restaurants and sports, the arts and cultural sector took the first major financial blow dealt by the corona virus. In the earliest days of the crisis, nearly all performances and festivals were cancelled, and museums shut their doors to comply with calls for social distancing. The arts infrastructure remains dormant until COVID-19 is no longer a public health risk, which will likely be months into the future.

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.

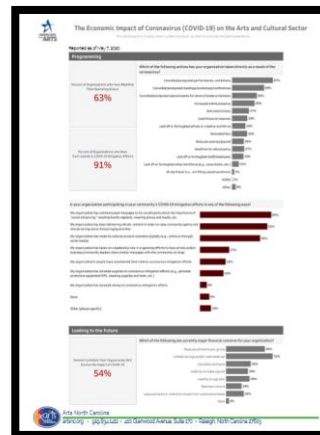
PLEASE CONSIDER:

That all our elected officials, at every level of government, should focus first on the *health and safety of the population*. However, when navigating the challenges of the pandemic *we ask:*

- 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 38% of Americans participate in the "gig economy" in some way, we must make sure our employment security systems are built for all of today's workforce.
- That charitable giving is incentivized through tax policy whenever possible.



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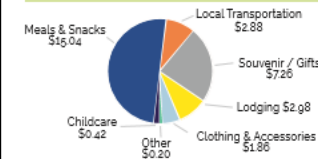


NC Arts Sector Economic Impact

How Do Arts Nonprofits Impact the North Carolina Economy?

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

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



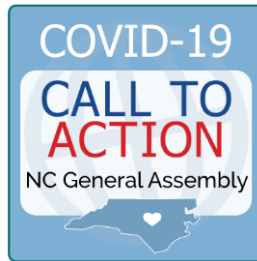
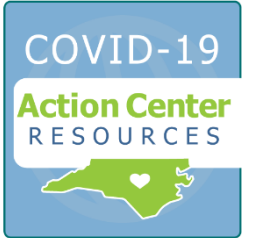
- 1 in 3 arts patrons said they were not from the area hosting the cultural event/attraction.
- Non-local patrons spent over twice as much in local economies than local patrons
- 64.6% of non-local attendees said the event was the primary purpose for coming to the area
- 48% said they would have traveled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

How do the Arts Build and Strengthen Resilient Communities?

- Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes. Those with design-driven business recover quicker from recessions.
- Creative and arts related jobs in NC counties is proven to be associated with increased visitor spending, retention and attraction of residents, and rising household incomes.
- Youth programs provide access to the arts for all communities, including children from low-income families who are 5 times more likely to graduate from high school² and twice as likely to graduate from college⁴ if they have high participation in the arts.
- Veterans and active service members are served by arts programs⁵ across North Carolina which promote community, health and healing, and overall well-being.



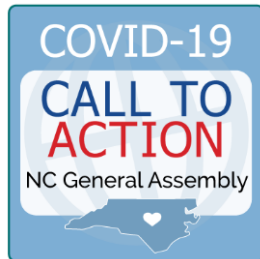
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NC Nonprofit Arts Issues

- ❑ **NC Arts Council has focused priorities to Operating Funding for Nonprofit Arts Organizations and more Grants for Individual Artists**
 - ❑ **Working to Maintain Annual Funding OR Not Disproportionately Cut**
- ❑ **H1068 & S738 would provide \$3 Million to Nonprofit Arts Organizations to be distributed by the NC Arts Council.**
 - ❑ **H1068: 4 Primary Sponsors, 45 Cosponsors**
 - ❑ **S738: 3 Primary Sponsors, 12 Cosponsors**
 - ❑ **Most likely to be included in a larger bill addressing the pandemic**
 - ❑ **Accesses funds allocated to the State from the US Treasury as part of the CARES Act (Federal Guidelines will be applicable)**
 - ❑ **Focuses State advocacy efforts for any funding (State or Federal)**
- ❑ **Unemployment Insurance Issues**
 - ❑ **Attached Claims Allowed for all Employers COVID-19 Claims**
 - ❑ **Employers: SUTA Tax credit, Account not charged for COVID-19**
 - ❑ **Claimants: Waiting Week Waived, Training = Work Search**
 - ❑ **Working to provide relief for self-insured employers**
 - ❑ **Working to increase state benefits (\$50 increase was considered)**
- ❑ **Working for charitable giving to be incentivized through tax policy**
- ❑ **Partner with NC Center for Nonprofits on Nonprofit Sector Issues**



