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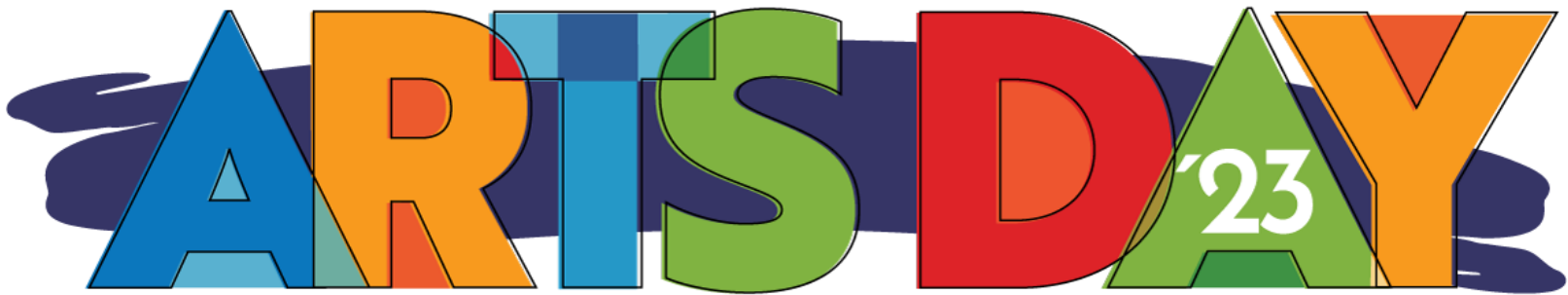
#NCArtsDay23 #Arts4AllNC #thecreativestateNC



@ArtsNC



@ArtsNorthCarolina



APRIL 17 & 18 | RALEIGH, NORTH CAROLINA

# Advocacy 101 & Arts North Carolina



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#NCArtsDay23 #Arts4AllNC

artsnc.org



**Nate McGaha**  
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## Overview

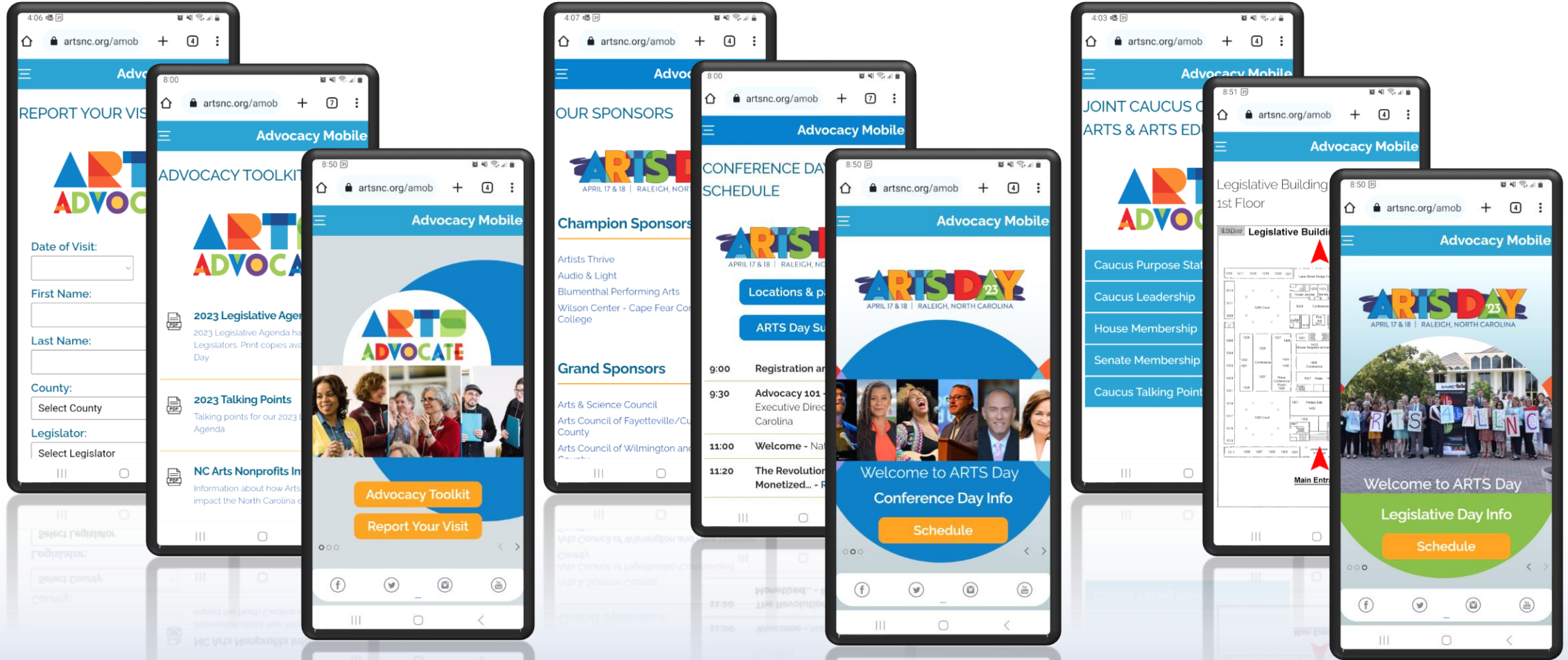
- What Arts North Carolina is.
- What Arts North Carolina does.
- Advocacy 101
  - Definitions
  - Methodology
  - Communication





# Advocacy Mobile Site

[www.ArtsNC.org/amobile](http://www.ArtsNC.org/amobile)





## **OUR MISSION**

**Uniting people and communities to strengthen and celebrate a creative North Carolina**

## **OUR VISION**

**A vibrant North Carolina where the arts are embraced by all as indispensable.**





501(c)3, private non-profit organization

North Carolina's only statewide arts advocacy organization



56% Arts Organizations Memberships & Sponsorships,

15% License Plates, 14% Individual Donors, 8% Grants, 8% Earned & Misc.



