

Arts Advocacy in America

Mississippi Arts Advocacy Week

Mississippi Arts Commission

March 23, 2021

Jay H. Dick

Americans for the Arts



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Education, Advocacy, Lobbying & Electioneering

Education ed·u·ca·tion

Noun: the act or process of imparting or acquiring general knowledge

Examples:

The arts add value to society

The arts create jobs and tax revenue

Arts education diminishes the drop out rate

Kids with an arts education score, on average, 100 points higher on their SATs

Education, Advocacy, Lobbying & Electioneering

Advocacy *ad·vo·ca·cy*

Noun: The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support

Examples:

Support the arts as they add value to society

Support the arts as they create jobs and tax revenue

Oppose efforts to cut arts funding

Education, Advocacy, Lobbying & Electioneering

Lobbying lob·by·ing

Verb: To try to influence the thinking of legislators or other public officials for or against a specific cause

Examples:

Increase the City's Arts budget by \$10M.

Support increasing funding for the NEA and NEH in the FY18 Appropriations Bill

Cosponsor S.548 or H.R. 1524, the artist fair-market value deduction bill



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Education, Advocacy, Lobbying & Electioneering

Electioneering ih·lek·shun·neer·ing

Verb: to work for the success of a particular candidate, party, ticket, etc., in an election

Examples:

Endorsing a candidate for elected office

Contributing to a candidate's election fund

Maintaining a Political Action Committee (PAC)

Public Perception of the Arts



Reality of What the Arts Do



Science | Technology | Engineering | Arts | Mathematics

EDUCATION @TMO 2014



art after
school



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How and Why Do We Advocate

We are the experts in your field, if we do not take time to education and inform elected officials, who will?

Arts Advocates must promote and advocate for our field given the vast number of groups/ industries and legislative topics.

You have important legislative initiatives that need to be addressed. (appropriations, tax reform, etc.)

How and Why Do We Advocate

If key decision makers do not hear from us, they will either assume:

- The status quo is acceptable to us
- That our field is disorganized and therefore:
 - There is no need to address our issues
 - There is no citizen support of the arts

Key Principles of Advocacy

1. Advocacy must be part of your daily mission.
2. Being successful depends on a unified message, purpose and strategy.
3. Seek to establish coalitions
4. Politics is fluid; change is constant. Be ready for it!
5. Establish a strategy and a plan.
6. Get to know your elected officials.

Key Principles of Advocacy

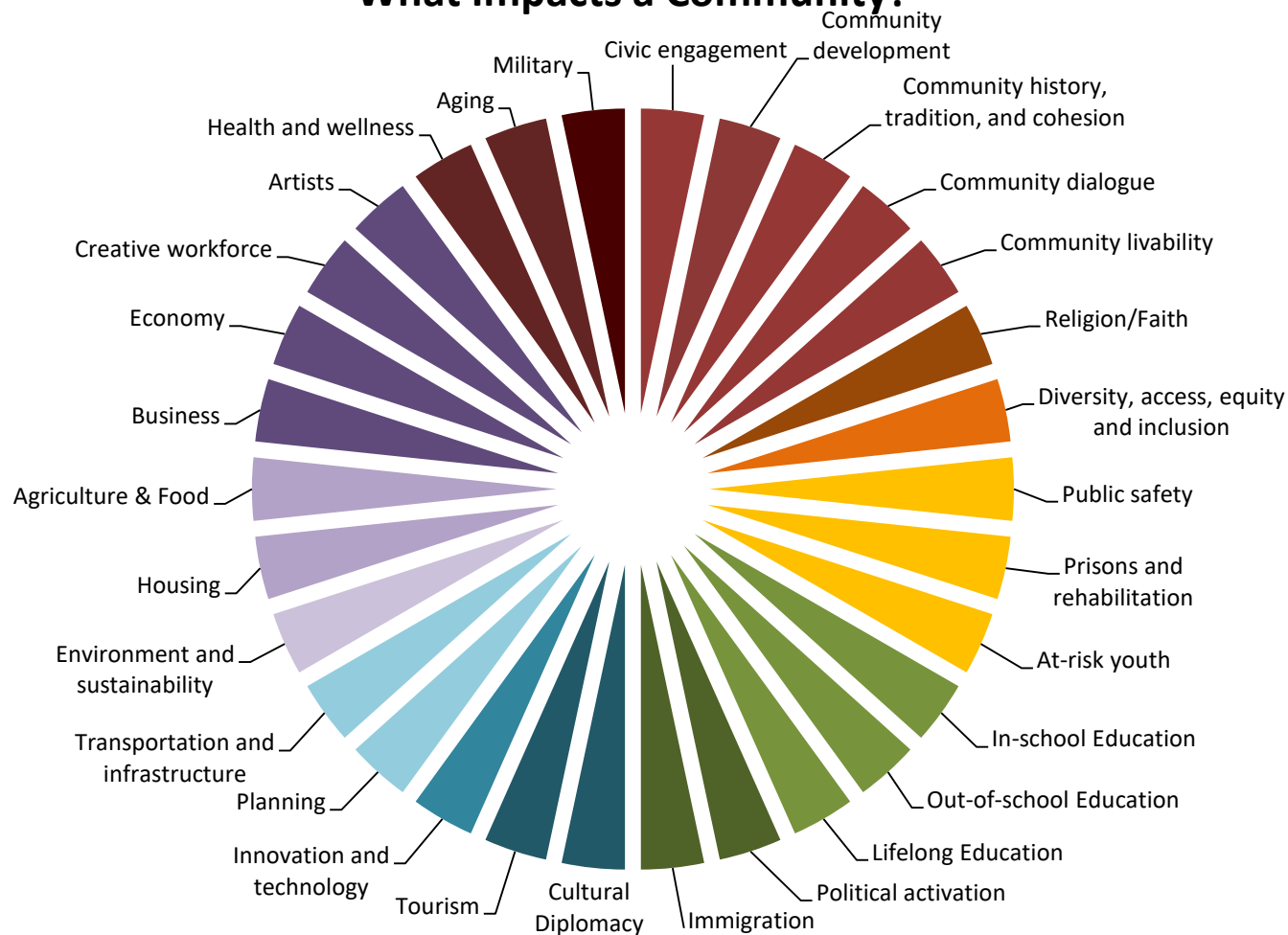
7. Understand how your activities contribute to the greater good.
8. Treat your allies and opponents with friendly respect.
9. Work hard for your political friends.
10. Be honest.
11. Politicians respond to voters. Target voters for your advocacy.
12. Strive for clarity and brevity in all your communications.

