

A wide-angle photograph of the United States Capitol building in Washington, D.C. The building's iconic white dome is centered in the upper half of the frame, topped with a statue. The neoclassical facade with its numerous columns and windows is visible below the dome. In the foreground, a large, green lawn stretches across the bottom of the image, with a red flower bed or path leading towards the building. The sky is a clear, pale blue with some light, wispy clouds. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the event title in large, bold, orange letters.

NJ ARTS ADVOCACY DAY 2023



Jay Dick

*Senior Director of State and
Local Government Affairs,
Americans for the Arts*

Key Principles of Advocacy

- Advocacy, big or small, should be part of your regular activities.
- Being successful depends on a unified message and strategy.
- Expand your advocacy efforts to recruit allies and coalitions.
- Get to know your elected officials and their staff.
- Politicians respond to constituents. Lead with local stories and compliment with local data points.
- Be your authentic self – your passion will show!

Arts Advocacy in a Polarized World

- It is about policy; not personality
- It is not partisan; it is local policy impacting local constituents
- The arts make communities better.
- The arts can also help address other issues: Veteran's Health, Youth Suicide, Education, Community Safety, Economic Growth, etc.
- Understand what the elected official cares about and incorporate how the arts can address those points.
- Never ask an elected official to do something that will get them un-elected.

Why Should We Advocate for the Arts?

- If elected officials and key decision makers do not hear from constituents about the arts, they will either assume:
 - Everything is ok, no more additional funding or new policies are needed.
 - Nobody cares about the arts, and thus, they can cut support.
- You are the experts in the field. If you don't take time to educate and inform elected officials, who will?
- Numbers matter! Every person makes a difference!

Partnering Stories and Data

<https://www.artsactionfund.org/StateFactsheets>

WHY THE ARTS MATTER IN NEW JERSEY



NATIONAL ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

4.4% Nation's GDP **4.85M** Jobs

\$1.016 TRILLION Arts & Culture

\$945.3 B Construction

\$378.4 B Utilities

The national arts and culture sector was a **\$1.016 trillion industry in 2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2023 (2021 data collected during the pandemic)

NEW JERSEY ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

3.5% State's GDP **126,767** Jobs

\$24 BILLION Arts & Culture

\$23 B Transportation

\$11.7 B Utilities

The New Jersey arts and culture sector was a **\$24 billion industry in 2021** (3.5% of the state's GDP), representing **126,767 jobs** (3.1% of New Jersey's workforce), and total compensation of **\$12.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2023 (2021 data collected during the pandemic)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

\$166.3 B Economic activity annually

\$27.5 B Federal, state, and local government revenue generated

Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (New data coming Oct 2023)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

\$662.3 M Economic activity annually

\$66.9 M State and local government revenue generated

Source: ArtPride New Jersey Foundation, 2019

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVO Grants FY21-22 **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

View the Top 10 Reasons to Support the Arts HERE

PUBLIC FUNDING RECEIVED FOR NEW JERSEY ARTS & CULTURE SECTOR

State Appropriation FY21 **\$20,263,000**

NEA Grant FY21 (includes ARPA) **\$1,821,300**

NJ CARES Act FY21 **\$12,500,000**

State Appropriation FY22 **\$32,305,000**

NEA Grant FY22 **\$976,100**

State Appropriation FY23 **\$32,305,000**

NEA Grant FY23 **\$1,052,40**

Source: NEA, NASAA, and New Jersey State Council on the Arts 2023

3/15/2023



During the Meeting

- Be Prepared
 - What are your top 3 issues?
 - Have your talking points. If more than one person, denote who is going to talk about which topic.
 - Be ready to explain in a way that will resonate with the elected official. Combine issue with a personal story.
 - Bring or email written background materials that you can leave behind
 - Take a photo – send it out on social media – tag the elected official
 - Thank them for their time and follow up!

Follow up and Relationship Building

- Put the elected officials on your organizations mailing list
- Personally invite them to events. Ask them to participate in some way.
- Arrange opportunities for them to visit/learn from arts supporters throughout the year.
- Attend their town hall meetings or any regular zoom meetings they host.

Targeted Actions from Advocates in the next 30 Days (cont.)

Advocate for:

- NEA-NEH Funding
- Arts Education Funding
- DoD and VA Funding for Community Engagement in Creative Arts Therapies
- Charitable Act (Cosponsors for Senate Bill)

<https://www.artsactionfund.org/april-2023-fly-resources>



Advocacy Resources



SEARCH



ABOUT US ▾

LEARN ▾

ACT ▾

DONATE

JOIN



In April and May, Americans for the Arts and the Arts Action Fund will host D.C.-based Legislative Fly-ins for up to 15+ advocates and captains to come to Washington, D.C., to lobby their members of Congress on the entire field's behalf. Americans for the Arts will provide specific training on the first day of the fly-in using the resources below.

The states and districts that will be coming between **April 18-19** are Alaska, Connecticut, Maine, Maryland, Montana, New Mexico, Rhode Island, Texas, Washington, and West Virginia.