# Arts NC Goals

- 1) Leadership:** Arts NC works collaboratively and inclusively statewide to identify and champion the most critical arts advocacy issues for North Carolina.
- 2) Advocacy:** Arts NC develops strong and influential relationships with advocates, community leaders, and elected officials to promote understanding of the valuable contributions the arts make to a vibrant North Carolina.
- 3) Diversity, Equity, Inclusion, & Accessibility:** Arts NC works to amplify voices that have not been part of the conversation while prioritizing leadership, engagement, and inclusion in the arts of historically and systematically overlooked, marginalized, or excluded communities.
- 4) Organizational Strength:** Arts NC focuses on its long-term sustainability by investing in organizational capacity and relevancy.





# Advocacy Definitions

- **Advocacy:** Support for a cause or idea (policy, position, person, etc.).
  - **Communication in support** of cause or idea.
- **Lobbying:** Action to influence policy, position, person, etc.
  - **Specific request or action** for a desired outcome.
- **Activism:** Vigorous campaigning for policy, position, person, etc.
  - Often advocacy/lobbying that **makes others uncomfortable.**







# Advocacy & Lobbying Work Together



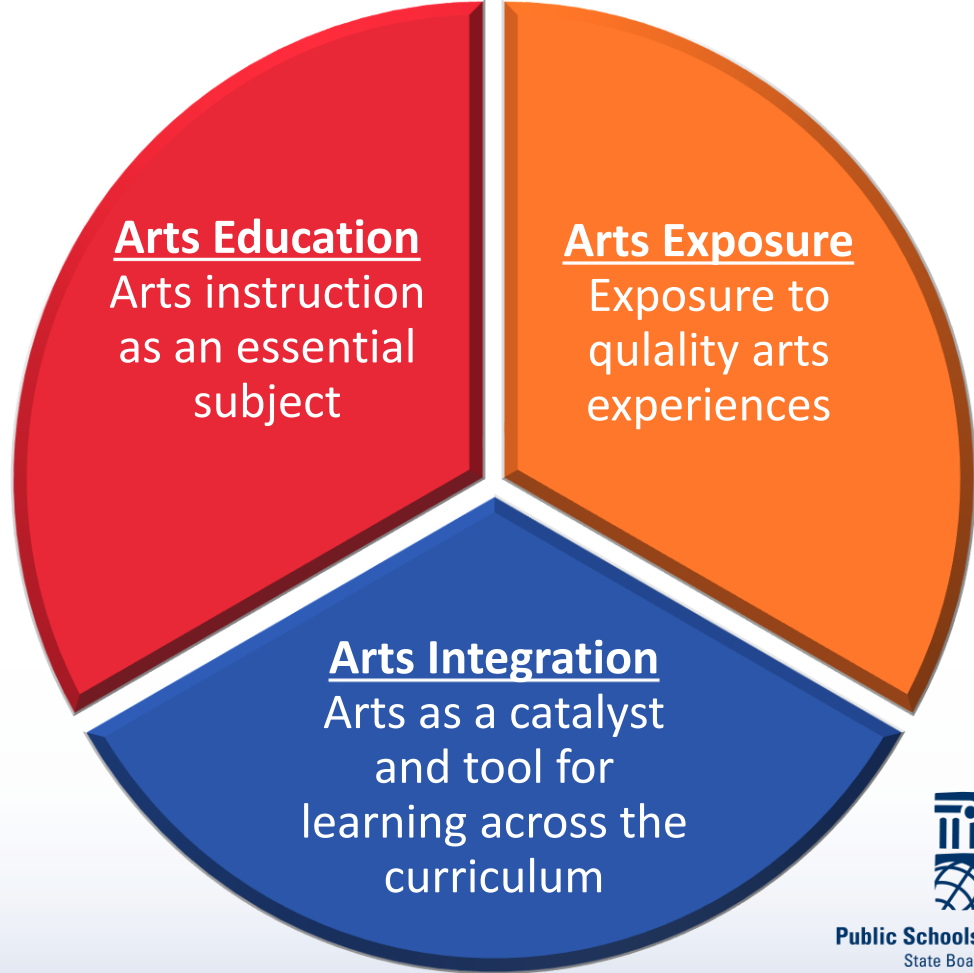
**Grassroots:**  
Connecting to Elected Officials  
  
