



# What is Up with Arts NC?

**Nate McGaha, Arts North Carolina**



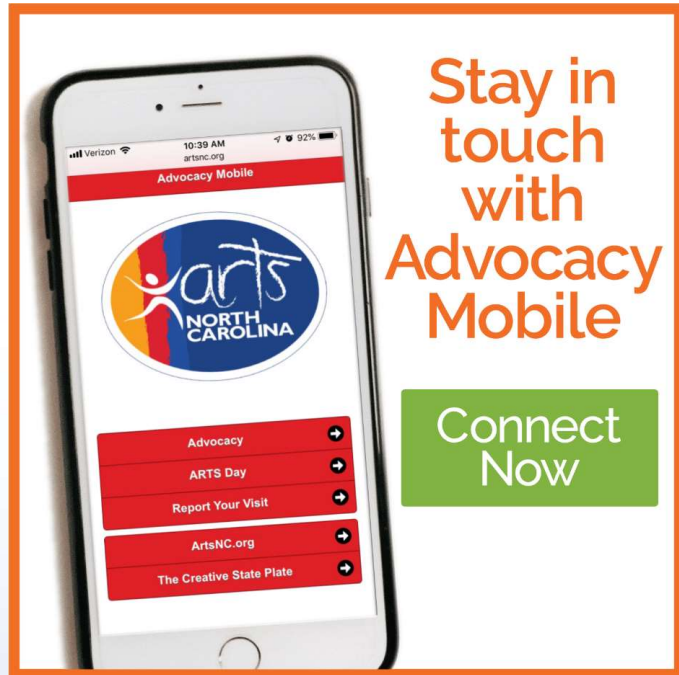
**@ArtsNC #NCartsday19 #Dollar4theARTS #Arts4AllNC**



**@ArtsNorthCarolina**



# Get Mobilized



- ☐ Go to ArtsNC.org
- ☐ Click on Giant Mobile Site Icon
- ☐ Bookmark Site- Save to Home Screen
- ☐ Mobile Site has **EVERYTHING**:
  - ☐ Schedules for both days
  - ☐ Maps and Parking
  - ☐ Legislator Information
  - ☐ Legislative Leave Behind
  - ☐ Grant Information by County
  - ☐ Talking Points for the Issues
  - ☐ Information about the Arts Caucus
  - ☐ **REPORT YOUR VISIT- ASAP AFTER MEETING**
  - ☐ Survey for after ARTS Day



@ArtsNC #NCartsday19 #Dollar4theARTS #Arts4AllNC



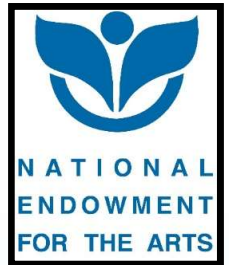
@ArtsNorthCarolina



# National Arts Issues



- ❑ Arts North Carolina partners with Americans for the Arts (AFTA)
- ❑ NC Arts Council receives almost \$1M annually from NEA
- ❑ NC Arts Organizations receive \$500,000 to \$1M in various grants from NEA
- ❑ FY2018 and FY2019- President proposed termination of NEA (NEH, IMLS, CPB)
  - ❑ For FY2018 AFTA asked and Congress increased NEA by \$3M to \$153M
  - ❑ For FY2019 AFTA asked and Congress increased NEA by \$2M to \$155M
- ❑ FY2020- President proposed termination of NEA (NEH, IMLS, CPB)
  - ❑ AFTA Asked \$167.5M for NEA; restoration of 2010 peak
- ❑ Also: Arts Education Grants, Tax Policy, STAR Act, CREATE Act, Arts and the Military

