



ARTS ADVOCACY FOR 2024

*Presented by
Tracy Hudak, Director of Field Engagement &
NeFesha Yisra'el, Director of Programs
CA For The Arts / CA Arts Advocates*

FOR ALL OF US
Mayor Todd Gloria



SACRAMENTO



A **comprehensive lobbying organization** for the arts, culture and creative industries, working to influence equitable and just systems change through public policy and public investment



Champions arts and culture as essential to vibrant CA communities through **statewide programming, services, and advocacy networks** that foster public awareness and generate resources to cultivate a thriving cultural sector and creative industries. A Statewide Regional Network grantee to CAC.

Your statewide advocacy partner and network

Julie Baker, CEO

julie@caforthearts.org

caforthearts.org

caartsadvocates.org

Tracy Hudak

Director of Field
Engagement,

tracy@caforthearts.org



California Arts Advocates

Policy Framework: *"We advocate for..."*

EQUITY

- ★ Access to arts and culture for all people in all parts of the state
- ★ Support for artists, creative spaces, & communities
- ★ Equitable distribution of programmatic, financial, and informational resources
- ★ Arts as a tool for social change.

INVESTMENT

- ★ Sustained and increased investment in arts, culture and creativity.
- ★ The inclusion and recognition of arts and culture in all community and economic development solutions
- ★ Resources to expand and promote cultural placekeeping.

SUSTAINABILITY

- ★ Thriving creative workforce
- ★ Incentivizing creative industries and investing in creative workforce development
- ★ Preserving charitable tax deductions benefiting individuals and nonprofit arts organizations
- ★ Support for creators' rights, public art, business loans & technical assistance



KEY ARTS ADVOCACY ACCOMPLISHMENTS



2007

- First Otis Statewide Creative Economy Report

2015

- New Lobbyist hired > CAC increase

2018

- First ED for CAA/CFTA hired, Newsom wins election

2019 - 2020

- April 2019: April established as CA's Arts, Culture and Creativity Month + First Arts Advocacy Day
- June 2019: Single largest increase to CAC in 20 years of \$10m

** AB 5 - Employee/Contractor Law became law Jan 1, 2020*

2020 - 2021

- Reopening Guidelines for Live Events
- Artists declared "essential" and the state's "Second Responders" CA SCR40
- AB 2257- CA improved Independent Contractor Law (Jan 1, 2021)
- \$50m for cultural institutions relief funding introduced

2021 - 2022

- Over \$350M in Historic Relief Funding to CAL-OSBA
- \$60M CA Creative Corps
- \$40M Creative Youth Development
- Passage of SB 628 (Allen) - CA Creative Workforce Act
- CA Nonprofit Paymaster funded
- CAC expedited release of \$12M funds

2022 - 2023

- \$30m to cultural districts
- \$25m to Arts in Parks
- Prop 28 passes- \$1B to arts education annually.
- Launched the CA Forward Creative Economy Working Group
- SB 1116 (Portantino) signed by the Governor

2023 - 2024

- Cultural Districts reduced to \$10m
- \$1m for CA Creative Economy Strategic Plan
- \$11.5 m for SB 1116 - Equitable Payroll Fund
- Passage of AB812 (Boerner) - Pro Artists Affordable Housing
- Facilitated a letter campaign that stopped harmful recommendations to grant programs at the CAC

FUNDING OVERVIEW

Recent Public Investments

2021-22: Historic Relief Funding to CAL-OSBA - \$150 Million **Live Venues Grant** program; \$50 million **Museum Grant** program; \$49.5 million **Non Profit Performing Arts**; \$50 million **cultural institutions**, \$500k to build a nonprofit paymaser. **Over \$300m in relief grants!**

2021-22: Single largest appropriation to California Arts Council - **\$60 million CA Creative Corps**; \$40 million **Creative Youth Development** programs

2022-2023: \$30 million for **Cultural Districts Program**; \$25 million for **Arts in Parks**;

Nov. 2022: Prop 28 passes. Historic Ballot measure to allocate approximately **\$1 billion to arts education** annually.