Guiding Advocacy Principles in a Hyper Partisan Environment

1. It is about policy, not personality
2. It is not partisan, but bipartisan
3. It is primarily about the arts and the economy
4. It is about partnering with others (business, military, economic development, etc.)
5. Understand what the key decision maker cares about.

Arts Topics

What Impacts a Community?



www.AmericansForTheArts.org/socialimpact

It Is Not Just About Money (although that is important)

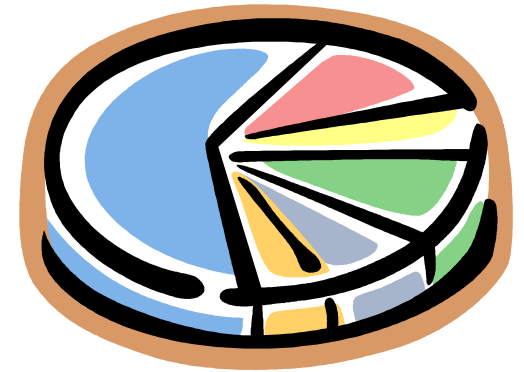
While financial support from the state (or city) is important, there are other advocacy topics.

- Arts Education (money or policy)
- Resolutions (arts and humanities month)
- Arts in Healthcare (esp. military)
- Creative Aging

Advocacy Pie for Success

Many Pieces of the Advocacy Pie

- Grassroots Activities
- Grasstops Efforts
- Business Support
- Media Campaigns
- Lobbyists
- Partnerships



Advocacy Goals

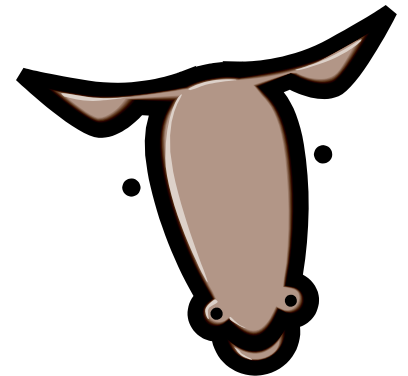
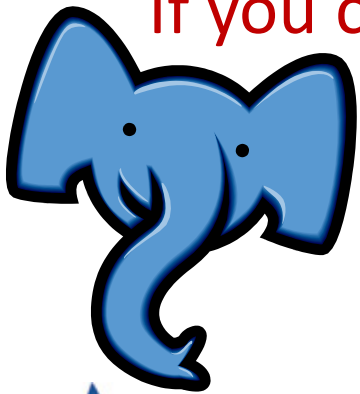
- Build Professional Relationships with key decision makers
 - If you wait until you need help, it is too late
- Knowledge is Power
 - Become a resource or expert on your issue
 - Offer your resources and assistance at any time
- For your supporters, volunteer on their election campaign



Advocacy Rules

Your success depends on how the key decision maker views you. Does he or she **TRUST** you, **RESPECTS** your opinions (not necessarily agrees with them), **VALUES** you as a person and, **SEEKS YOUR ADVICE**

If you can do this, you will be successful.



