



Post 2020 Election Arts Issues Update & Preview

Nate McGaha

Executive Director, Arts NC

Wednesday, November 18, 2020 at 10:00am



Post 2020 Election Arts Issues Update & Preview

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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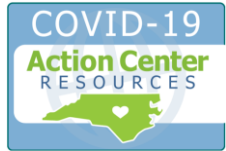
Arts NC Response: Advocacy & Service

Service

- [Resource & Action Center](#)
- [Relief Funds & Grants for Artists and the Arts](#)
- Training and Information
 - [Blog Posts](#), Emails, [Webinars](#)
 - Advocacy, Federal Loans, Fundraising, Updates, etc.
- Reopening the Arts and Arts Education
 - [Open Arts Resource Page](#)
 - [Guide to Reopening the Arts in North Carolina](#)
 - [Recommendations for Art Education as NC Reopens Schools](#)
- [Silver Lining Stories](#)

Advocacy

- US Congress: Calls to Action, Direct Meetings
- NC General Assembly: Calls to Action, Direct Meetings, Lobbyists
- Local Advocacy: Training, Consulting and Resources
- Reopening Arts & Schools: Governor's Office, NCDHHS
- Reopening Schools: All Superintendents & Local Arts Coordinators



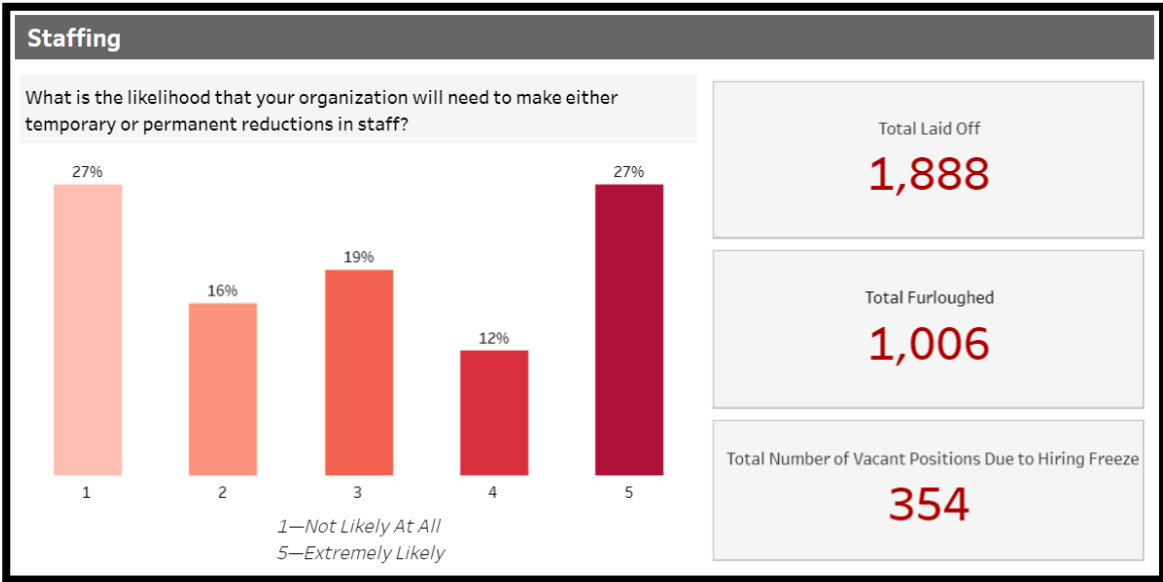


COVID-19 Impact on NC Arts Sector

Total Financial Impact to Date
-\$86,535,274

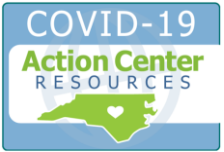
Percent of Organizations That Have Canceled Events
96%

Total Number of Lost Attendance
6,007,182
(Median of 1,365 per Organization)



Percent NOT Confident Their Organization Will Survive the Impact of COVID-19
12%

Respondents were asked to rate how confident they are that their organization will survive the impact of COVID-19 on a scale of 1 (Not Confident at All) to 5 (Extremely Confident). This percentage includes respondents who indicated a confidence rating of 1 or 2.





