

The American Rescue Plan – Simple Steps to Include Arts Support

keep
jersey arts
alive

THE FACTS ABOUT ARP:

- This is NOT a Community Development Block Grant. This is a new source of support.
- The money is NOT all spent
- There is time to plan; half of funds arrive in 2022
- Local governments have until 2026 to spend ARP funds
- Spending guidelines DO include equity
- There is NO grant application

WHAT YOU CAN DO NOW:

- Research local planning – check local news and social media to learn what your county or municipality is receiving in ARP funds:
 - Allocation for counties
 - Allocation for metropolitan cities
 - For cities with population under 50,000, requests must be made through the state
 - Is there a form of community engagement? Public planning meeting, town hall?
- Learn who are the decision makers and have conversation:
 - County executives & comptrollers
 - County commissioners
 - Mayors & local municipal elected officials
 - Is there a decision maker who can be your champion?
 - If you don't know government leaders, do you know someone who does?
- Have your wish list ready:
 - Outline needs and estimate related expenses
 - Consider infrastructure, administration, and planning
 - Consider relationships to travel, tourism, and hospitality industries
 - Think about partners – business improvement districts, chambers of commerce

MAKING THE CASE:

- Explain how arts fit into the ARP guidelines:
 - The impact of COVID closures on the creative industries has been severe. Arts and culture organizations are small businesses/nonprofits that have been **disproportionately impacted** and will take longer to recover.
 - The creative industries are directly tied to **travel, tourism, and hospitality**. A healthy cultural corridor benefits all businesses and aids in recovery for all (restaurants, retail, lodging, catering).
 - **Jobs creation** – Arts workers are real workers (refer to county data on Keep Jersey Arts Alive)
 - COVID-related capital improvements include ventilation upgrades, re-configured seating, touchless ticketing, and re-outfitted restroom and concession areas
 - The arts and culture sector has long been undercapitalized. Now is the time to invest in a future that prioritizes racial and cultural equity, tell the untold stories, and create an equitable vision for American culture.