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Advocacy Rules

- Be HONEST, never lie or stretch the truth
- Must know your position
- Must know your opponent's position
- Never insult the key decision maker or your opponent
- Never lose your cool

Advocacy Rules

- It is ok to say “I don’t know the answer to that question, but I will get that answer and be back in contact with you.”
- Never assume you know the key decision makers’ positions – ask them what they think.
- Make sure to “make the ask.” Never leave a meeting with an unclear message. If the decision maker agrees to support, then thank him/her!

Partnerships

Not productive to work in isolation

Identify groups that share at least part of your mission

Think outside the Arts Sector:

Business Groups

Church Groups

Tourism Groups

Health Care Organizations

Power of a Unified Message

- Present a unified position to elected officials, the media, the public and your grassroots members.
- Work out differences behind closed doors among yourselves.
- If you show cracks in your position, your opponents will take advantage.
- When grassroots arts advocates are properly mobilized with a unified message, it's as powerful as the lobbyists of well-funded industries.

Targets and Partners

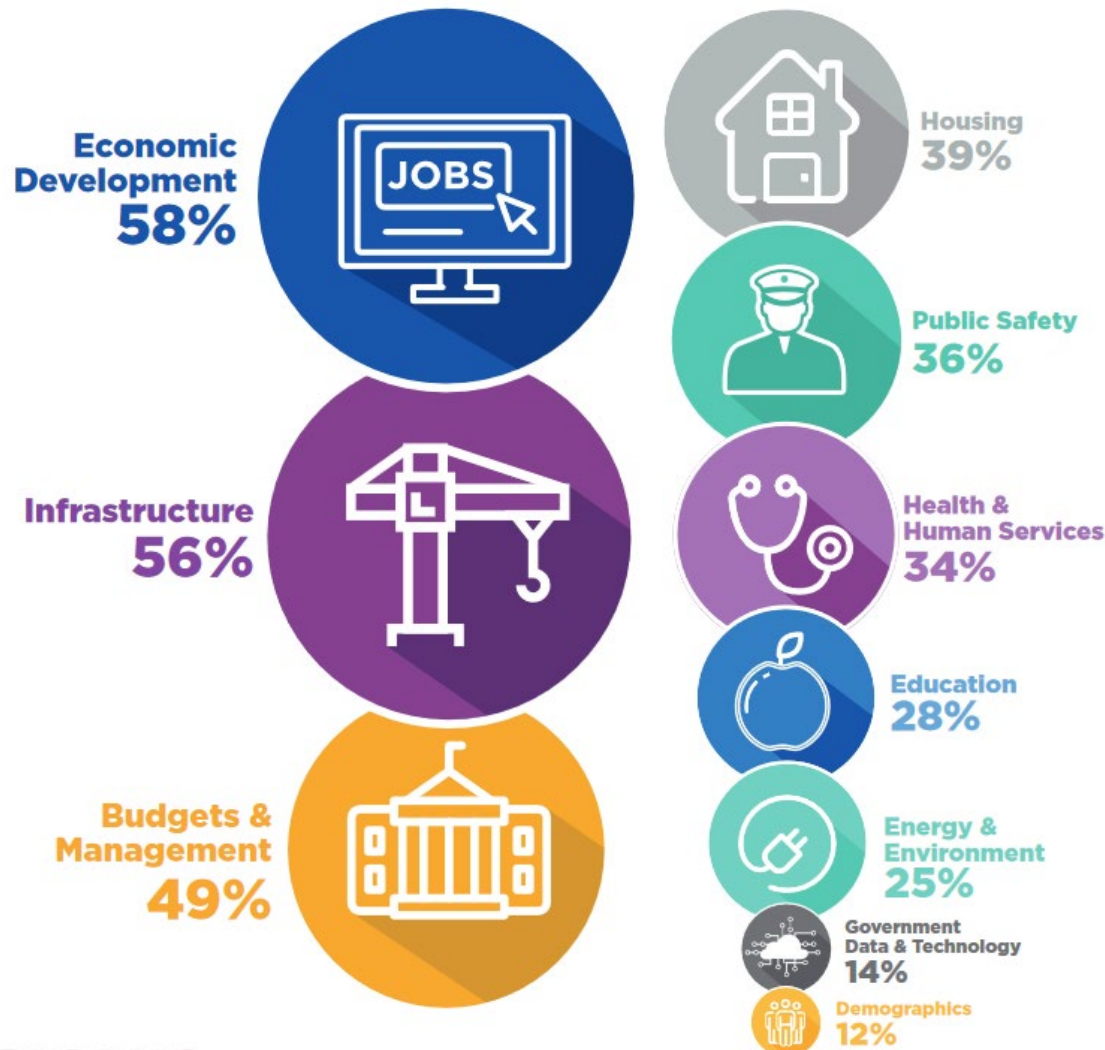
- Mayors
- City Councils
- County Elected Officials
- City Managers and Staff
- State Legislators
- Lt. Governors
- Governors
- School Boards
- Public



