



# Arts Advocacy for 2025 State Level Perspective



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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**.

[caartsadvocates.org](https://caartsadvocates.org)



**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.

[caforthearts.org](https://caforthearts.org)

**Your statewide  
arts advocacy  
partner  
and network**



# California Arts Advocacy

## Context



## Overview

- Over 2,000 Bills introduced
- Governor's proposed budget \$322.3B – modest surplus \$363M
- ARPA & COVID funds expended
- Federal funding insecurity

## \$45.5m Arts Cuts in 2024-25 Budget

- \$5m cut to California Arts Council for 2 years
- \$29.5m Museum Grants unspent funds clawed back
- \$11m Arts in Parks clawed back

## Initiatives to watch

Governor's California Jobs First Blueprint

OCPSC – Belonging BCP

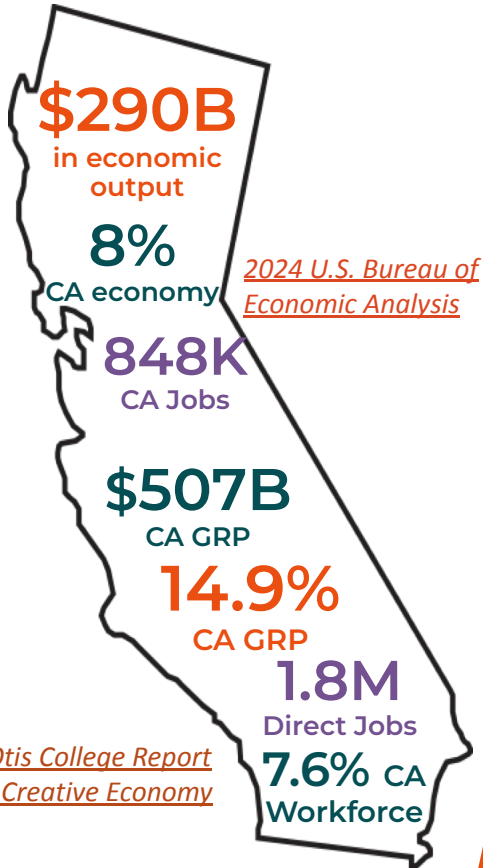
Assm. Matt Haney – **Downtown Recovery Committee**



**ART WORK IS REAL WORK!!!**

# Context

# CA Investment Fails to Match Impact



Impact of Arts & Culture Industries on State Economy			Investment in State Arts Agencies** (Excluding Line Items)	
State	Arts & Culture Value Add	Arts & Culture Share of Economy	Arts Spending Per Capita	National Ranking
<b>California</b>	<b>\$290.3B</b>	<b>8.0%</b>	<b>\$0.54</b>	<b>#39</b>
New York	\$151.1B	7.4%	\$5.21	#3
Florida	\$45.4B	3.2%	\$2.46	#11
Minnesota	\$13.8B	3.1%	\$9.62	#1

[↘ National Assembly of State Arts Agencies, 2024](#)   
 [↘ US Bureau of Economic Analysis 2024](#)

**CA is #39 in US in state arts spending**

\$21M = .54¢/person  
 Minn. (#1) = \$9.62/person  
 New York(#3) = \$5.63/person

## TOP 4 CHALLENGES

### INDIVIDUALS (1,076)

- #1** Insufficient public funding
- #2** Challenges in engaging or increasing patrons, collectors, or customers
- #3** Lack of access to affordable housing
- #4** Lack of support systems for the self-employed (unemployment, healthcare, etc)

### ORGANIZATIONS (607)

- #1** Insufficient public funding
- #2** Rising operational costs due to inflation
- #3** Existing grant opportunities not applicable to what we need or do
- #4** Engaging or increasing patrons, collectors, or customers



## The “New Normal”

**CA arts workers & organizations are facing precarity**, putting the state’s creative economy and cultural identity at risk.