Brookings Institute Report (April-July)

National Impact on Entire Creative Industry

- ❑ \$150 Billion in Lost Sales (9% of all industry sales)
- ❑ 2.7 Million Jobs Lost (31% of all industry jobs)

North Carolina Impact on Entire Creative Industry

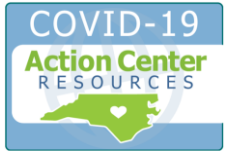
- ❑ \$3.35 Billion in Lost Sales (8.5% of all industry sales)
- ❑ 81,069 Jobs Lost (30.2% of all industry jobs)

National Impact on Fine and Performing Arts Sector

- ❑ \$42.5 Billion in Lost Sales (27% of all sector sales)
- ❑ 1.5 Million Jobs Lost (50% of all sector jobs)

Estimated NC Impact on Nonprofit Arts Sector

- ❑ \$100 Million in Lost Sales in only four months
- ❑ 20,000 Nonprofit Fine & Performing Arts Sector Jobs Lost





2020 Election Results

Federal Government

2020

2021

- President of the United States
- US Senate
- US House of Representatives

Republican

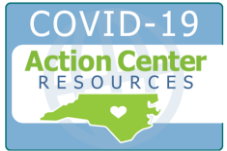
Democrat

Republican

Likely Republican

Democrat

Democrat



North Carolina Government

2020

2021

- Governor of North Carolina
- NC Senate
- NC House of Representatives
- Veto-Proof Majority
- NC General Assembly led by **Republicans** will draw new State Legislative and Congressional districts that will stand for 10 years

Democrat

Democrat

Republican

Republican

Republican



Republican









NO

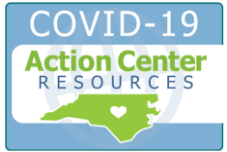
NO



Federal Arts Priorities

 Democratic Legislation- HEROES 2.0
 Republican Legislation- not passed

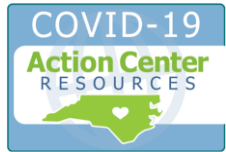
-  **COVID-19 RELIEF FOR STATE AND LOCAL GOVERNMENT** (\$436 Billion)
-  **Relief funding through National Endowments for the Arts, National Endowment for the Humanities, and other agencies** (\$135M each)
-   **2nd Round of Payroll Protection Program Loans for both for-profit and nonprofit businesses that are still in need of federal assistance**
-  **Save Our Stages Act: \$10 billion in aid to for-profit and nonprofit live performance venues.** (recent versions may exclude many nonprofits)
-  **Extension of the Federal Pandemic Unemployment Compensation which provided the additional \$600/wk. until July 31st**
-  **Mixed Earner Pandemic Unemployment Assistance Act**
-  **Increase \$300 Universal Charitable Deduction from CARES Act**
(\$600 for individuals, \$1200 filing jointly)





Save Our Stages Act

- ❑ **\$10 Billion in Relief for Independent Performance Venues**
- ❑ **[National Independent Venue Association \(NIVA\)](#) #SaveOurStages**
- ❑ **Must have fewer than 500 FTEs, not be publicly traded companies, and not own or operate venues in more than 1 country or 10 states.**
- ❑ **GRANTS capped at 45% of 2019 gross receipts up to \$12 million**
- ❑ **Grant funding may be used for expenses incurred between March 1, 2020 and ending on December 31, 2020.**
- ❑ **A recipient is eligible for a supplemental grant equal to 50% of the initial grant if the entity is still experiencing 80% or greater revenue loss on December 1, 2020.**
- ❑ **HEROES 2.0 (House Dems) required 70% of revenue to come from admission, concessions, or merchandise DURING events.**
- ❑ **Senate Dems filed a bill that included a version that required 70% of ALL REVENUE to come from admission, concessions, or merchandise. This would exclude many nonprofit venues.**