Partners and Stakeholder



Stakeholders Must Care About Your Topic



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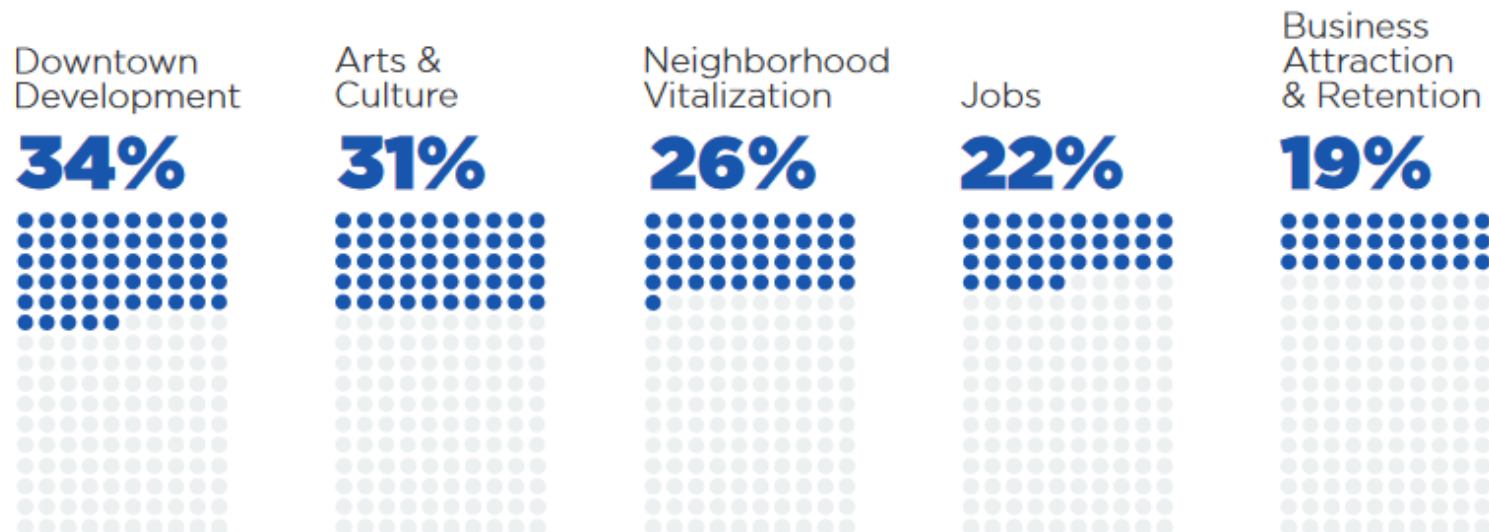
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Stakeholders Must Care About Your Topic

TOP 5

ECONOMIC DEVELOPMENT SUBTOPICS



Endorsed Research



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



SUMMARY REPORT | CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.





AMERICANS FOR THE ARTS IS THE NATION'S LEADING NONPROFIT ORGANIZATION FOR ADVANCING THE ARTS IN AMERICA. ESTABLISHED IN 1960, WE ARE DEDICATED TO REPRESENTING AND SERVING LOCAL COMMUNITIES AND CREATING OPPORTUNITIES FOR EVERY AMERICAN TO PARTICIPATE IN AND APPRECIATE ALL FORMS OF THE ARTS.



The following national organizations partner with Americans for the Arts to help public and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

Cases: Andrew Shurbett Photography
(Clockwise from Top) Concert for Miami Knight Concert Hall, Miami-Gade, FL; Photos from the "Broadway 100" "Broadway" campaign; "Creatives Making a Difference in Hollywood" - Presented by the Community Reinvestment Agency of Hollywood and supported by the Downtown Hollywood Music Project and the Art and Cultural Center of Hollywood, FL; Photo by Jill Weisberg; The Ford, El Paso Museum & Cultural Affairs Department, TX; Photo by Jen Lewis; Dancer at outdoor performance, Fulton County Arts Council, GA. Photo by CGC Studios.



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www.AmericansForTheArts.org | #AEP5

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Endorsed Research



What Makes Data Useful?

1. Relevant
2. Specific to the locality
3. Must clearly demonstrate the point
4. Must be reputable and believable
5. Best to have multiple studies from multiple sources
6. Compare and/or put in context

The Arts and the Economy

One of Americans Best Kept Secrets

TOP SECRET



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Arts & Culture GDP

The U.S Bureau of Economic Analysis reports that the Arts and Culture production accounts for \$877,809,406,086 and 4.5% of the U.S. economy, contributing 5,107,889 jobs.