2023-24: Cultural district funding **reduced from \$30 million over 3 years to \$10 million**
CAC Baseline funding remains at \$26m; \$1m for **strategic plan**; **\$11.5 m for SB 1116** implementation to CAL-OSBA

2024-25: **Budget deficit - \$73B**, “no new spending”, **CAC Baseline funding remains at \$26m**

WORKFORCE SUPPORT PROGRAMS

Advocacy Updates

SB 1116

EQUITABLE PAYROLL FUND

Signed into law as of January 1, 2023

- Tiered payroll reimbursement for small budget nonprofit performing arts organizations with budgets under \$2 million
- Funded: working on implementation with CAL-OSBA (Office of Small Business Advocate)

WORKFORCE SUPPORT PROGRAMS

CALPAYART.ORG

CA Nonprofit Performing Arts Paymaster Program

RFP awarded to CA for the Arts to build

CalPayArt is a mission-driven nonprofit paymaster service program specifically designed to support payroll compliance and lower insurance and unemployment coverage costs for small nonprofit performing arts organizations (SNPAO) in California under \$2 million.



CALIFORNIA
NONPROFIT
PERFORMING
ARTS
PAYMASTER

PUBLIC ART

Arts in CA Parks: \$25M

Artists, culture bearers, and California Native American tribes will be **eligible to receive funding to create artwork throughout state and local parks**

- The public is invited to take a survey for the development of the program through: ArtsinCaliforniaParks.org
- Join the new **Arts in California Parks Artist Directory**, a tool designed to help facilitate the co-creation of project proposals between park entities and creative partners
- Opportunities for creatives and communities to collaborate with park entities on funded projects will be announced in 2024, under two distinct sub-programs:
 - The **Local Park Grant Program**, which will fund projects in local parks through a competitive grant program, will launch in 2024 and is anticipated to include three funding cycles
 - The **State Parks** sub-program-initiated pilot projects in 2023 and will fund additional projects in State Parks in summer 2024 and summer 2025
- More than **20 pilot projects** are underway within state parks, including performances, events, and installations

COMMUNITY DEVELOPMENT

Cultural Districts: \$10M

- A Cultural District, as outlined by the program, is a **well-defined geographic area with a high concentration of cultural resources and activities**
- There are **14 state-designated districts** that were established in 2017
- In January 2023: The 14 Cultural Districts were granted a uniform allocation of **\$671,428** with Recertification.
 - The remaining **\$400,000** will be utilized for program evaluation, and statutorily mandated staff support.
- There is currently **no additional funding** to expand the Cultural District program



ARTIST GRANT PROGRAMS

Creative Corps: \$60M

- 2021 State Budget included **\$60 million** one-time General Fund allocation for the **California Arts Council** to implement the **California Creative Corps pilot program**; a media, outreach, and engagement campaign.
- **14 Administering Organizations (AO) were chosen**: AOs may use up to 20% of the grant award for administrative costs and costs associated with program design and implementation
- 60% of funds must either be **granted directly to individuals** or used by nonprofit sub-grantees to **hire individual artists**
- The program is currently **unfunded**



ARTIST GRANT PROGRAM

Advocacy Updates

Individual Artist Fellowships

Currently UNFUNDED

- \$660k has been awarded to **71 artists across the 17-county** central CA region, which stretches from Santa Mateo and Santa Clara, through Fresno, San Benito and Santa barbara, all the way to Ventura

Southern CA California Arts Council (CAC) IAF totaling \$840k have been awarded to 58 artists