Current Situation in Washington

President-Elect Biden Arts Transition

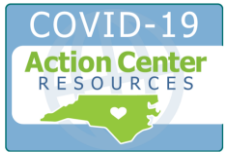
- ❑ Biden Transition has begun, even without funding and access.
- ❑ Arts and Humanities Agency Review Team formed.
 - ❑ National Endowment for the Arts and NEH, CPB, Smithsonian, etc.
 - ❑ Americans for the Arts CEO Bob Lynch is on 7 member team
- ❑ No official Arts policy (yet), but DNC had Arts plank in platform

FY21 Federal Budget National Endowment for the Arts, etc.

- ❑ House passed \$170 Million for NEA & NEH (\$7.5M increase)
- ❑ Senate proposes level funding of \$162.5 Million
- ❑ Both want Omnibus with all 12 spending bills, CR expires Dec. 11th
- ❑ May split difference and increase to about \$166M (\$3.75M increase)

COVID-19 Relief Legislation

- ❑ Deal on COVID-19 relief not likely in 2020 "lame duck" session.
- ❑ January 5th Election for BOTH Georgia seats decides Senate control.
- ❑ Sen. McConnell: State and Local Government Relief may be part of a talks with House Democrats, BUT it is not popular with his caucus.





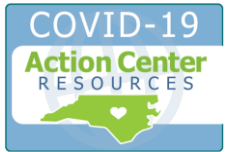
State Arts Updates and Priorities

Arts NC Victories in North Carolina since July 1st

- ❑ [\\$9.4M in Aid to Nonprofit Arts Organizations](#) (98/100 counties)
- ❑ [Arts Relief through Local Coronavirus Relief Fund](#) (CARES Act)
 - ❑ Mecklenburg/Charlotte, Wake, & Guilford
- ❑ [Arts High School Graduation Requirement](#)

Arts NC State Priorities for 2021 NCGA Session

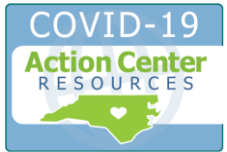
- ❑ Level or Increased Funding for NC Arts Council in FY 2020-2021
- ❑ Additional Emergency COVID-19 Funding for Arts Organizations
- ❑ Inclusion of Nonprofits in all COVID-19 Legislation and Programs
- ❑ Increase Unemployment Benefits and Access
- ❑ Support for Arts Education Salaries and Resources
- ❑ Implementation of [Arts High School Graduation Requirement](#) (DPI)
- ❑ [A+ Schools of North Carolina](#) recurring funding
- ❑ Incentivize Charitable Giving through Tax Policy





Phase 3 Reopening Summary for Arts

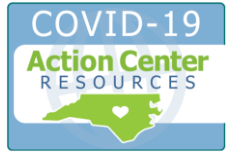
- ❑ **Indoor Venues hosting Live Performances** may only allow 25 patrons and should follow [NCDHHS Interim Guidance for Indoor and Outdoor Small & Medium Size Venues](#).
- ❑ **Indoor Venues showing a Movie** may allow 30% of their capacity, or 100 persons, whichever is less per screen and should follow [NCDHHS Interim Guidance for Movie Theaters](#).
- ❑ **Indoor Venues hosting Conferences and Events** may allow 30% of their capacity, or 100 persons, whichever is less and should follow [NCDHHS Interim Guidance for Meeting Rooms and Event Spaces](#).
- ❑ **Outdoor Venues with capacity less than 10,000** can allow 30% of their capacity, or 100 persons, whichever is less and should follow [NCDHHS Interim Guidance for Indoor and Outdoor Small & Medium Size Venues](#).
- ❑ **Outdoor Venues with capacity greater than 10,000** can may allow 7% of their capacity and should follow [NCDHHS Interim Guidance for Very Large Outdoor Venue Settings](#).
- ❑ **Museums** may allow 50% of their capacity (no more the 25 individuals in each room) and should follow [NCDHHS Interim Guidance for Museums and Aquariums](#).
- ❑ **Dance Studios** may allow 30% of their capacity and should follow these [NCDHHS Interim Guidance for Indoor Fitness Centers and Gyms Settings](#).