**Creativity, innovation and resourcefulness** are the hallmarks of how the cultural community responds.

**Social justice and equity movements continue to reshape the values and practices of the field.**

**8%** still impacted by **COVID**

**67%** Individuals  
**85%** Organizations  
**Developed new ways of working**

Field is seeking support for **collaboration** and access to **creative economy infrastructure**



# California Arts Advocacy



2025-26

Policy Priorities





## Budget Items CAA is advocating for:

### PROTECT

CULTURAL FUNDING

- ★ **RESTORE \$5 million to CAC budget** that was cut in 24–25
  - AEST Chair Chris Ward submitted [Budget Request Letter](#) with 7 sign ons
  - Action: [Send letter urging support](#) to Governor and state reps

### INVEST

in CREATIVE WORKERS

- ★ **RESTORE \$5 million to Cultural Districts**
  - [CA Cultural District program](#) designated 14 districts in 2017
  - \$30m allocated in 22–23, clawed back to just \$10m in 23–24
  - CAC expanding Cultural Districts in 2025–26
  - Seeking legislative champion

### BUILD

our CREATIVE FUTURE

- ★ **RESTORE Museum Grant Funding** – perhaps through Climate Bond
  - \$25.5m clawed back in 24–25, even after applications submitted
  - Working with CA Assoc. of Museums; Seeking legislative champion

## Legislation CAA supports:

### PROTECT CULTURAL FUNDING

- ★ **CO-SPONSOR [SB-456](#)** – Amend State Business & Professions Code
  - Exempt Muralists from burdensome Contractor licensing requirement
  - CAA co-sponsoring with League of California Cities
  - Supporting CAPAA coalition
  - Authors Sen. Angelique Ashby & Sen. Join Laird

### INVEST in CREATIVE WORKERS

- ★ **SUPPORT [AB-1349](#)** – Consumer Protection; Ticket Sellers
  - Hold tickets resellers to same legal and refund standards as original sellers and prohibits them from manipulating access to tickets
  - Authored by Assm. Isaac Bryan and co-sponsored by NIVA CA and Music Artists Coalition

### BUILD our CREATIVE FUTURE

**May support additional bills we are tracking ...**

## Legislation CAA is tracking:

- ★ **Creative Economy Bills:** [AB 342](#) (Haney) Alcoholic beverages: hours of sale and [SB-370](#) (Ashby) Music festivals
- ★ **Housing Bills:** [SB-417 The Affordable Housing Bond Act of 2026](#) and [AB 507](#) (Haney) Adaptive reuse: Streamlining incentives
- ★ **Small business:** [AB 265](#) (Caloza) Small business recovery fund act \$100 million to CAL-OSBA, nonprofits included
- ★ **Film & Tax Credit Companion Bills:** [SB-630](#)/AB-1138 Income and corporate taxes: tax credits: motion pictures and [SB-756](#)/AB-1377 Corporation Tax Law: credit: motion picture.
- ★ Other Bills related to arts and culture include [AB 408 Healing Arts](#)

**PROTECT**

CULTURAL FUNDING

**INVEST**

in CREATIVE WORKERS

**BUILD**

our CREATIVE FUTURE

## Socializing Topics:

- ★ **RESTORE INVESTMENTS in Arts Jobs**
  - Find champion and funding for CA Creative Corps
  - Urge investment in Creative Youth Development
  - Restore \$11m to Arts in the Parks
- ★ **INCREASE FUNDING to California Arts Council**
  - 50 year anniversary in 2026
- ★ **ADDRESS** need for social safety net programs for artists
- ★ **EXPAND** awareness of the intersections between Arts and health

## Framing Strategies

*Existing programs*

*Unfunded mandates*

*Essential investment*

*Second responder*



**ART WORK IS REAL WORK!!!**

# California Arts Advocacy

## Effective Arts Advocacy





# Advocacy & Lobbying

**Lobbying = Direct Influence** Refers specifically to efforts that attempt to ***directly influence legislation or endorse a specific candidate.***

**Advocacy = Educate** The active support of an idea or cause, expressed through strategies and methods that ***educate in order to influence the opinions and decisions*** of public, influencers or decision makers.

## Advocacy can include:

- Public information campaigns and public will building
- Issue identification, research, and analysis
- Building a relationships with your elected officials, government agencies, decisionmakers

YOU CAN BE A **GRASSTOPS**  
and/or A **GRASSROOTS ADVOCATE**



# Effective Advocacy

## ★ Clear Advocacy Strategy

- Issue Identification + Solution
- Strategy has targeted change, audience and tactics

## ★ Effective Storytelling - Casemaking

- Use data and personal impact
- Who do you serve? What are your impacts?
- You are the expert on the community's experience

## ★ Relationship Building

- Research priorities and connection to the arts
- Establish positive communication channel
- Sustain connection - engage year round

## ★ Offer Solutions

- Articulate your current challenges
- Detail possible opportunities
- Make a specific ask or offer to partner