The fellows were selected from 779 artists that applied within the region

ARTS EDUCATION PROGRAMS

Prop 28 Implementation



- Estimated **\$800m to \$1b per year**, first allocation Feb 2024.
- Funding allocated to PK-12 public schools with an equity formula: 70% of funds based on enrollment. 30% based on the share of economically disadvantaged students.
- Funding required to **expand** and **not replace** existing funding for arts education programs.
- Need: approx **10,000** additional certified arts teachers
- CreateCA recommends advocating locally for [Strategic Arts Education plans](#). Visit their [website](#) for resources.
- [Create CA Prop 28 Toolkit](#)

WORKFORCE POLICIES

State Legislation

SB 127

2023



\$1 million for a CA Creative Economy Workgroup to develop a strategic plan for the California creative economy. The bill would provide for the membership of the workgroup and require the workgroup to, among other things, **collect and analyze data on the state of the California creative economy & publish a report.** The bill would repeal these provisions on July 1, 2025

HOUSING POLICIES

State Legislation

Artist Housing in Cultural Districts

Assm. Boerner (AB 812)

- Gives local governments the authority to require developers to offer up to ten percent of low to moderate income housing units to be made available to artists in city/county/state designated cultural districts
- Does not displace an existing tenant
- Eligibility will be determined locally and will include: annual income verification and artist status verification
- Signed by Governor Newsom, October 11
- Implementation strategies are local, CFTA building training tools TBA



2024 - 25 DRAFT POLICY PRIORITIES



PROTECT CULTURAL FUNDING

- ★ PRESERVE, Protect + Increase Arts Funding
- ★ IMPLEMENT SB 1116(Portantino)“Equitable Payroll Fund” Funding
- ★ SOCIALIZE Increase to CAC of \$20m (cost for inflation increase)
- ★ SUSTAIN investments in Creative Corps, Cultural Districts, Creative Youth Development

INVEST in CREATIVE WORKERS

- ★ Artist’s housing/work space including AB 812 (Boerner) implementation
- ★ Creative Economy Strategic Plan implementation including workforce development & thriving wages SB 628 (Allen) implementation
- ★ Economic prosperity and entrepreneurship (CAL-OSBA programs)
- ★ Climate Resilience & Adaptation