Reopening Phase 2, 2.5, & 3

- ❑ **Connected with NCDHHS to clarify questions about the Arts and Phase 2 in regards to summer day camps, museum facilities, and other issues.**
- ❑ **Worked with museum leaders to communicate with NCDHHS about not being included in Phase 2 openings. Helped position Museums to open in Phase 2.5.**
- ❑ **Clarified that in Phase 3 Live Performance Venues were limited to 25 guests indoors NOT 30% of Capacity or 100 guests, whichever is greater, BEFORE Phase 3 took affect at 5:00pm on October 2nd.**
- ❑ **Clarified that capacity restrictions for guests were dependent on the activity, not the venue, as described (confusingly) in the Executive Order.**
- ❑ **Currently working with NC Theatre Conference, NC Presenters Consortium, and NC Independent Venue Alliance to communicate with Governor and NCDHHS about possible guidance and restrictions for live performance that would enable venues, specifically auditoriums and theatres, to be treated more equitably with other venues throughout Reopening.**
- ❑ **Continued communication maintains consideration of arts issues as new Executive Orders are created and existing Executive Orders amended.**





Joint Caucus on Arts and Arts Education

“The purpose of the Joint Caucus on Arts and Arts Education will be to educate Members of the House and Senate on the economic, education, and civic impact of the arts industry in North Carolina. The Caucus will meet as called by the Chairs for the purpose of disseminating research and information and to help grow awareness of North Carolina as The Creative State.”





Joint Caucus on Arts and Arts Education

Caucus Leadership

NC House of Representatives

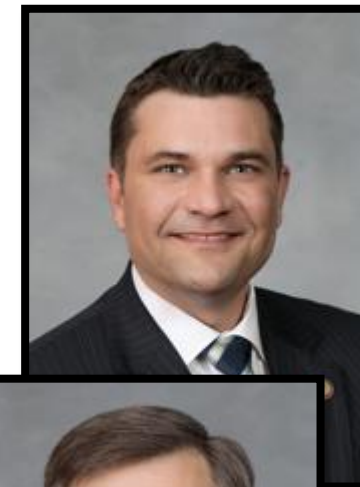
Co-Chair: Rep. Becky Carney (D)

Co-Chair: Rep. Jeffrey Elmore (R)

NC Senate

Co-Chair: Sen. Deanna Ballard (R)

Co-Chair: Sen. Mike Woodard (D)





Joint Caucus on Arts and Arts Education

ARTS CAUCUS MUST RE-FORM IN JANUARY 2021

Current Caucus

- 43 in NC House (24 Rep., 19 Dem.) 36%
- 20 in NC Senate (10 Rep., 10 Dem.) 40%

Advantages of the Arts Caucus

- Caucus Chairs are Arts Policy & Funding Leaders**
 - Arts COVID-19 Relief Legislation and Allocation
 - Arts High School Graduation Requirement
- Engages Members in new ways and as a group**
- Members feel a sense of ownership for Arts issues**

Arts NC Goals for the Caucus Education

- Grants and Programs of the NC Arts Council**
- Arts Education**
- Economic Impact of the Arts**





Advocacy Methodology

- ❑ **Grassroots Advocacy**
 - ❑ **Emails, Letters, Phone Calls**
 - ❑ **Alliances (Arts NC, Americans for the Arts)**
- ❑ **Relationships – “Grasstops” Advocacy**
 - ❑ **Scheduled Meetings with Decision Makers**
 - ❑ **ARTS Day, National Arts Action Digital Summit**
 - ❑ **Share your Story, Educate and Explain, Ask for the Arts**
 - ❑ **Be Non-partisan, Positive, and Grateful**
- ❑ **Public Awareness**
 - ❑ **Social Media, Email lists, etc.**
 - ❑ **Celebrations and Events (in-person or online)**
 - ❑ **Print an Online Publications, Radio and TV News**
 - ❑ **Marches and Protests (Not Recommended for Arts)**
 - ❑ **BE CAREFUL- Can make Both Friends and Enemies Quickly**