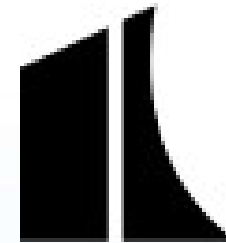




# Outstanding Woman State Legislator Supporting the Arts



**House Rep. Becky Carney  
NC House District 102  
Mecklenburg**



**The  
Kennedy  
Center**



# 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

- ☐ Convene at NCGA or throughout state
  - ☐ Presentations and Arts Experiences
  - ☐ Educate NCGA Members about the civic, educational, and civic impact of the Arts
  - ☐ NCGA Members Just Need to Contact an Arts Caucus Chair to JOIN UP for the ARTS
- 
- ☐ Caucuses must start over each biennium
  - ☐ House Caucus announced February 6<sup>th</sup>
  - ☐ Senate Caucus announced February 25<sup>th</sup>
  - ☐ 43 in NC House (24 Rep., 19 Dem.) 36%
  - ☐ 20 in NC Senate (10 Rep., 10 Dem.) 40%
- 
- ☐ First Meeting was held March 13, 2019
  - ☐ Nate McGaha and Wayne Martin presented







# Joint Caucus on Arts and Arts Education

## Arts NC Goals for the Caucus

- ☐ **Grants and Programs of the NC Arts Council**
  - ☐ **Grassroots Arts**
  - ☐ **General Grants**
  - ☐ **Other Programs and Services**
- ☐ **Economic Impact of the Arts**
  - ☐ **Nonprofit Arts Sector**
  - ☐ **Creative Industries**
- ☐ **Arts Education**
  - ☐ **Comprehensive Arts Education**
  - ☐ **Student Outcomes**





# Joint Caucus on Arts and Arts Education

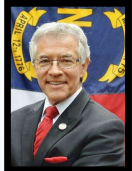
## Joining us for Ice Cream at 4:30pm



**Rep. Cynthia Ball** (Wake)



**Rep. Rachel Hunt** (Mecklenburg)



**Rep. Harry Warren** (Rowan)



**Senator Jim Perry** (Lenoir, Wayne)



**Senator Mike Woodard** (Durham, Granville, Person)

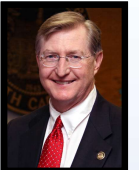
**Rep. Kyle Hall** (Rockingham, Stokes, Surry)



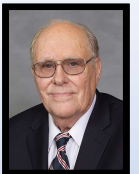
**Rep. Marvin Lucas** (Cumberland)



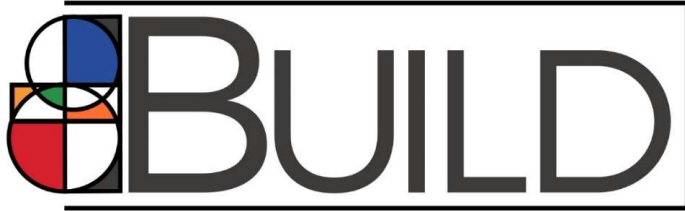
**Senator Ted Alexander** (Cleveland, Gaston, Lincoln)



**Senator Jerry Tillman** (Guilford, Randolph)







## **BOARD UTILIZATION INITIATIVE FOR LEADERSHIP DEVELOPMENT**

- ☐ **Arts NC Member Organizations Assign One Board Member**
- ☐ **BUILD Members will be their Board's Advocacy Leader**
- ☐ **Will Assist Leadership and Staff at State and Local Level**
- ☐ **Each BUILD Member will be asked to:**
  - ☐ **Sign UP to the Arts NC Email List- FREE**
  - ☐ **Join UP to Arts NC as an Individual Member- \$25**
    - ☐ **And/Or Get The Creative State Plate**
  - ☐ **Speak UP, Advocate, and Answer Calls to Action**
  - ☐ **Show UP to ARTS Day if possible**
  - ☐ **Stand UP for their organization and the Arts**





# Member Toolkit

## ArtsNC.org Under "Support" Tab

### Member Toolkit

As an advocacy organization, we know that our most valuable assets are our organization and individual members. Because we value the time you give to us and want to make your job as an advocate easier and more effective, we have organized some tools for you to use to help **Speak Up for the Arts** in North Carolina. Please feel free to download these tools to use, share and link back to Arts NC so that we can grow stronger together and speak with one voice for the Arts in North Carolina. If you need any assistance or clarification about usage of our graphics please contact: [web@artsnc.org](mailto:web@artsnc.org)

#### ARTS Day 2019

Help Arts NC to spread the word about this opportunity for arts advocates to join us one voice at our state capital. Digital ads and graphics to use on your website. Please link them to <https://artsnc.org/arts-day-2019/> or provide the link in the copy.