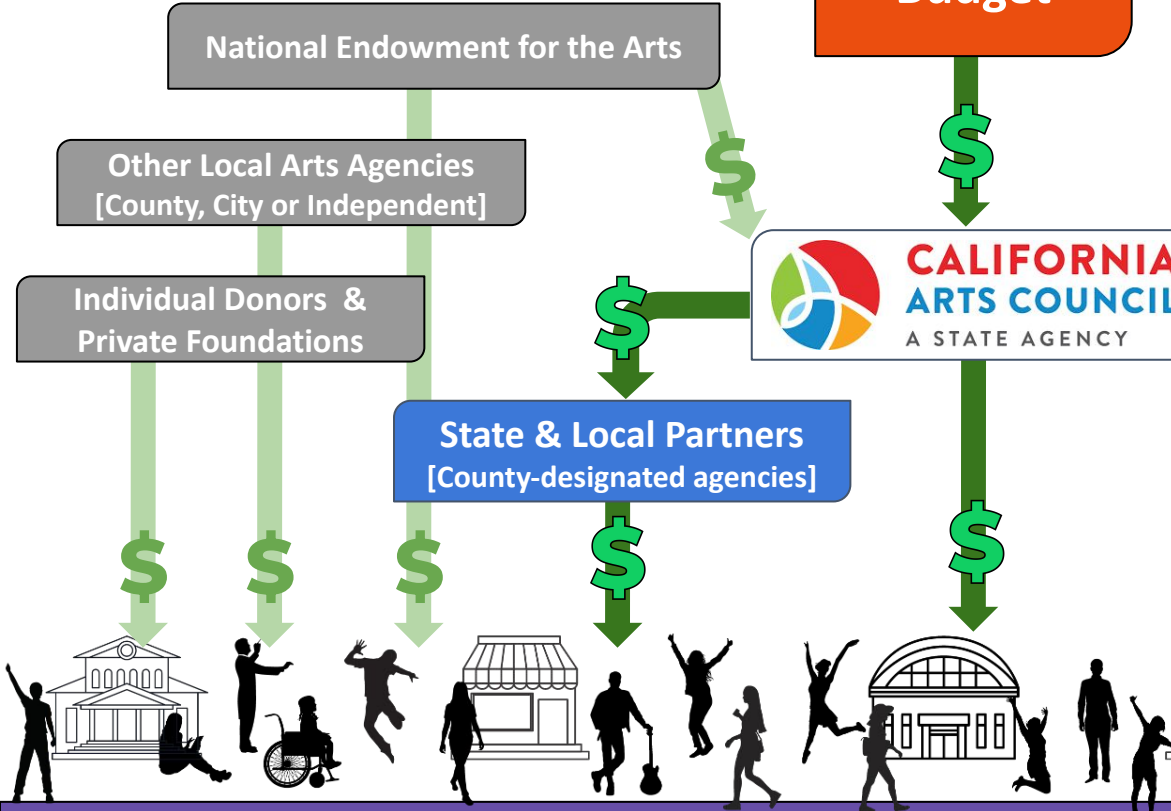
BUILD our CREATIVE FUTURE

- ★ Address mental health and loneliness: “Arts on prescription”
- ★ Explore “Guaranteed Basic Income for Artists” pilot
- ★ Inclusion of Arts Ed in Proposed School Facilities Bond



ART WORK IS REAL WORK!!!

Funding for Arts & Culture in California



Equity in CAC Funding

CAC Grants = \$26M/yr
(Local Assistance Funding)

→ Private Funding Amounts

- ◆ Foundations = \$670M /yr
- ◆ Individuals = \$1.34B /yr

→ BIPOC-centered organizations are 18% of CA arts nonprofits

- ◆ 30% of CAC funding
- ◆ 11% of foundation funding

→ 9% of CA's arts organizations in rural areas

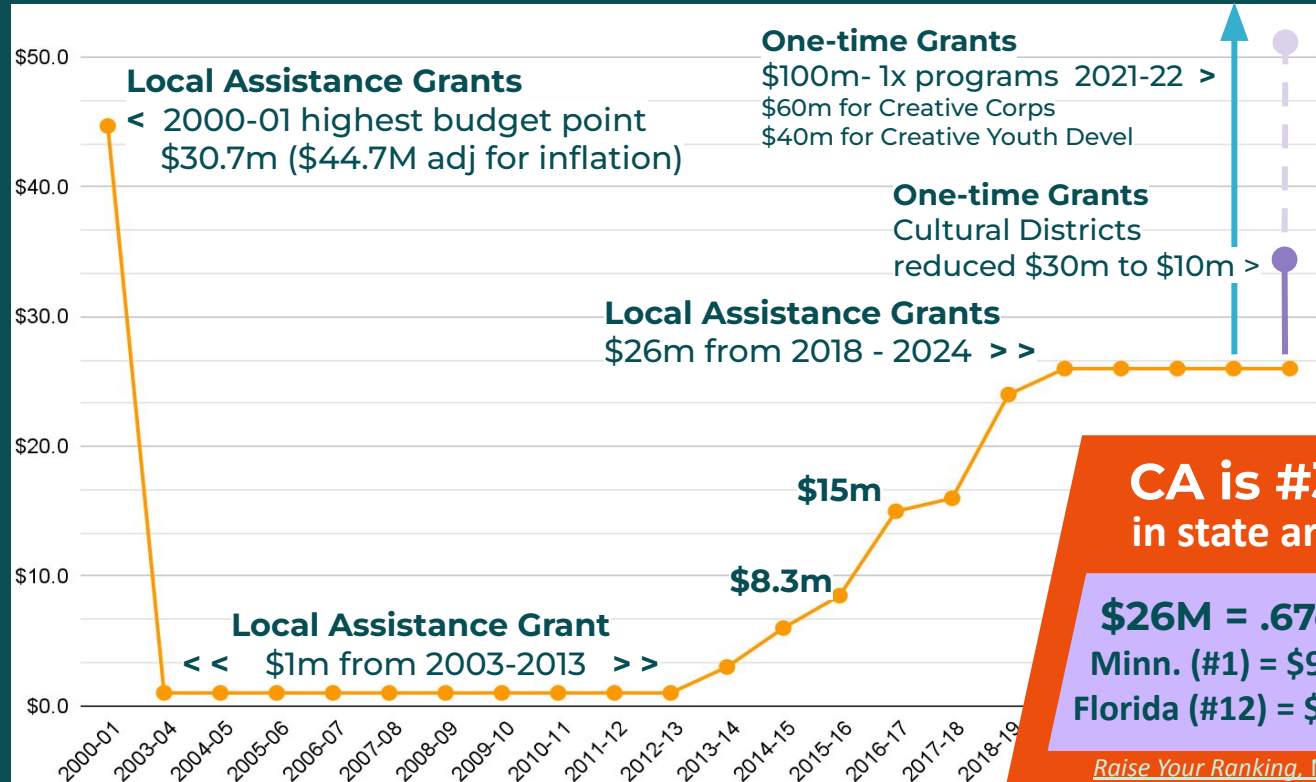
- ◆ 11% of CAC grant funds
- ◆ 3.5% of foundation funding