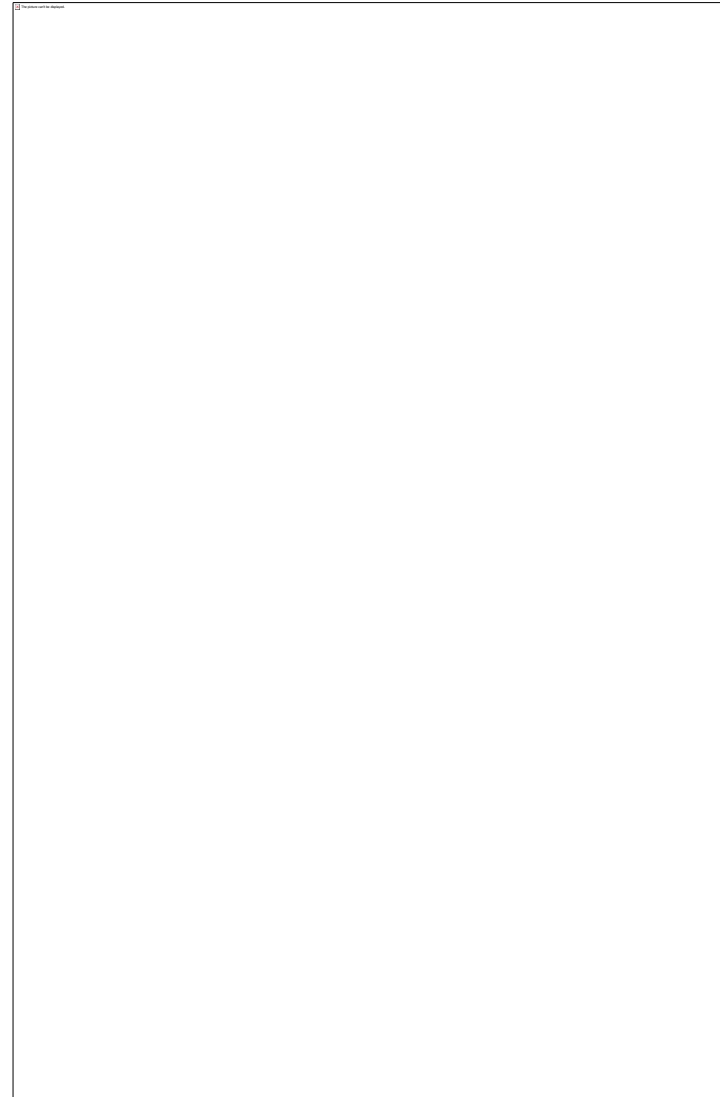
Total Value Added	\$877,809,406,086
Arts and Cultural Share of Total Gross Domestic Product (GDP)	4.5%
Core Arts and Cultural Production	\$179,010,174,928
Supporting Arts and Cultural Production	\$676,695,037,307

Mississippi GDP (2017)

2.3% of GDP

25,767 Jobs

\$2,480,830,738 in
Economic Impact



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Mississippi Largest Industries (2015)

TOTAL ESTABLISHMENTS & EMPLOYMENT BY INDUSTRY

Supersector	Number of establishments Private Q2 2015	Employment Private Sept. 2015	
Manufacturing	2,366	136,534	4
Trade, Transportation and Utilities	19,448	222,901	2
Leisure and Hospitality	6,612	113,107	6
Information	951	9,340	12
Service-Providing	59,654	642,771	1
Total, all industries	71,196	910,239	*
Goods-Producing	10,156	194,160	3
Education and Health Services	7,614	134,297	5
Professional and Business Services	12,463	101,900	7
Natural Resources and Mining	2,063	14,615	11
Other Services	4,636	19,656	10
Financial Activities	7,930	41,570	9
Construction	5,727	43,011	8
Arts and Culture		25,767	10