##### Digital Ads

ARTS Day 19 Save the Date - 200 px Square [DOWNLOAD](#)

ARTS Day 19 Save the Date - 468 x 60px Horizontal [DOWNLOAD](#)

##### Social Sharing Graphics

ARTS Day 19 Save the Date - Facebook Horizontal [DOWNLOAD](#)

ARTS Day 19 Save the Date w/ photo #1 [DOWNLOAD](#)

ARTS Day 19 Save the Date w/ photo #2 [DOWNLOAD](#)

ARTS Day 19 Save the Date w/ photo #3 [DOWNLOAD](#)

##### Badges

These badges are specifically for you to use on your site in a location highlighting your organization membership or groups you support. Please link them to <https://artsnc.org/arts-day-2019/>

I Vote Arts - Oval [DOWNLOAD](#)

We Vote Arts - Oval [DOWNLOAD](#)

##### Press Release

Help Arts NC to spread the word about this great opportunity for arts advocates to join us one voice at our state capital. This ARTS Day press release is available for you to email with a personal note to your local press organization so that you can make them aware of this great opportunity for advocacy. Thank you for your support! [DOWNLOAD](#)

### Arts North Carolina

As Arts North Carolina Members, you and your organization are a crucial part of our teams committed to the vision of a state where the arts are endorsed by all as indispensable. These tools are designed to help you reach others about that vision and to unite people and communities to strengthen and celebrate a creative North Carolina.

#### Digital Ads

Arts North Carolina values each advocate's help in spreading our message about our Dollar for the Arts Campaign. Use these digital ads on your website and please link them to <https://artsnc.org/dollar-for-the-arts/>

Dollar for the Arts - 200 px Square [DOWNLOAD](#)

Dollar for the Arts - 250 px Square [DOWNLOAD](#)

Dollar for the Arts - 468 x 60 px Horizontal [DOWNLOAD](#)

I Vote Arts - 250 px Square [DOWNLOAD](#)

We Vote Arts - 250 px Square [DOWNLOAD](#)

#### Social Sharing Graphics

Please link graphics back to <https://artsnc.org>

Dollar for the Arts - Instagram/Facebook Square [DOWNLOAD](#)

Dollar for the Arts - Facebook Horizontal [DOWNLOAD](#)

I Vote Arts - White Background Facebook Horizontal [DOWNLOAD](#)

I Vote Arts - Green Background Facebook Horizontal [DOWNLOAD](#)

We Vote Arts - White Background Facebook Horizontal [DOWNLOAD](#)

We Vote Arts - Green Background Facebook Horizontal [DOWNLOAD](#)

We Vote Arts - Instagram/Facebook Square [DOWNLOAD](#)

I Vote Arts - Instagram/Facebook Square [DOWNLOAD](#)

#### Badges

These badges are specifically for you to use on your site in a location highlighting your organization membership or groups you support. Please link them to <https://artsnc.org>

Organization Member Badge [DOWNLOAD](#)

Individual Member Badge [DOWNLOAD](#)

We Vote Arts - Oval Badge [DOWNLOAD](#)

I Vote Arts - Oval Badge [DOWNLOAD](#)

We Vote Arts - Circle Badge [DOWNLOAD](#)

#### Press Release

Help Arts NC to spread the word about its core missions. This press release is available for you to email to your local press outlets with a brief personal note. Thank you for your support! [DOWNLOAD](#)