The states that will be coming between **May 2-3** are California, Idaho, Minnesota, Nevada, Oregon, Pennsylvania, and Utah.

This page is specifically for the advocates flying-in. The general fly-in handouts to share publicly can be found on [ArtsU](#).

WHY THE ARTS MATTER STATE
FACTSHEETS: UPDATED BEA STATS

SENATE DEAR COLLEAGUE LETTER:
INCREASED FUNDING NEA FY24

HOUSE DEAR COLLEAGUE LETTER:
INCREASED FUNDING NEA FY24

2022 CONGRESSIONAL REPORT CARD:
CAUCUS & DEAR COLLEAGUE LISTS

2023 FACTS AND FIGURES ONE-PAGERS

[2023 APRIL POLICY BRIEFINGS](#)

CAUCUS MEMBERSHIP FORMS

SOCIAL MEDIA HANDLES AND SAMPLES

CUSTOMIZED TOP 10 REASONS TO
SUPPORT THE ARTS HANDOUTS



NEA-NEH Funding

President's FY'24 Budget Request: \$211 Million

Advocate/Congressional Appropriations Requests: At least \$211 million

Appropriations Subcommittee/Committee Markups: **Summer**

Floor Votes: **Fall**

Conference: **Late LATE Fall**



Department of Defense Appropriations for Community Arts Engagement

\$22 million to the Department of Defense's Morale, Welfare and Recreation (MWR) for the support and expansion of community arts programs and partnerships in all military services.

Participation in the arts helps foster resilience; reduces the impact of trauma; builds social connectedness as well as strengthens coping skills for military members and their families.



Veterans Affairs Appropriations for Community Arts Engagement

\$10 million to the Department of Veterans Affairs' Veterans Health Administration (VHA) for a coordinated public/private sector collaboration to support stronger clinic-to-community efforts and advances grassroots and innovative solutions, practices and knowledge in the arts and humanities across VHA national offices.

Congress has already acknowledged the use of creative arts therapies in treating Veterans with traumatic brain injuries and psychological health conditions.



The Charitable Act

(Charitable tax deduction for all)

Introduced by Senators James Lankford (R-OK), Chris Coons (D-DE), Catherine Cortez Masto (D-NV), Marco Rubio (R-FL), Maggie Hassan (D-NH), Raphael Warnock (D-GA), Susan Collins (R-ME), Amy Klobuchar (D-MN), Gary Peters (D-MI), Tim Scott (R-SC), and Jeanne Shaheen (D-NH)

Would make available to taxpayers, who do not itemize on their tax return, a below-the-line deduction for charitable giving on federal income taxes valued at up to one-third of the standard deduction



Advancing Equity through the Arts and Humanities Act of 2022 – H.R. 7627

- Introduced by **Congresswoman Barbara Lee (CA-13-Oakland)** 4/28/22
- Re-introduction is tentatively planned for April 2023, as it marks the fifth anniversary of CA Arts, Culture & Creativity Month (ACCM).
- Works to address inequity in the arts and humanities by providing NEA funding to Black, Indigenous, and People-of-Color (BIPOC) led organizations.
- Requires Bi-Partisan support to advance legislation
- Advocates should continue to develop relationships with Democrat and Republican Members in their Congressional delegation



Performing Arts Tax Parity Act (PATPA)

Updates the Qualified Performing Artist (QPA) deduction from \$16,000 to \$100,000 for single filers and \$200,000 for joint filers.

Strong support from SAG-AFTRA, IATSE, Actors' Equity, the WGA East, the Motion Picture Association, the Recording Industry Association of America, the Broadway League, Carnegie Hall and the Department for Professional Employees, AFL-CIO



Always Remember

This is a marathon – not a sprint - this is your opportunity to begin (or strengthen) your relationship with your elected officials and their staff.

You are the expert – this is your life! They are generalists - you know more than they do about the arts and what it means. Share your story!

Follow up – this is not a once a year activity – but ongoing.

Have fun- take photos – post to social media – tag the elected officials.





Adam Perle
President & CEO



Vincent Hall
Advocacy & Community
Engagement Manager

SCHEDULE

- Meetings are happening between 9 am and 4 pm
- Entire group will be meeting with the Senators office at 11 AM
- Stick to your prepared schedule
- 3 Meetings – 2 house, 1 senate
- Be ready for changes

IN THE ROOM WHERE IT HAPPENS!

- Assigned to you based on the districts in which you live (vote) & work (support)
- A veteran delegation member who has attended advocacy day will start the meeting with the appropriation requests
- Meetings are often scheduled with Congressional staffers
- Visits are short (5-15 minutes)

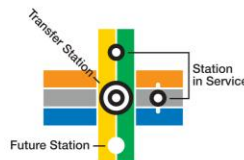
THINGS TO KEEP IN MIND

- Please keep your comments short and concise – It's helpful to have your statement prepared in advance.
- If you're joining a meeting but it's not your district, please allow the district constituents to speak first.
- Feel free to bring promotional material to share.