COVID-19 Federal Relief Legislation

Phase I: Coronavirus Preparedness and Response Supplemental Appropriations

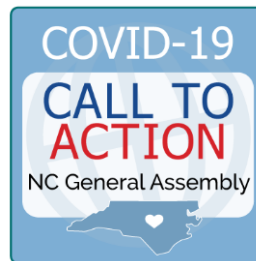
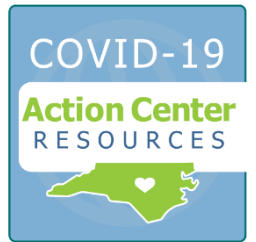
- ❑ Provided additional funding for **health agencies and medical supplies**
- ❑ Provided some **initial funding for Small Business Administration (SBA) Disaster Loans**

Phase II: Families First Coronavirus Response Act (FFCRA)

- ❑ Provided additional funding for **COVID-19 testing**
- ❑ Provided some initial funding for **existing 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)

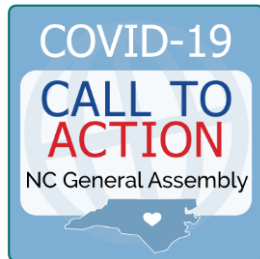
- ❑ Provided additional funding for **Direct Payments to US Citizens**
 - ❑ \$1200 indiv./\$2400 joint + \$500 per child, less for income over \$75K/\$150K
- ❑ **Provided Emergency Funding** to some industries (like airlines) and agencies
 - ❑ **\$75 million** to Arts organizations through **NEA grants**, no match required
 - ❑ 40% to State Arts Agencies (**NC Arts Council \$507K**), 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
- ❑ **Created Federal Unemployment Assistance (FPUC, PEUC, & PUA)**
 - ❑ **\$600 for ALL unemployed** through July 31, on top of benefits they qualify for now (**FPUC**)
 - ❑ **Extends length of benefits by 13 weeks**/no waiting week/ pays employer costs (**PEUC**)
 - ❑ **ALL NC Unemployed** should receive **between \$600 and \$950 (PUA)**
- ❑ **Temporary universal tax deduction for total charitable contributions, capped at \$300.**



Current Federal Relief Legislation



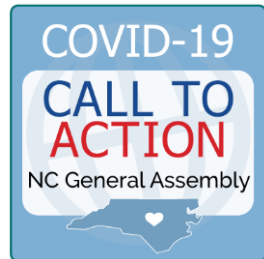
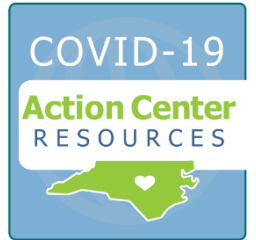
- ❑ **Health and Economic Recovery Omnibus Emergency Solutions (HEROES) Act**
 - ❑ **\$875 billion in funding to state and local governments** to offset revenue shortfalls
 - ❑ Second round of **individual stimulus checks** from the IRS
 - ❑ Extension of **weekly \$600 Federal Pandemic Unemployment Compensation**
 - ❑ Changes to **Payroll Protection Program (PPP)**, repealing the 75% payroll/25% overhead requirement for forgiveness and carving out a dedicated fund for nonprofit organization PPP loans with existing funds. *We'd like more funds added to this program.*
 - ❑ **\$10 billion added** to the SBA's **Emergency Injury Disaster Loan (EIDL)** program.
 - ❑ **\$10 million** added each to the **National Endowment for the Arts (NEA)** and **National Endowment for the Humanities (NEH)** and **\$5 million to the Institute of Museum and Library Services (IMLS)**. *We'd like to see 10 times this amount.*
 - ❑ **\$5 billion** added to the **Community Development Block Grant (CDBG)** program.
 - ❑ Federal Reserve's **Main Street Lending Program** would now include specific eligibility to nonprofit organizations for low cost loans. Those **nonprofits ineligible for PPP can have these Main Street Loans forgiven.**
 - ❑ Nonprofits who are **Unemployment Self-Insured Employers** would no longer have to pay 100% of the UI compensation and wait for 50% CARES Act reimbursement.
- ❑ **Only the US Government can go in to significant debt and can literally "print more money" to solve issues.**
- ❑ **Federal Legislation and Guidance will be crucial to how money can be spent.**