Equity Challenges in California's Arts Ecosystem;
[California Arts Council; Aug 2022](#)

Artists, Culture Bearers, Cultural Organizations

2024 - 25 DRAFT POLICY PRIORITIES

History of State Arts Funding to CAC



CA is #36 in US
 in state arts spending

\$26M = .67¢/person
 Minn. (#1) = \$9.62/person
 Florida (#12) = \$1.01/person

Raise Your Ranking, NASAA, FY2024

PARTICIPANT DATA

→ 1,683 total respondents

- ◆ 1,076 Individuals
- ◆ 607 Organizations

→ Location

- ◆ Urban: 47%
- ◆ Suburban: 35%
- ◆ Rural: 18%



TOP 4 CHALLENGES

→ INDIVIDUALS

- ◆ Insufficient public funding **50%**
- ◆ Challenges in engaging or increasing patrons, collectors, or customers **36%**
- ◆ Lack of access to affordable housing **36%**
- ◆ Lack of support systems for the self-employed (unemployment, healthcare, retirement) **33%**

→ ORGANIZATIONS

- ◆ Insufficient public funding **52%**
- ◆ Rising operational costs due to inflation **40%**
- ◆ Existing grant opportunities not applicable to what we need or do **32%**
- ◆ Engaging or increasing patrons, collectors, or customers **32%**



TOP 4 POLICY PRIORITIES

→ INDIVIDUALS

- ◆ Increase access to affordable housing and/or work spaces 49%
- ◆ Develop social safety net programs for the self-employed 47%
- ◆ Increase funding to artists and cultural orgs through the CAC 46%
- ◆ Diversify and increase sources of state funding for the arts through cross-sector initiatives 41%

→ ORGANIZATIONS

- ◆ Increase funding to artists and cultural organizations through the CAC 83%
- ◆ Diversify and increase sources of state funding for the arts through cross-sector initiatives 70%
- ◆ Increase access to affordable housing and/or work spaces 33%
- ◆ Develop social safety net programs for the self-employed 28%



6TH ANNUAL CALIFORNIA
**Arts,
Culture &
Creativity
Month**
APRIL 2024

#ArtWorksRealWork #ACCM2024

April - established as California's Arts, Culture & Creativity Month in 2019

Press Launches: San Diego, Santa Monica, Eureka and more!