Meetings with Elected Officials

Step 1: Making the Meeting

- Who to Meet** – The right person for your request
- When to Meet** – No wrong time, but be strategic
- How to Schedule** – Just like any appointment
- Polite and Persistent** – Be positive and don't give up

Step 2: Taking the Meeting

- Simple** – Share Stories, Educate & Explain, Ask for Arts
- Inclusive** – Arts are for everyone, be non-partisan
- Positive** – No matter what, stay positive
- See Also:** [Remote Connections Toolkit](#)

Step 3: Thanking the Official

- Handwritten Note** – Always best
- Letter** – Everybody likes mail
- Email** – Better than nothing, use for follow up & info

Step 4: Building the Relationship

- Stay in Touch** – Treat them like a friend
- Stay Informed** – Know your issues, and theirs
- Be Grateful** – Attitude of Gratitude

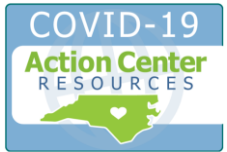




Preview of Arts NC 2021 Strategy

Current Federal Government Plan

- ❑ Continue to work closely with [Americans for the Arts](#).
- ❑ Continue to build relationships with new and incumbent Members of Congress from North Carolina and their staff.
- ❑ Continue to advocate to Congress for Federal Arts Priorities.
- ❑ Closely monitor Federal Relief Funding for State and Local Government which will determine NC General Assembly goals.
- ❑ Biden Administration may adopt policies and staffing that are favorable to the Arts, Arts Education & Creative Economy
- ❑ April 5-16, 2021: Lead NC arts advocates to the Americans for the Arts National Arts Action Digital Summit

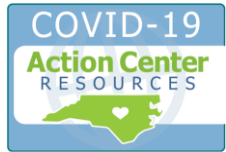




Preview of Arts NC 2021 Strategy

Current NC General Assembly Plan

- January: Engage arts advocates to encourage Legislators to join the Joint Caucus on Arts and Arts Education**
- Our Message for NC Arts Council Funding will be about:**
 - GRATITUDE: Appreciate impact of ALL Arts Relief Funding.**
 - NEED: Arts have a greater need because of the pandemic, OR**
 - STABILITY: Arts require level funding for stability now, OR**
 - EQUITY: Arts should not be cut more than other programs.**
 - Will depend on Federal Relief Funding for State Government**
- Ask to include nonprofits in all COVID-19 legislation and relief.**
- Ask for increases to Unemployment Benefits and Access**
- March 22-24: ARTS Day 2021 will be virtual with video and phone meetings with legislators on those days (or other days)**
- If budget is vetoed again, spending cuts may be made by each State Government Department and not by NC General Assembly**





ARTS Day 2021- Online March 22-24

- ❑ Conference will be Monday & Tuesday afternoons to avoid "Zoom fatigue"
- ❑ Legislative Visits suggested times Tuesday & Wednesday morning
- ❑ Same content: Speakers, Performances, Professional Development, Training
- ❑ Same connection: Networking Platform and Legislative Visits
- ❑ Lower Prices, No Driving to Raleigh, Works into Any Schedule
- ❑ Merchandise will be available in time for Holidays (I VOTE ARTS too)



NORTH CAROLINA



Questions?

- COVID-19 Impact on the Arts Data**
- 2020 Election Results**
- Federal & State Arts Issues**
- Reopening the Arts in North Carolina**
- Joint Caucus on Arts and Arts Education**
- Advocacy Methods and Meetings**
- Federal & State Arts Strategies**
- ARTS Day 2021**
- Other Questions**





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