Network of hundreds of organizations and thousands of advocates

**Professional Lobbyist:**  
  
Ken Melton  
Andy Chase  
Sherry Melton

**Election Engagement:**  
  
Candidate & Voter Engagement  
Election Resources

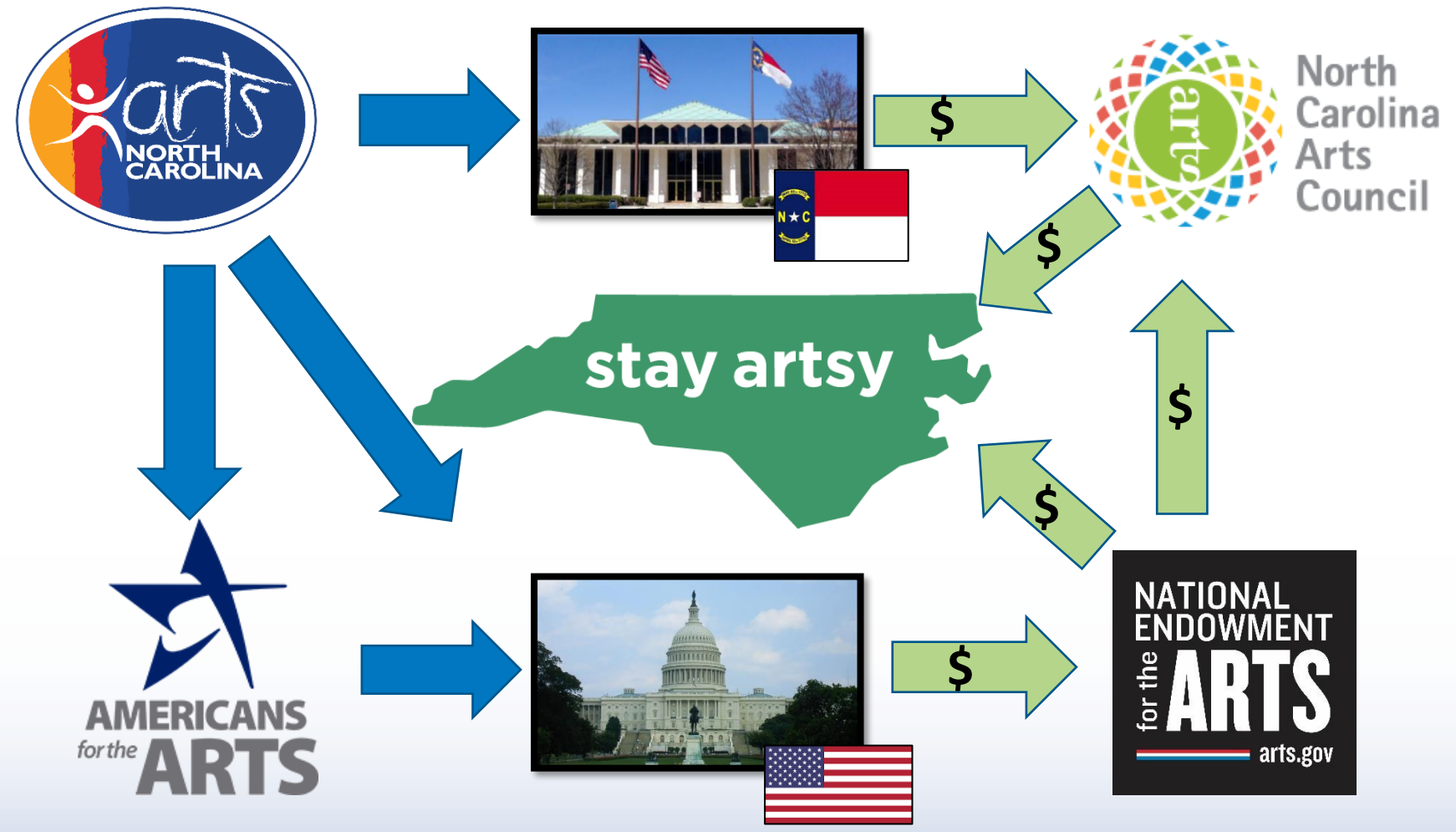


# Comprehensive Arts Education (CAE)



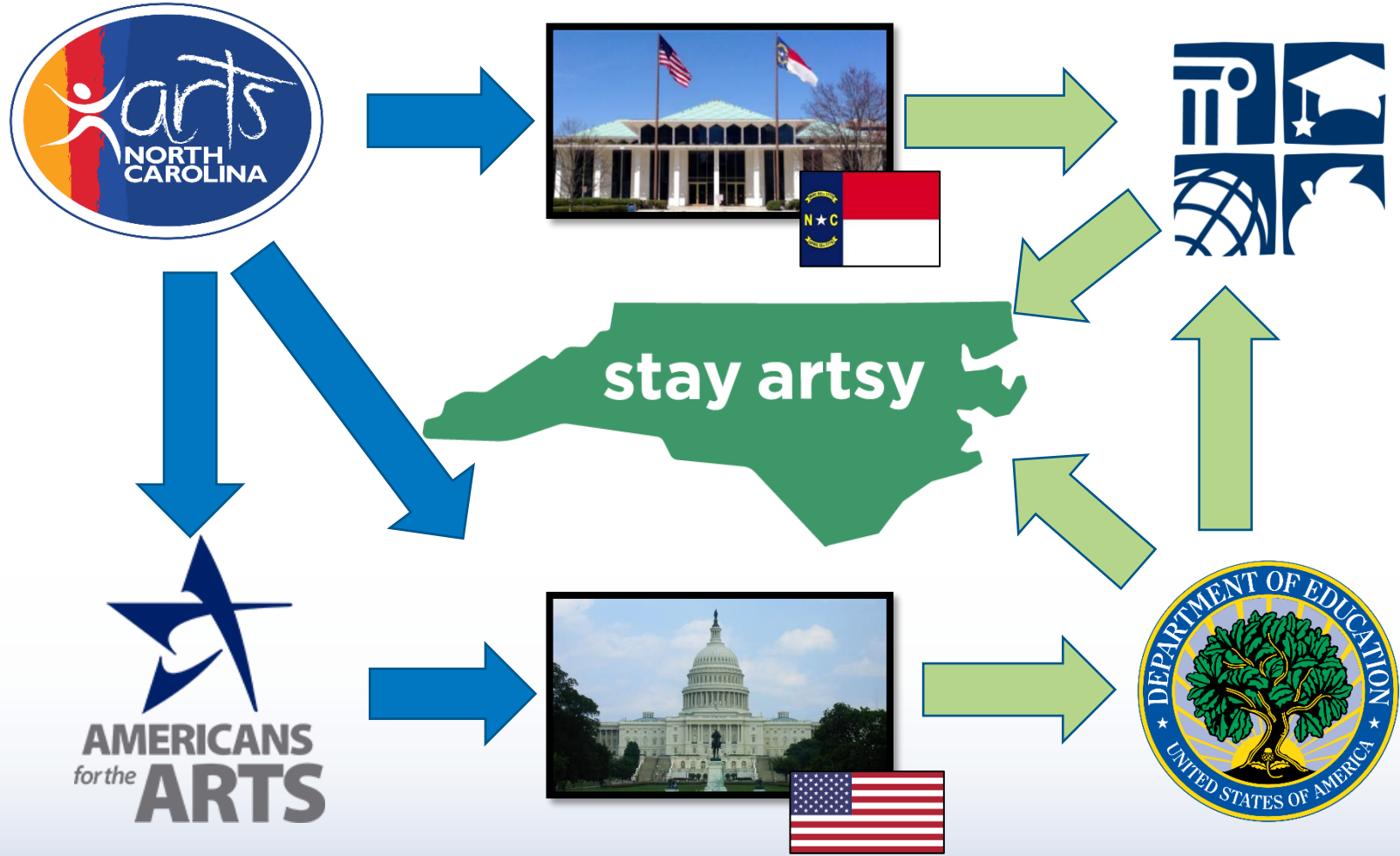


# Public Funding and Policy for Nonprofit Arts Organizations





# Public Funding and Policy for Arts Education in Public Schools





# BUDGET PROCESS IN THE LEGISLATURE

HOUSE

- Appropriations: Agriculture and Natural and Economic Resources
- Appropriations
- House Floor

**26 KEY COUNTIES (14 Legislators):**  
Cleveland, Rutherford, Union, Forsyth, Lincoln, Bladen, Sampson, Alexander, Wilkes, Guilford, Stokes, Columbus, Robeson, Montgomery, Stanly, Johnston, Duplin, Wayne, Cherokee, Clay, Graham, Macon, Chowan, Currituck, Dare, Perquimans

SENATE

- Appropriations: Agriculture, Natural, and Economic Resources
- Appropriations, Base Budget
- Senate Floor

**31 KEY COUNTIES (7 Legislators):**  
Guilford, Rockingham, Alleghany, Ashe, Avery, Caldwell, Haywood, Madison, Mitchell, Watauga, Yancey, Bladen, Duplin, Jones, Pender, Sampson, New Hanover, Anson, Montgomery, Randolph, Richmond, Union, Cabarrus, Carteret, Chowan, Dare, Hyde, Pamlico, Pasquotank, Perquimans, Washington