# You are the answer

- ★ **You are the Expert:** You know the arts – be their eyes and ears for all things arts
- ★ **Your work is a source of civic pride and connection** Arts are often the issue that brings them joy and connection.
- ★ **You make a difference:** Bring data points and share stories on how you impact their district
- ★ **You are an ally:** Research you legislator, find connections and find common ground. Show willingness to support their priorities
- ★ **You are a partner in their success:** Know what they care about and have ideas for how can you be a part of the solution
- ★ **You are proactive:** Offer to provide more information or follow up on any questions
- ★ **You are a guide and touchstone:** Keep engaged - this is a relationship worth developing

## WAYS TO ENGAGE

- *Invite to your events*
- *Attend their events*
- *Write and Call*
- *Attend public meetings*
- *Make public comment*
- *One-on-one meetings*
- *Small group meetings*
- *Candidate forums*



# What Does Successful Advocacy Look Like?

- ★ **You've built a positive relationship** and communication channel with your representative.
- ★ **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 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.
- ★ **You've presented them with an action to take.**
- ★ **You've created an arts champion.** Your representative endorses or takes the lead on advocating for a policy change.



# Indicators of Influence

# Change we are seeking...

"Continuum of Impact"  
Animating Democracy  
[www.animatingdemocracy.org](http://www.animatingdemocracy.org)



# California Arts Advocacy

**What's  
Next**





# CA Budget Timeline

# Lobbying / Advocacy Timeline

**Planning/  
Study Phase**  
Nov - Feb

**BUDGET  
ANNOUNCE**  
**JAN 10 >**

AUG - OCT

NOV - DEC

JAN

FEB

MAR

APRIL

MAY

JUN

JULY- SEP

AUG to SEP - CA Arts Advocates: **PLANNING, COALITION BUILDING**

OCT to NOV - CA Arts Advocates: **PITCHING ADMINISTRATION, LEGISLATORS, AGENCIES**

NOV to FEB - CA For the Arts: **REGIONAL CONVERSATIONS, FIELD SURVEY**

JAN to MAY - CA Arts Advocates: **BUDGET & LEGISLATIVE ADVOCACY**

APRIL - CA for the Arts: **ARTS, CULTURE & CREATIVITY MONTH + ADVOCACY DAY & MONTH**

MAY to OCT - CA Arts Advocates: **BUDGET CLEAN UP & TRAILER BILL ADVOCACY**

**Public  
Participation  
& Listening Phase**  
Jan - May

**BUDGET REVIEW  
HEARINGS**

**MAY REVISE >**  
Governor presents revised budget.

**Action Phase**  
Mid - End of May

**Negotiation Phase**  
Jun 1-10

Assembly and Senate budget bills reconciled.

**Vote & Signing Phase**  
Jun 15- 27

**FINAL BUDGET**  
**JUN 15 >**

**Clean Up Phase**  
July - Sept

**TRAILER BILLS  
& CLEAN UP**





7TH ANNUAL CALIFORNIA

# Arts, Culture & Creativity Month

APRIL 2025

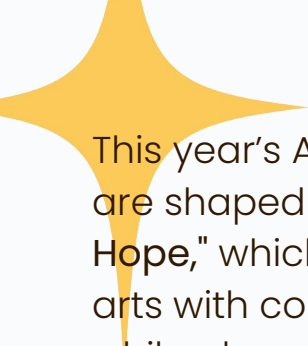


## About Arts, Culture & Creativity Month

April is Arts, Culture & Creativity Month (ACCM)

In 2019, Arts, Culture & Creativity Month was declared by the [California Senate in a concurrent resolution](#) to be held every April to recognize and celebrate the arts in California. In 2021, an additional resolution was declared [to recognize artists as second responders](#).

CA for the Arts directs this annual month-long spotlight on the arts to raise visibility and awareness about the value of our sector, to empower arts advocates to take action, and to spur greater investments in our industry and workforce.



This year's ACCM programming and activations are shaped by the theme "Health, Healing, Hope," which will explore the vital intersection of arts with community wellness and recovery while also emphasizing that **Art Work is Real Work** – building on our successful advocacy for artists as essential workers in our communities. "Art Work is Real Work."

Artists play an essential role in our daily lives with critical contributions across a variety of impact areas including health, education, housing, climate, youth development, and the economy. Help us amplify the message that artists and creatives are essential to California's well-being and economic prosperity.