#### Email to a Friend or Colleague

Arts North Carolina is a volunteer organization for all arts lovers of North Carolina and it's not always easy to introduce people to what our organization is all about. This brief email provides you with a place to start a conversation with a friend about our organization. Start with this template and then add your own personal touch. It's a way to share Arts NC with a friend whom you think will be interested. [DOWNLOAD](#)

#### Share Your Photos and Stories

Please share any photos of art creation or performances that have happened recently in your region or county, the use in our efforts to advocate for the arts community of North Carolina. [SHARE](#)

### The Creative State License Plate

By purchasing the Creative State Plate, our supporters help us to advocate for equitable access for all North Carolinians. When you spread the word about our license, you really do make a difference on who advocates and advocates across the state.

#### Digital Ads

Please consider using these digital ads on your website and link back to <https://www.thecreativestate.org/>

Creative State 120 x 600 px Vertical [DOWNLOAD](#)

Creative State 240 x 400 px Vertical [DOWNLOAD](#)

Creative State 250 x 350 px Square [DOWNLOAD](#)

Creative State 300 x 50 px Horizontal [DOWNLOAD](#)

Creative State 300 x 600 px Vertical [DOWNLOAD](#)

Creative State 300 x 1050 px Vertical [DOWNLOAD](#)

Creative State 300 x 100 px Horizontal [DOWNLOAD](#)

Creative State 580 x 400 px Horizontal [DOWNLOAD](#)

Creative State 630 x 180 px Horizontal [DOWNLOAD](#)

Creative State 670 x 250 px Horizontal [DOWNLOAD](#)

Creative State Email Graphic [DOWNLOAD](#)

#### Social Sharing Graphics

Help Arts NC to spread the word about our Creative State Plate which shows the world you are a supporter of the Arts. These graphics are sized for Facebook and Instagram. Please link them to <https://www.thecreativestate.org>

Drive The Arts - Instagram/ Facebook Square [DOWNLOAD](#)

It's Easy to Show You Love the Arts - Instagram/ Facebook Square [DOWNLOAD](#)

Time to Renew Your Plate - Instagram/ Facebook Square [DOWNLOAD](#)

Support the Arts - Facebook Horizontal [DOWNLOAD](#)

#### Badge

Help Arts NC to spread the word about our Creative State License plate by using these badges on your website where you might highlight any organizations that you belong to or support. Please link these badges to <https://www.thecreativestate.org/>

I Got One Badge [DOWNLOAD](#)

#### Playbill Print Ads

The Creative State License plate is a great way to support advocacy and show the world you love the arts all the same time. If your organization would like to support our advocacy, a great way would be to use these print ads in any playbill or program that your group might create for a performance. If you need a size other than what is listed below, please feel free to contact Jackie Freeman at [info@artsnc.org](mailto:info@artsnc.org)

Half Page Horizontal 4.75" x 3.07" [DOWNLOAD](#)

Half Page Vertical 4.5" x 7.5" [DOWNLOAD](#)

Half Page Vertical 4" x 6" [DOWNLOAD](#)

Half Page Horizontal 5.38" x 4.06" [DOWNLOAD](#)

Half Page Horizontal 5.75" x 4.37" [DOWNLOAD](#)

Horizontal 4.75" x 3.58" [DOWNLOAD](#)

Half Page Vertical 2.67" x 8.37" [DOWNLOAD](#)

Eight Page Horizontal 3.67" x 3.37" [DOWNLOAD](#)

#### Bookmark Request

Arts NC would like to provide you with bookmarks that advertise The Creative State Plate to give to your customers at your business. Please use this email link to request bookmarks. [REQUEST](#)



## Do You GOT1 ?

- ☐ TheCreativeState.org
  - ☐ Registration and a Credit Card
  - ☐ Find your local DMV
  - ☐ Set a REMINDER
- ☐ How much and where does it go?
  - ☐ \$30 annually with registration
  - ☐ \$10 for wildflowers & rest areas
  - ☐ \$20 Professional Arts Lobbyist



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