# The \$10.8 Million Pyramid- Senate

Senate Pro Tempore – **Sen. Phil Berger**

## Appropriations Chairs

**Sen. Ralph Hise**

**Sen. Brent Jackson**

**Sen. Mike Lee**

## Appropriations on Agriculture, Natural, & Economic Resources (AgNER)

**Sen. David Craven**

**Sen. Todd Johnson**

**Sen. Norman Sanderson**

Sen. Val Applewhite

Sen. Lisa Barnes

Sen. Paul Lowe

Sen. Tom McInnins

Sen. Timothy Moffitt

Sen. Deandrea Salvador

Sen. Kandie Smith



# The \$10.8 Million Pyramid- House

Speaker of the House – **Rep. Tim Moore**

## Appropriations Committee Chairs

**Rep. Dean Arp**

Rep. William Brisson

Rep. Kyle Hall

**Rep. Donny Lambeth**

Rep. Jeffrey Elmore

Rep. Brenden Jones

Rep. Larry Strickland

**Rep. Jason Saine**

Rep. John Faircloth

Rep. Wayne Sasser

## Appropriations on Agriculture, Natural, & Economic Resources (AgNER)

**Rep. Jimmy Dixon**

**Rep. Karl Gillespie**

**Rep. Kyle Hall**

Rep. Mark Brody

Rep. Pricey Harrison

Rep. Jeffrey McNeeley

**Rep. Edward Goodwin**

**Rep. Larry Strickland**

Rep. Gloristine Brown

Rep. Chris Humphrey

Rep. Larry Yarborough

Rep. Celeste Cairns

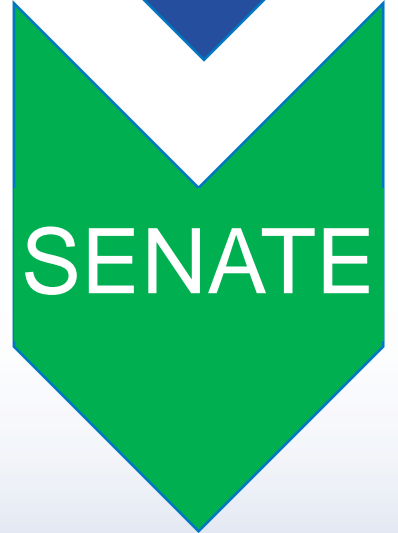
Rep. Ray Jeffers

Rep. John Ager

Rep. Allison Dahle



# BUDGET PROCESS IN THE LEGISLATURE



**If, through this process, the House and Senate give us different amounts...**

**...then it goes to a conference committee with representatives from the House and Senate...**

**...where they eventually come to an agreement...**



**...or not... or they do and the Governor vetoes it. Then the state reverts to the "recurring" budget.... unless the veto is overridden in House and Senate**





# 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

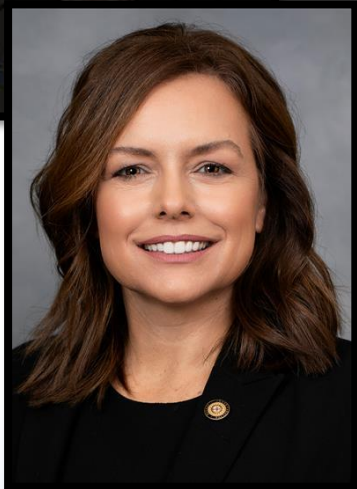
**Co-Chair: Rep. Becky Carney (D)**

**Co-Chair: Rep. Kyle Hall (R)**

### NC Senate

**Co-Chair: Sen. Vickie Sawyer (R)**

**Co-Chair: Sen. Mike Woodard (D)**





# Joint Caucus on Arts and Arts Education

## 2023-2024 Caucus

- ❑ **33 in NC House** 28% (14 Reps & 19 Dems)
- ❑ **19 in NC Senate** 38% (11 Reps & 8 Dems)
  
- ❑ **Currently Recruiting Members for 2023-2024**

## Arts NC Goals for the Caucus

- ❑ **Economic Impact and Value of the Arts**
  - ❑ Nonprofit Arts Sector & Creative Industries
  - ❑ Artists as Small Business & Creative Workforce
- ❑ **Grants and Programs of the NC Arts Council**
  - ❑ Statewide Grant Programs
  - ❑ Other Programs and Services
- ❑ **Arts Education**
  - ❑ Comprehensive Arts Education
  - ❑ Student Outcomes





# Recent Advocacy Accomplishments

## State & Local

- ❑ **\$1M Recurring Increase for Grassroots Arts Program** (\$2.8M to \$3.8M)
- ❑ **\$15M for Arts from ARPA Funds** (\$10M for Grassroots- \$5M General Grants)
- ❑ **\$9.4M in Aid to Nonprofit Arts Organizations** (NC CARES Act Funds)
- ❑ **Arts High School Graduation Requirement**
- ❑ **Public Safety Orders Implementation** (May 2020 – May 2021)
- ❑ **Arts Candidate Event/Forum Toolkit & Arts Candidate Survey Toolkit**
- ❑ **New ArtsEdNC.org for NC Arts Education Leadership Coalition**
- ❑ **10 Arts ARE Education Resolutions** (covers over 28% NC students)
- ❑ **Local Arts Funding from American Rescue Plan & CARES Act**
- ❑ **Local Arts Education ESSER Funding** (\$3.2B available in NC)