**Health,  
Healing,  
& Hope**



3<sup>RD</sup> ANNUAL  
**CA ARTS  
& CULTURE  
SUMMIT**  
WHERE CREATIVITY MEETS

04.22.2025

Sacramento, CA  
8:00AM - 6:00PM

# CA Arts & Culture Summit

Join us on April 22, 2025 in Sacramento for an enriching experience featuring insightful conversations and sessions aimed at exploring initiatives that profoundly impact and shape the lives of all who work in the arts and all that is possible when we center art, creativity, imagination, and inspiration as integral to society.

[Tickets on Sale Now!](#)





# Arts Advocacy Day

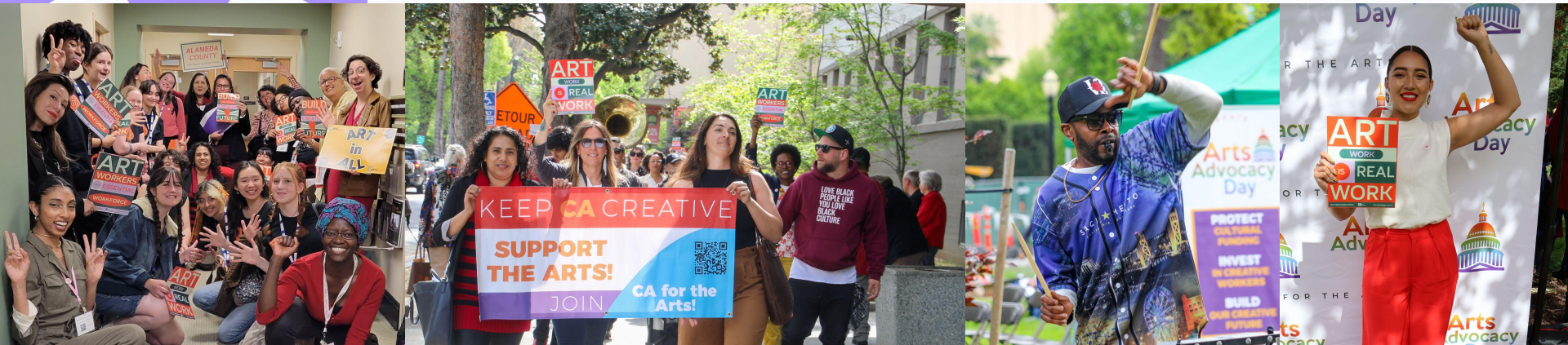
04.23.2025

Capitol Park, Sacramento  
8:30AM - 2:30PM



# Arts Advocacy Day

Join colleagues and activists from across the state for a day of celebrating and advocating for the arts. Kick off the morning with an invigorating rally and press conference featuring legislators, artists, cultural workers, and advocates. Then meet in small groups with your state representatives to talk about the issues and advocate for change.





# What is Performing Arts Equitable Payroll Fund (PAEPF)?



The **Performing Arts Equitable Payroll Fund (PAEPF)** was created to support **small nonprofit performing arts organizations** with revenues under \$2 million, in hiring and retaining employees.

The Fund reimburses a portion of payroll costs on a quarterly basis. The program's goal is to **restore resilience and build sustainability** in the sector through an investment in creative jobs.

- **501(c)(3) Nonprofit** or **Model C fiscally sponsored** organization
- Producing or presenting **performing arts** that are **open to the public**
- Hiring and **paying workers as employees (not independent contractors)** and meet other eligibility criteria
- Application Portal Opens **March 10, 2025**, Applications Will Be Reviewed In The Order They Are Received.
- Learn more at <https://www.caforthearts.org/paepf-program> or email [Teri@caforthearts.org](mailto:Teri@caforthearts.org)

Administered by the Office of the Small Business Advocate (CalOSBA), managed by CA for the Arts.



# Join the Movement

As California's leading statewide arts advocacy organization, CA for the Arts and CA Arts Advocates are working all year long on the growth and sustainability of arts and culture as a field and industry.

But we need your support to continue moving this work forward. Build the movement with us!

**Join CFTA:**

[caforthearts.org/grow](https://caforthearts.org/grow)

**Join CAA:**

[caartadvocates.org/build](https://caartadvocates.org/build)



A central red starburst shape with a jagged, multi-pointed border. Inside the starburst, the text "Any questions?" is written in a white, sans-serif font. The starburst is surrounded by several colorful, abstract shapes: a dark green star-like shape with six points in the upper left, a purple wavy line with loops on the left, and a yellow wavy line with loops on the right. The background is plain white.

Any  
questions?