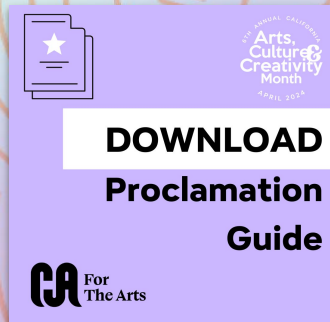
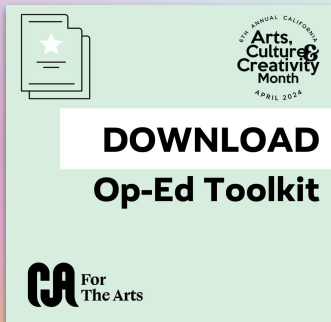
Events: CA Arts & Culture Summit & Arts Advocacy Day (April 16-17)

Legislator Visits: Key advocacy during budget negotiations

Toolkits: Activate your community and your media channels all month

[Visit the ACCM webpage](#)

[Download Zoom backgrounds](#)



APRIL 16, 2024

2ND ANNUAL

**CA ARTS
& CULTURE
SUMMIT**

WHERE CREATIVITY MEETS

Panel Discussions on vital and
innovative policy initiatives

Workshops & Networking

[Visit the Summit webpage](#)

**#ArtWorksRealWork
#ACCM2024**

**Rally +
Legislator
Meetings**

SACRAMENTO
**Arts
Advocacy
Day**



April 17, 2024



[Register for Advocacy Day at the Capitol](#)

[Attend the Advocacy Training, 3/26/24](#)

Advocacy 101





Advocacy & Lobbying

Lobbying refers specifically to efforts that attempt to *influence legislation*.

Advocacy is the active support of an idea or cause, expressed through strategies and methods that *educate and influence the opinions and decisions* of public, policy makers, or organizations. It can include:

- Building a relationship with your elected officials
- Issue identification, research, and analysis
- Public information campaigns and public will building

YOU CAN BE A **GRASSTOPS** AND/OR A
GRASSROOTS ADVOCATE



Who to Build Relationships With...

- ★ **Local Elected Representatives**
Mayor, City Council Members, County Board of Supervisors, School Board members - and staff!
- ★ **Local Arts Leaders**
Arts Commission, Arts Council, Local arts agency, regional organizations, philanthropists, funders
- ★ **State Legislators and Administration**
Assembly Members and State Senators - and staff! State Agencies
- ★ **Federal Representatives**
Your Congressperson and Senator

FIND YOUR LEGISLATORS
caartsadvocates.org/find-your-legislator

Successful Advocacy

What Does Successful Advocacy Look Like?

- ★ **You've built a positive relationship and communication channel** with your legislator.
- ★ **You've educated them on the value and positive impacts** of artists, culture bearers, cultural organizations or creative workers and businesses on our sector.
- ★ **You've educated them on issues** affecting the creative sector in their district.
- ★ **You've presented them with an action** to take.
- ★ **You've shifted their position.** This might look like shifting their awareness, how they talk about the issues, their attitude towards the arts, their promise to take action on our behalf, or their taking the lead on a policy change. All positive shifts are a success.



Components of Successful Advocacy

Relationship Building



Research

Educate

**Be a Solutions
Partner**



Educating through Effective Storytelling



★ Speak in the languages of policymakers

- Use economic impact data* (jobs, spending, etc)
- Use social impact language (transformation of individuals or groups)
- Use policy outcome language (ROI, health/wellness, public safety, etc)

★ Share Personal Impact Stories

- Who do you serve? What are your impacts?
- You are the expert on the community's experience
- Make it local - educate on district issues