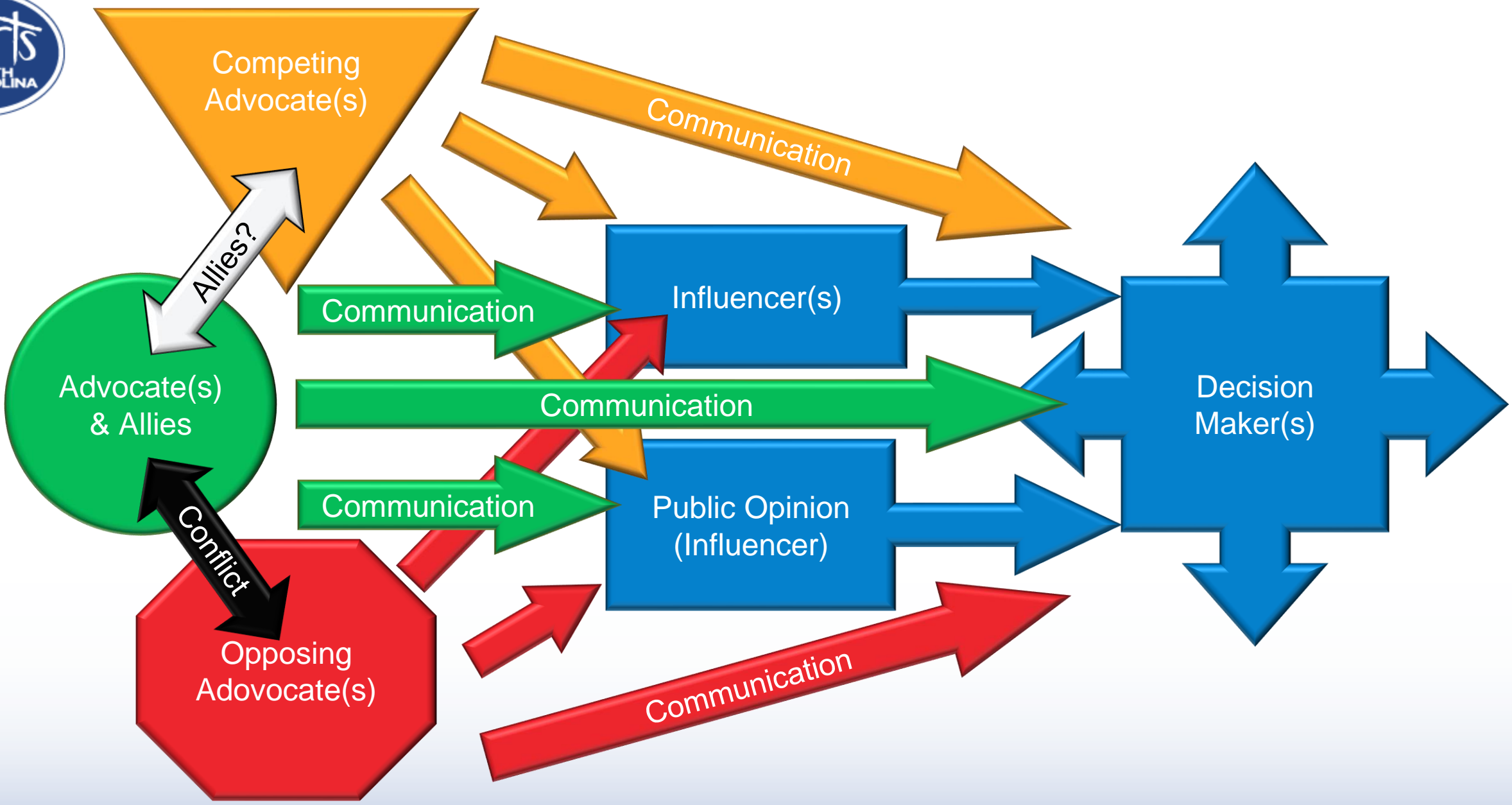
## Federal

- ❑ **Largest NEA & NEH Allocations Ever: \$207M each** (\$27M increase for each)
- ❑ **8 Federal Creative Economy/Arts/Arts Education Bills Filed** in 2021-2022 Session
- ❑ **\$16B for Shuttered Venue Operators Grant** (\$285M+ in NC)
- ❑ **\$210M for NEA Pandemic Relief** (\$75M CARES Act, \$135M ARP Act)
- ❑ **Federal Pandemic Unemployment Assistance** (extra \$600/\$300, more weeks, PUA)
- ❑ **Paycheck Protection Program-** Two rounds of emergency funding for organizations.



# Advocacy Definitions

- **Advocacy:** Support for a cause or idea (policy, position, person, etc.).
  - **Communication in support** of cause or idea.
- **Lobbying:** Action to influence policy, position, person, etc.
  - **Specific request or action** for a desired outcome.
- **Activism:** Vigorous campaigning for policy, position, person, etc.
  - Often advocacy/lobbying that **makes others uncomfortable.**
- **Decision Maker:** Person or body with authority over desired outcome.
- **Communication:** Speaking, Listening, AND Considering.
- **Allies:** Similar goals, coordinated communication and action.





# Advocacy Methodology

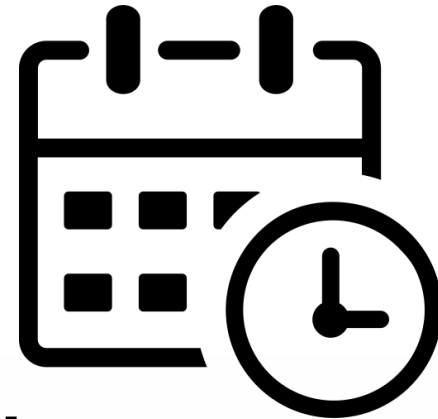
- **Messaging:** One-way communication to decision makers.
  - **Often the first step:** email, letter, phone call.
- **Conversation:** Two-way communication with decision makers.
  - **Advocate & Decision Maker** in dialogue about issue.
- **Relationship:** Multiple conversations & communication.
  - **Gratitude, friendliness, familiarity, and mutual respect.**
- **Influence:** Communication through those with influence.
  - **Messaging, conversation, and/or relationship(s)** with influencer(s).
- **Public Awareness:** Messaging public to influence decision makers.
  - **Email lists, news media, social media, events,** & activism.
  - **Caution:** Makes both friends and enemies quickly.