Legend

- **RD** Red Line • Glenmont / Shady Grove
- **OR** Orange Line • New Carrollton / Vienna
- **BL** Blue Line • Franconia-Springfield / Downtown Largo
- **GR** Green Line • Branch Ave / Greenbelt
- **YL** Yellow Line • Huntington / Greenbelt
- **SV** Silver Line • Ashburn / Downtown Largo

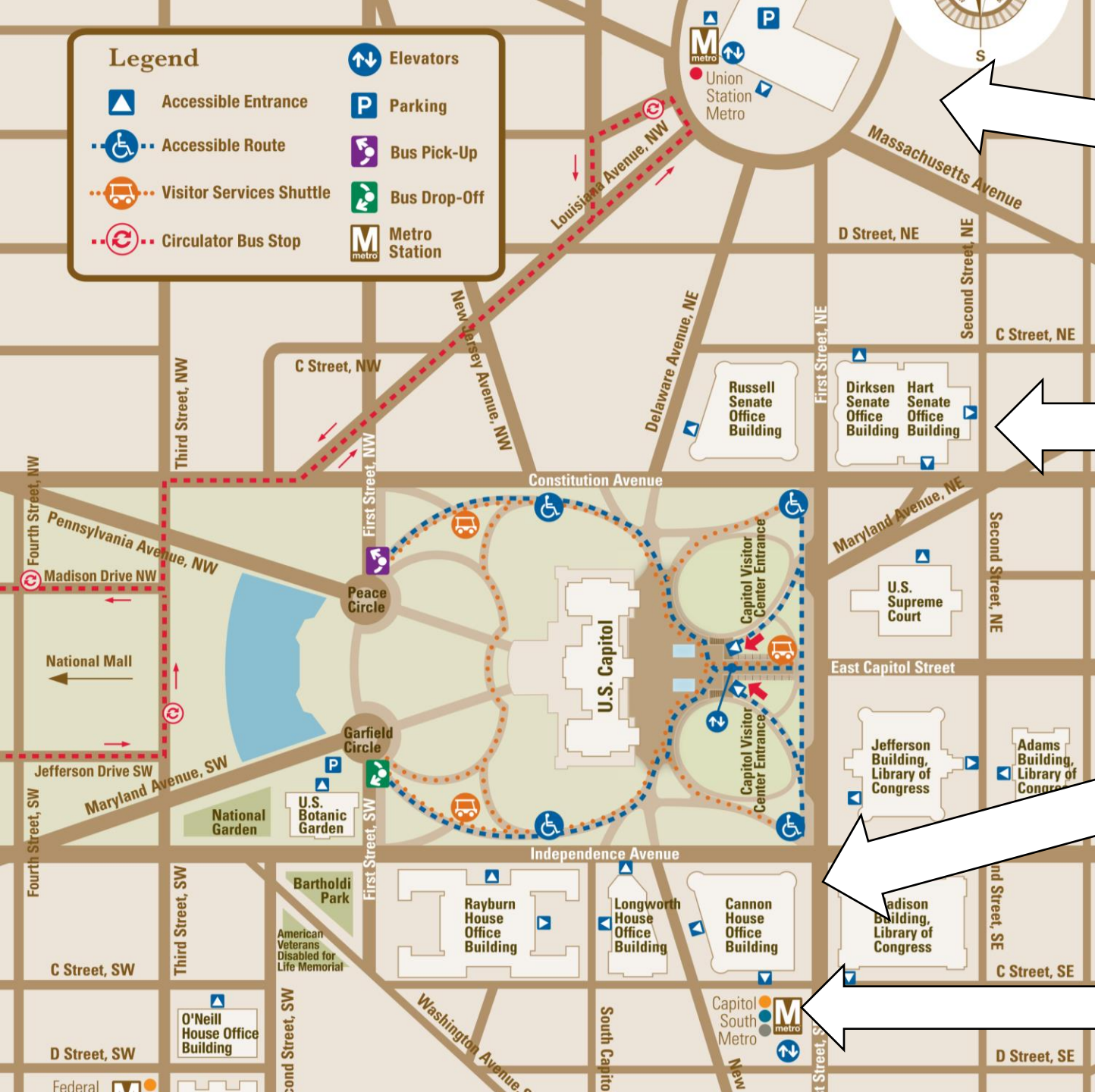
- Station Features**
- P Parking
 - H Hospital
 - A Airport
- Connecting Rail Systems**
- AMTRAK
 - VRE
 - MARC



Metro is accessible.

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items

- Foggy Bottom/GWU metro station is about five minute walk from River Inn
- Take Blue/Silver Line towards Downtown Largo
- Exit at Capitol South station (8 stops)
- Walk to appropriate Capitol Hill building



Union Station

Senate Side – I AM
meeting with Senators
Menendez & Booker/staff
Location – **Hart** Senate
Office Building

House Side – Meetings
with US Reps at
Cannon, **L**ongworth, and
Rayburn House Office
Buildings

Capitol South Metro stop



WHAT DO I WEAR?

- Layers
- Comfortable shoes
- Remember business cards!



QUESTIONS?



**FOR MORE INFORMATION OR
QUESTIONS CONTACT**

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