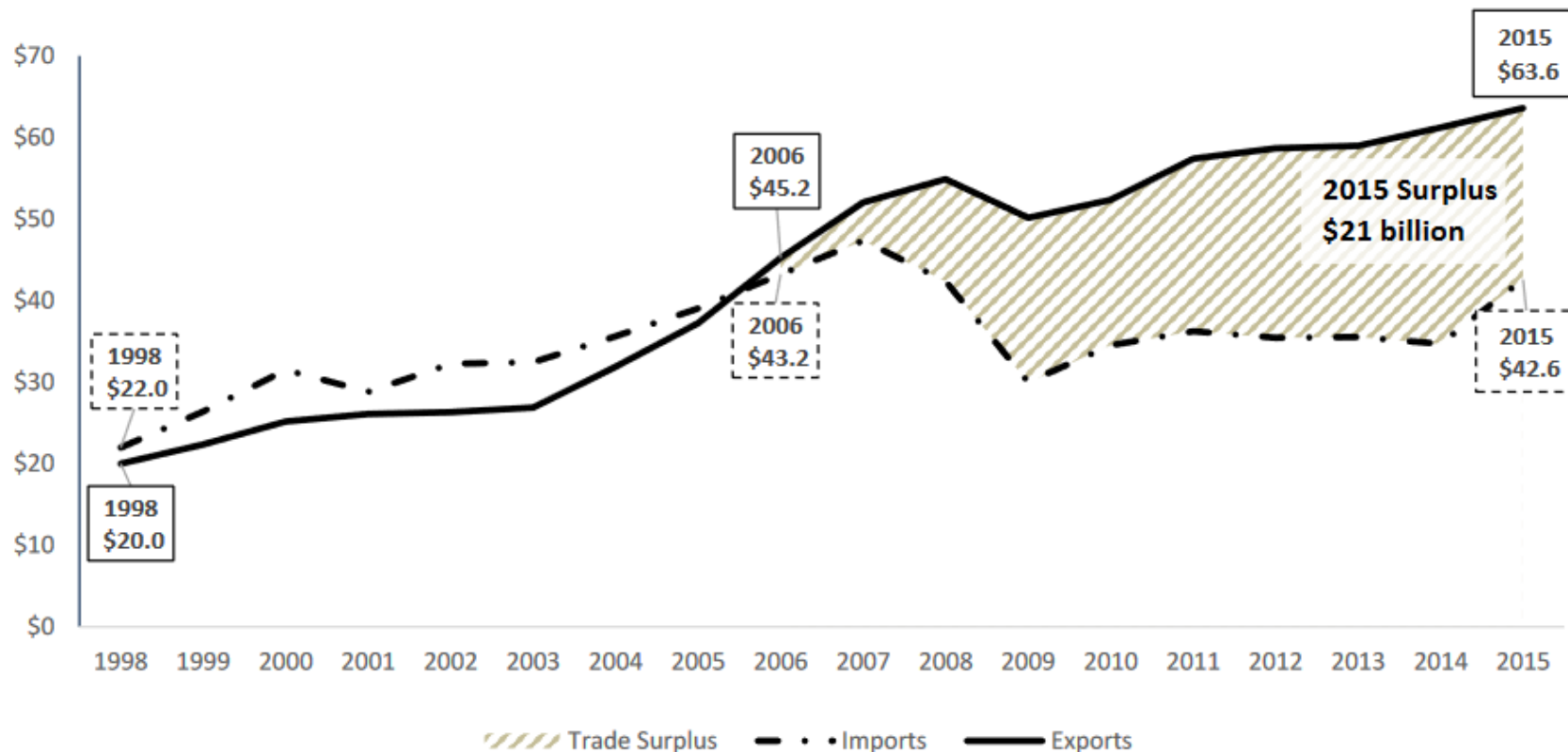
Source: U.S. BLS, QCEW, Q4 2018.

For more detailed sector information, view [The Bureau of Labor Statistics' \(BLS\) interactive state and county map application](#) - Quarterly Census of Employment and Wages (QCEW) in Mississippi.

Bureau of Economic Analysis

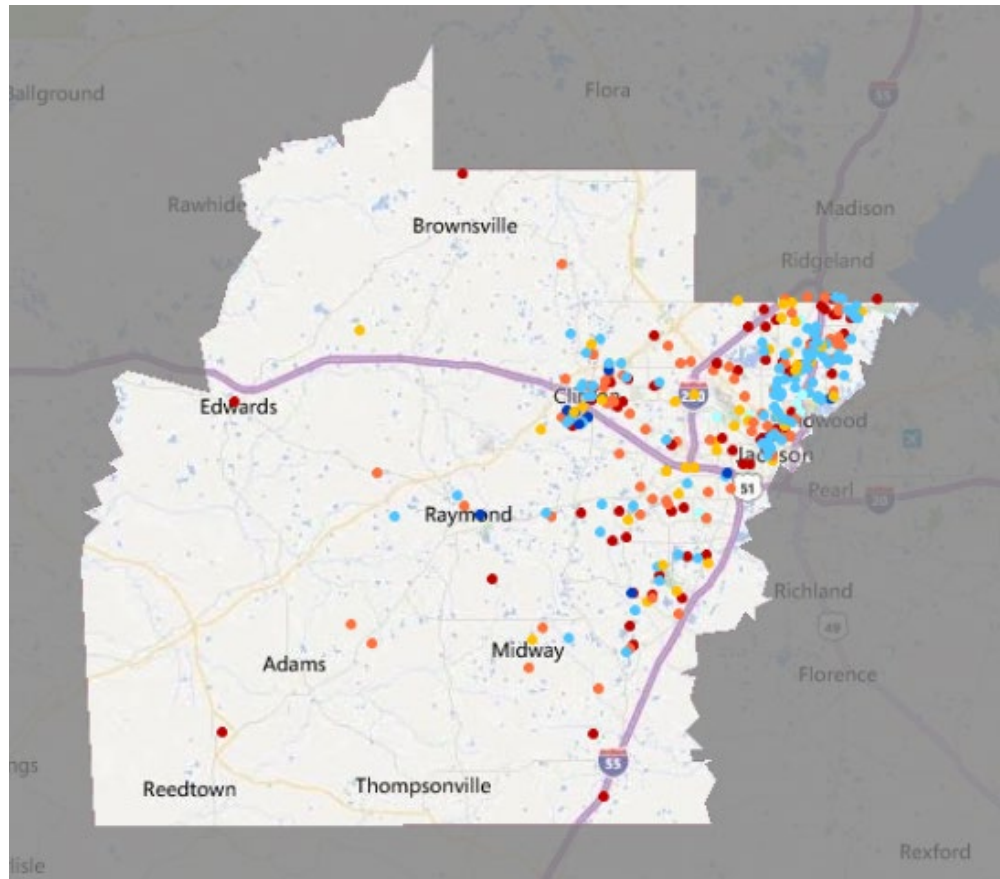
Arts and Cultural Production Imports and Exports 1998-2015