# Before the Conversation

- **Prepare:** Who, What, Where, Why, & How?
  - **Know how it works** and assume you do not know already.
  - Find the **facts that support your perspective.**
  - Know the **facts that support other perspectives** and prepare for them.
- **Get the Meeting/Access:** Patient, persistent, polite & grateful.
  - It may take a while, **be patient & persistent.**
  - Never lose your cool, always **be polite and grateful.**
  - Make it easy for them for **time, date, location, platform, etc.**

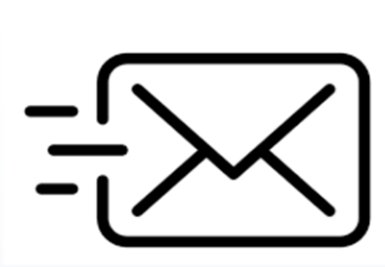






# Advocacy Messaging / Conversation

- **Share:** Narrative as example of desired outcome.
  - **Humans relate to stories** and emotions about other humans- be a human.
- **Educate:** Information and data to put story and ask in context.
  - **Adding logic to emotion** makes a stronger case.
- **Ask:** Make the request for an action or desired outcome.
  - **Try for a "yes,"** settle for a "maybe" (then follow up), or "to be continued..."





# Advocacy Messaging / Conversation

- **Listen:** Understand and acknowledge the response given.
  - **If you disagree:** respectfully acknowledge, address, & respond.
- **Adapt:** Process, consider, adjust, & possibly compromise.
  - **Flexibility** is not a weakness- it is an asset.
- **Attitude of Gratitude:** Before, at the start, at the end, after, and ALWAYS.
  - **Thank you** notes, letters, and/or emails.





# Additional Meeting Notes

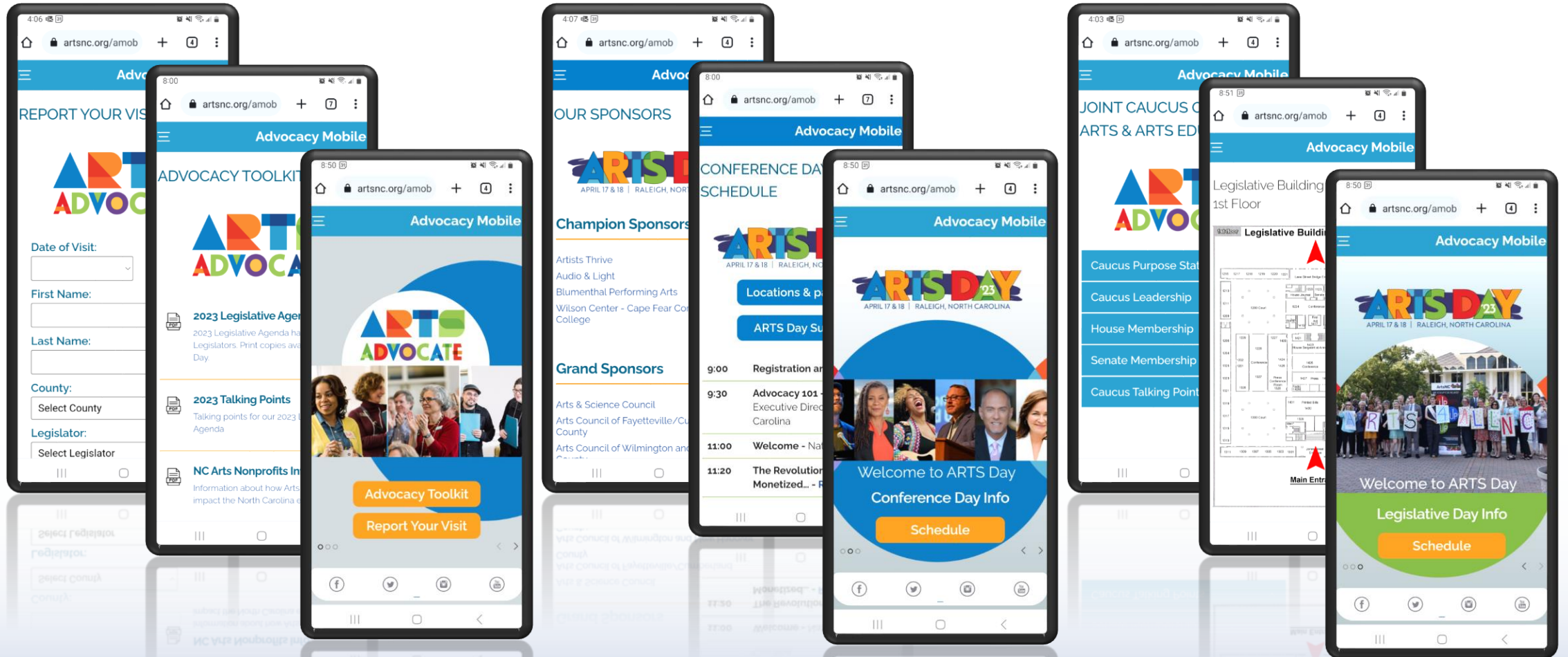
- ❑ **Limit the number of additional materials advocates bring.**
  - ❑ **Optimally- only leave behind the "Leave Behind" and business cards.**
  - ❑ **A thick stack of information ensures that NOTHING will get read.**
  - ❑ **Detailed education about local organizations is best done in each District.**
  
- ❑ **Leave your personal politics at home.**
  - ❑ **Assume every legislator will be supportive of you position.**
  - ❑ **Focus your conversation on the arts ONLY.**
  - ❑ **Avoid terms and topics related to partisan issues.**





# Advocacy Mobile Site

[www.ArtsNC.org/amobile](http://www.ArtsNC.org/amobile)





# Resources

## Advocacy Resources

- [Legislative Request "Leave Behind"](#)
- [Nonprofit Arts in NC Factsheet](#)
- [Why the Arts Matter in NC Factsheet](#)
- [Additional arts & arts education resources.](#)

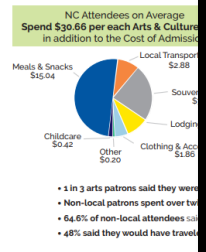
## Training Videos

- [Scheduling Meetings](#)
- [Having/Leading Meetings](#)
- [Legislative Requests](#)
- [Advocacy 101](#)



How Do Arts Nonprofits Impact the North Carolina Economy?