COVID-19 Arts Education Challenges

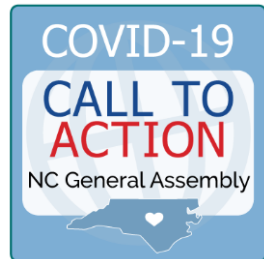
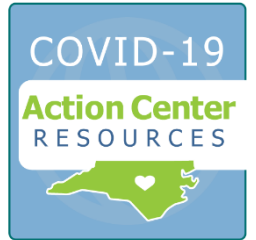
- ❑ **Because of the Governor's Budget Veto, there is no Arts High School Graduation Requirement (the Arts Graduation Requirement had been included in the FY 2019-2020 Budget). The arts are not mandated.**
- ❑ **Because of the pandemic, there will likely be massive revenue shortfalls at the state and local level, leading to major spending cuts that will include Education.**
- ❑ **Because the arts are not required, arts teachers and resources will be likely targets for spending cuts by school districts.**
- ❑ **Theatre, Dance, Music, and Visual Arts are especially challenging to teach through distance learning. As a result, there may be an impression that arts educators were not working during the pandemic.**
- ❑ **Concerts, Performances, and Arts Fairs will be slow to come back, making it difficult for Arts Education to be visible.**





COVID-19 Arts Education Advocacy

- ❑ **Know Your Impact:** Have narratives and information ready that show the value of arts education on students' performance and their lives.
- ❑ **Educators should engage with students during distance learning and ask both parents and students for feedback on how to improve and about the value of remote arts instruction during the pandemic.**
- ❑ **Document that feedback and the innovation and inspiration that is happening with instruction. Journals, video, recorded video chats, etc.**
- ❑ **Those stories and that feedback will be crucial in the advocacy work that lies ahead. Those parents and students will be your best allies and advocates for the value of arts education at school and district level.**
- ❑ **Sharing and compiling that information is crucial. (NCMEA: [Teaching Music: From Classrooms to Home](#), Arts NC: [Silver Lining Stories](#))**
- ❑ **Start having conversation with school officials NOW about the work being done and the impact it is having. DO NOT wait until cuts are proposed to act. This should be conversations about the work being done NOT confrontations about future funding issues.**





No Number without a Story, and No Story without a Number

- ❑ Students with high arts participation and low socioeconomic status have a 4% dropout rate—five times lower than their low socioeconomic status peers
- ❑ Low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education.
- ❑ Students who take four years of arts and music classes average almost 100 points higher on their SAT scores than students who take only one-half year or less.
- ❑ A student involved in the arts is four times more likely to be recognized for academic achievement.
- ❑ 72% of business leaders say that creativity is the number one skill they are seeking when hiring.

TEACHERS AGREE THAT
THE ARTS
IMPROVE THEIR PRACTICE!

79% agree that **THE ARTS** TOTALLY CHANGED their teaching.
94% agree that **THE ARTS** provide ways to teach **CRITICAL THINKING** skills.

Students who took **4 YEARS** of **ARTS** in high school scored an average of
102+ points more on the **SAT** when compared to their peers who had less than one-half year of art classes.

9 out of 10 Americans believe **THE ARTS** should be PART OF WELL-ROUNDED **EDUCATION** for K-12 students.