★ Frame your story and “ask” as a solution

- Articulate challenges
- Detail opportunities
- Make a specific ask

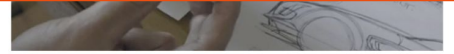
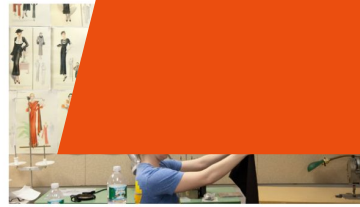
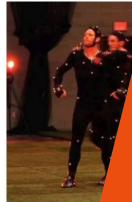
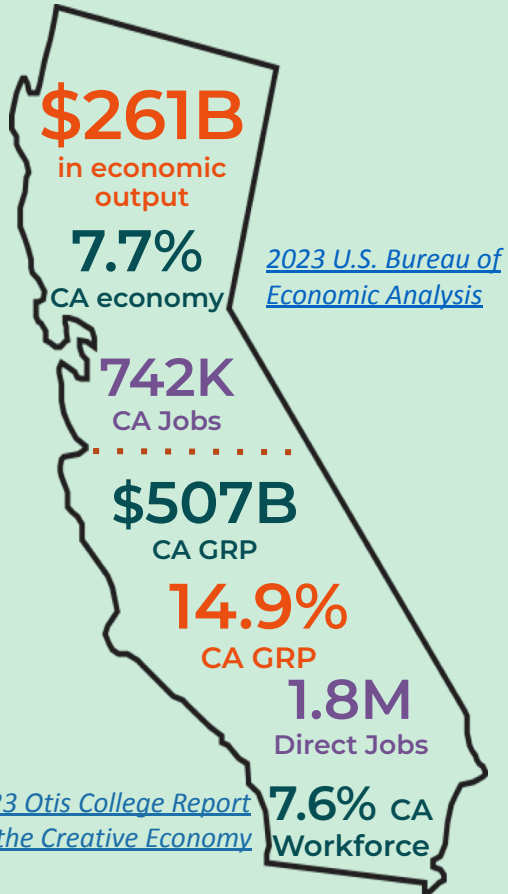
*Quickly Calculate Economic Impact

$$\text{TOTAL AUDIENCE SPEND} > A \times \$31.47 = \text{TAS}$$

Multiply each attendee (A) by \$31.47 in event-related spending (meals, parking, retail, etc.) to get an estimated Total Audience Spend (TAS) figure

Data

California's Creative Economy



“Accounting for the sector’s ripple effects through business-to-business transactions (indirect impacts) and employee spending (induced impacts), the creative economy generated nearly \$980 billion statewide in 2021.”