[Billions of Dollars]



Creative Industries in Hinds County

370 Arts-Related Business Employ 3,409 People
3% of all businesses and 2.2% of all employees



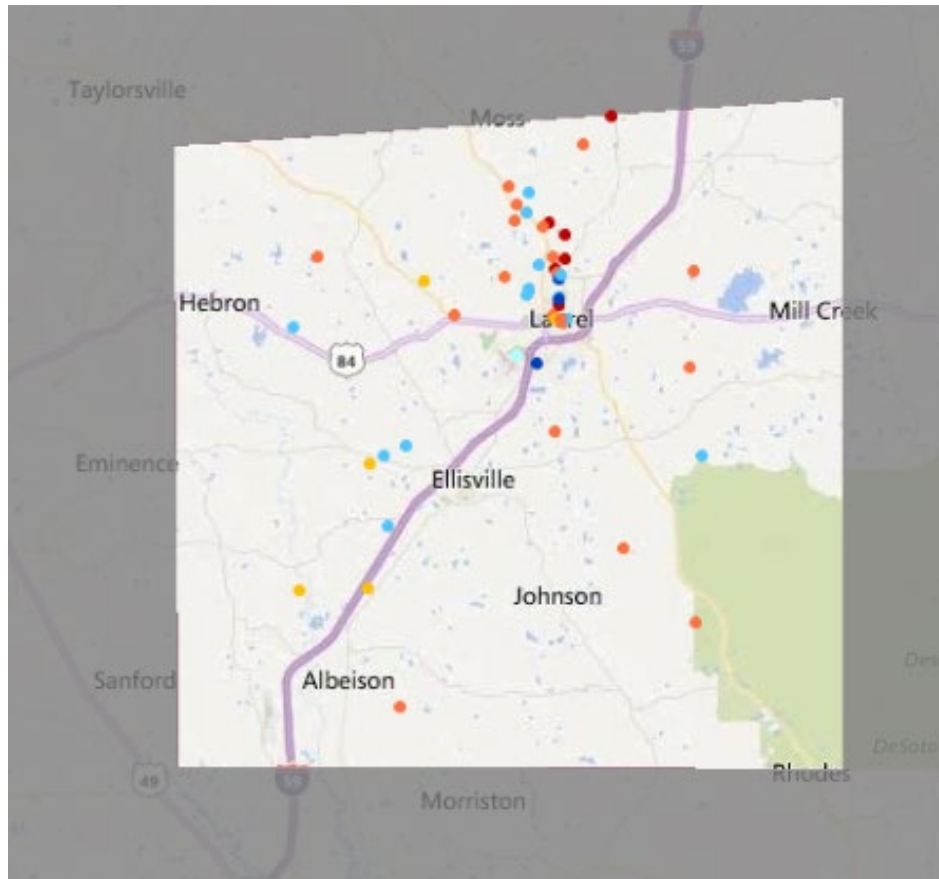
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Creative Industries in Jones County

54 Arts-Related Business Employ 1,127 People
2% of all businesses and 3.6% of all employees



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ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.



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Most Comprehensive Study Ever

All 50 States + D.C.