NATIONAL ARTS IN EDUCATION WEEK | AMERICANS for the ARTS | www.NationalArtsInEducationWeek.org

Source: [Americans for the Arts](http://AmericansfortheArts.org)

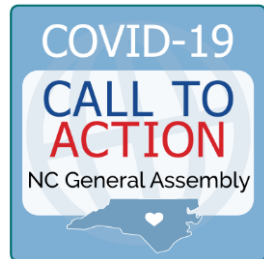
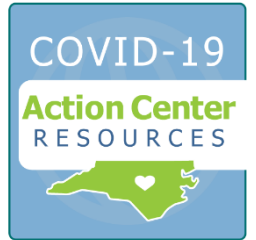


COVID-19 Arts Advocacy Message

- ❑ **Start with a greeting that is warm and positive. Recognize the massive scale of the issues caused by the COVID-19 pandemic and the many challenges faced by government.**

- ❑ **Explain the negative effect the pandemic has had on the arts**
 - ❑ **Provide information about lost income and lost audience.**
 - ❑ **You can relate those losses to state and county data as well.**
 - ❑ **Discuss current and future challenges honestly and directly.**

- ❑ **Talk about how the arts have responded to the pandemic.**
 - ❑ **Positive stories of innovation and inspiration in order to reach and serve all communities, as well as other artists.**
 - ❑ **Efforts to assist health care workers or specifically connect to children, underserved communities, veterans, seniors, or any other group that is disproportionately affected by the pandemic will be especially well-received.**





COVID-19 Arts Advocacy Message

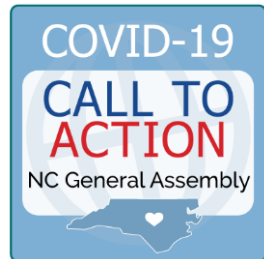
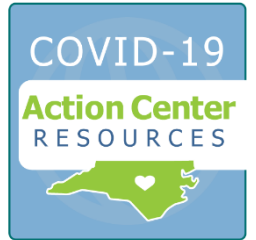
- ❑ Discuss how the arts build and strengthen communities and economies.
 - ❑ Give examples of the impact the arts have locally.
 - ❑ Financial or participation information can support your story
 - ❑ Information about the [impact of the arts on economies, communities, and students](#) can show how crucial the arts will be as we reopen and recover.

- ❑ **MAKE YOUR REQUEST.** It may be funding, legislation, or something else, but you want to be sure that you provide a way for the official to do something positive in support of the arts and/or arts education.

- ❑ Close by thanking the official for their time, service and consideration.

- ❑ Be sure to send a Thank You Note (though in lockdown emails are OK)

- ❑ You can follow up with support documents such as [Arts Sector COVID-19 Impact and Priorities](#) and [How the Arts Impact the NC Economy](#).





Questions?

- Arts North Carolina Resources**
- Advocacy During the Pandemic**
- COVID-19 Impact on the Arts & Arts Priorities**
- Nonprofit Arts State and Federal Issues**
- Arts Education Challenges and Advocacy**
- COVID-19 Arts Advocacy Messaging**
- Other Questions**

****Check out slides at the end for information about Meeting Remotely with Elected Officials****





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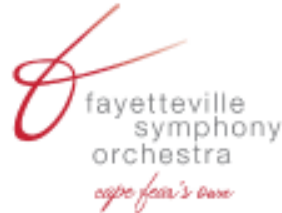


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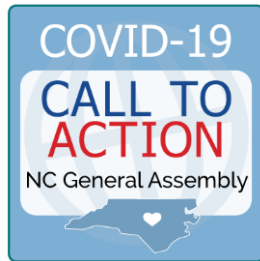
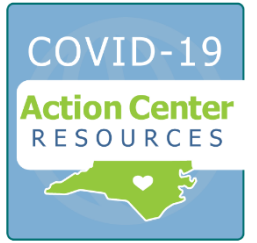
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Connecting Remotely

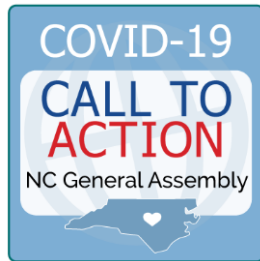
- ❑ By phone or email, [contact the office of the official](#) or officials (city, county, state, federal) with whom you would like to speak.
- ❑ Elected Officials are busy with the pandemic. You should be even more patient than normal. You can be persistent, but more carefully.
- ❑ It is possible they 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.





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- 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.





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- 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. All data, stories, and information shared should support the “ask” or goal of the meeting.
- 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.