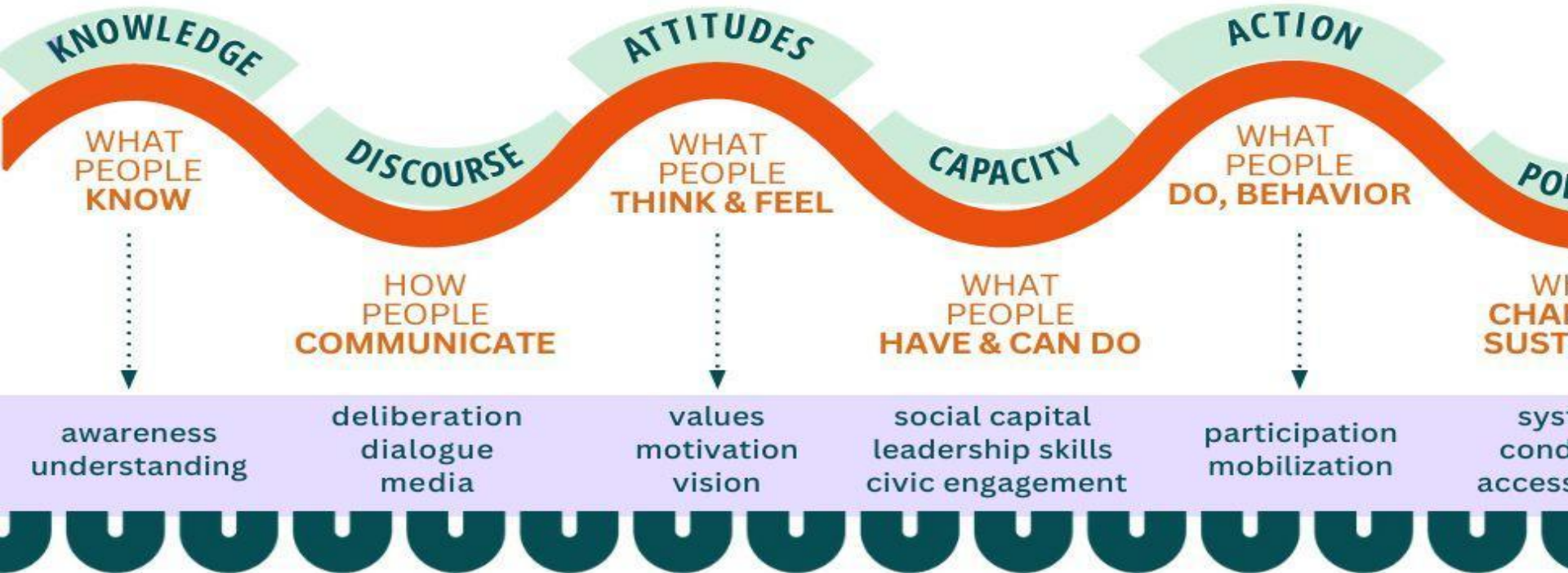
Otis Report, 2023



- ★ CA Performing Arts sector **lost a decade's worth of job growth** in 2021, with employment dropping to about the same level as in 2010.
- ★ For every **100 Performing Arts jobs** in 2021, **an additional 156 jobs** were supported in other sectors through downstream impacts.
- ★ If Performing Arts employment further declines in the coming years — **state and local governments could see a combined \$4.1 billion loss in tax revenue over a four-year period (2020-2023)**.
- ★ When accounting for direct, indirect, and induced impacts, the sector is **168,000 jobs below** the pre-COVID baseline resulting in more than **\$11 billion in lost economic value**.

Source: [CVL Economics Report](#)

"Continuum of Impact"
Animating Democracy



PROTECT
CULTURAL FUNDING

Public Funding ensures all communities have access to the arts: Arts are part of the solution, but not all communities have philanthropy.

A healthy creative/arts industry benefits communities, including rural: Studies show arts helped rebound faster after Great Recession. ROI: Leveraging \$9 for every Federal \$ spent in additional resources

Jobs Creation: Arts workers are real workers. Arts is work. More than a nice to have, arts are jobs.

Artists provide value: The creative process integral to innovative, community-based solutions: Integrate, embed and employ artists across government agencies and in Creative Corps/WPA programs

Arts and creativity improve health and well-being: Invest in a workforce helps bring social and emotional wellness, community cohesion, jobs and economic benefit to every community. Univ of FL [arts and health research](#)

Art is ESSENTIAL - we are pART of the Solution. Artists are second responders: Arts workers are essential workers. See [CA SCR 40](#)

Creativity stimulates [workforce](#), [rural](#) and [tourism](#) development while bolstering [civic engagement](#), making the arts a powerful superfood for building economic strength.”


INVEST

IN CREATIVE WORKERS

Unlike conventional industrial supply chains, the arts often grow independently from other sectors, which helps to diversify state economies. States with varied arts ecosystems (including the performing, visual, media, design and publishing subsectors) posted bigger economic gains after the Great Recession than their less-diversified neighbors.

BUILD

OUR CREATIVE FUTURE



*A “FRAME” connects
a value proposition
with an “ASK”*

The Importance of Your Local Perspective





Arts,
Culture &
Creativity
Month

Join Us!

Members Make the Movement

CAfortheArts.org/join-the-movement

CAArtsAdvocates.org/join-the-movement