Organizations & Audiences Spent

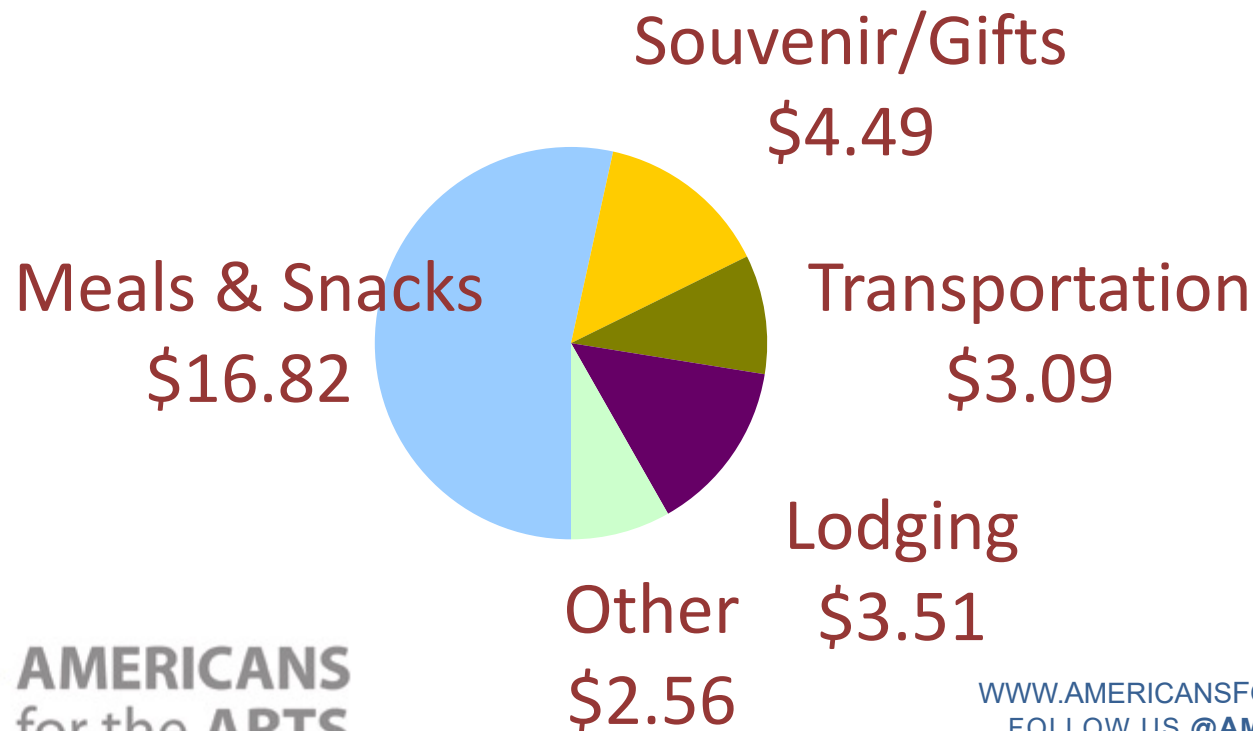
\$166.3 Billion



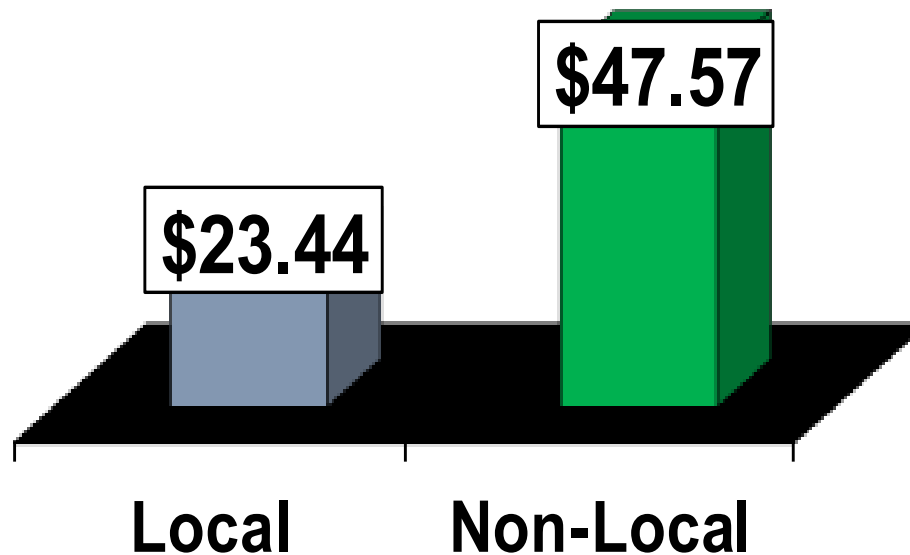
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Attendees Spent \$31.47 Per Person, Per Event



Event-Related Spending Local vs. Nonlocal Audiences



69 percent of nonlocal attendees said: “this arts event is their primary purpose for their trip.”

Local & State Government Revenue



\$27.54 Billion

www.AmericansForTheArts.org/EconomicImpact



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Lafayette County (Oxford)

Government Revenue



\$799,000 State
\$287,000 Local

www.AmericansForTheArts.org/EconomicImpact



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AEP5 Calculator

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

CALCULATE →

RESET →

PRINT →

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



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Discussion & Questions



To Continue the Dialogue:

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