	DIRECT	INDIRECT	TOTAL
Total Expenditures in 2015	\$937.5 Million	\$1.18 Billion	\$2.12 Billion
Jobs Supported (FTE) in 2015	37,194	34,783	71,977
	STATE	LOCAL	TOTAL
Taxes from Arts Nonprofits in 2015	\$64,544,000	\$106,909,000	\$201,453,000



**WHY THE ARTS MATTER IN NORTH CAROLINA**

NATIONAL ARTS FACTS	NORTH CAROLINA ARTS FACTS
ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT 4.4% Nation's GDP	ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT 3.1%
4.85M	125,636

**ARTS NC 2023 LEGISLATIVE REQUESTS**

- \$3,500,000 recurring increase for ALL NC Arts Council Grants in ALL 100 counties**
  - \$1 per capita grant funding totaling \$10.8 million (currently \$7.3 million)
  - Regionally competitive investment in Arts & Culture economy.
  - Support expanded reach of NC Arts Council in rural / underserved communities
- H136: Arts Proficiency High School Diploma Endorsement**
  - Four arts credits with 3.0 GPA and 40 hours extracurricular arts activities.
  - Passed NC House 114-0! Action needed in the NC Senate.
- H498: Provide Music & Visual Art instruction to all K-5 students in North Carolina.**
  - On average, 1 of every 20 public school students does not have both Music & Visual Art instruction.
  - Standard based arts instruction by licensed educators.
- \$4.5 million for A+ Schools of North Carolina over 2 or 3 years.**
  - A private foundation would match state funds & match private donations up to \$500,000.

**ECONOMIC IMPACT OF NC ARTS INDUSTRY ONLY & THE NATIONAL**

**\$166.3 B** National Economy

**\$27.5 B** Federal, state, & local government

**\$378.4 B** Utilities

**\$688.2 B** Total

**\$1.016 TRILLION** Total

The national arts and culture sector is a \$166.3 billion industry in 2021 (4.4% of the workforce), and total compensation is \$27.5 billion.

Source: U.S. Bureau of Economic Analysis, Survey of Professional Products for the Arts, 2023 (2021 data collected during 2022)

**FEDERAL FUNDING NATIONAL ENDOWMENT**

Federal Appropriation FY21-22: **\$207 million**

SBA SVO Grants FY21-22: **\$27.5 million**

Congress allocated \$207 million for the National Endowment for the Arts (NEA) in 2021, just 62 cents per capita. Ideal index \$1 per capita funding to the NEA.

Source: Americans for the Arts, Arts & Culture Action Fund

**View the Top 10 Reasons to Support the Arts HERE**



#NCArtsDay23 #Arts4AllNC

artsnc.org



# ARTS NC 2023 LEGISLATIVE REQUESTS

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- This document** lists our main **legislative asks for the arts** and provides information to put those **requests into context.**
- Email this document before** the meeting and **afterwards as a follow-up** to your legislator.
- Arts NC will provide **printed copies for your meetings on April 18<sup>th</sup>** in Raleigh.
- This document only provides the **requests and the data** to back it up, but **your stories provide the heart and soul of arts advocacy.**



# Are you UP for the ARTS?



- Sign UP for [Arts NC Email](#) list
  - Receive Updates on issues impacting the Arts
  - Calls to Action when the time is right



- Join UP as an ARTS NC Member
  - [Individuals](#) starting at \$25
  - [Organizations](#) start at \$70 (rates based on budget)
  - Get The Creative State License Plate ([www.TheCreativeState.org](http://www.TheCreativeState.org))



- Speak UP for the ARTS
  - Answer the Calls to Action
  - Talk about why the Arts matter in your community
  - Meet UP with Elected Officials
  - Show UP to [ARTS Day](#) 2023, April 17<sup>th</sup> & 18<sup>th</sup>





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Executive Director, Arts NC  
[Nate@ArtsNC.org](mailto:Nate@ArtsNC.org)  
919-605-6150



# Questions?

- What Arts North Carolina is.**
- What Arts North Carolina does.**
- Breaking Down How to Speak Up.**
  - Definitions**
  - Methodology**
  - Communication**
- ARTS Day**





**ARTISTS  
THRIVE**



**BLUMENTHAL**  
PERFORMING ARTS



## Grand Sponsors



# ARTS DAY 23

APRIL 17 & 18 | RALEIGH, NORTH CAROLINA

## Presenting Sponsors



## Sponsors



## Supporters:

- Armstrong McGuire & Associates
- Blowing Rock Art & History Museum
- Gina Harrison / GHDesigns.net
- Jackson County Arts Council
- Kids Making It
- NC Glass Center
- North Carolina Arts Foundation
- Penland School of Craft
- Raleigh Little Theatre
- Union County Community Arts Council
- Winston-Salem Symphony Association



Please Share & Tag Us!

#NCArtsDay23 #Arts4AllNC #thecreativestateNC



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