



Advocacy in Arts + Culture

April 12, 2023

What is advocacy?

Efforts to make change through the education and persuasion of policy- and decision- makers



Why

- Secure additional/new **funding** streams
- Advance **positive** policy changes
- Prevent **harmful** policy changes
- Raise **visibility** and consideration of arts in public policymaking
- Get arts and culture sector and your organization a **seat at the table**
- Build **groundwork** for future efforts
- Increase **civic engagement**



Who

- Elected officials
- Appointed officials/key administrators
- Other key staff
- Influencers/opinion leaders
- Voters



What

- Meetings
- Phone calls
- Emails
- Letters
- Online and offline petitions
- Paid lobbyists
- Earned media
- Paid media
- Social media
- Ballot issues



Examples

- Mayoral candidate forum and questionnaires
- Akron Percent for Art (visual public art)
- CARES funding
- Cuyahoga- tobacco tax
- State funding for Ohio Arts Council
- State capital funding
- Federal funding for NEA and NEH

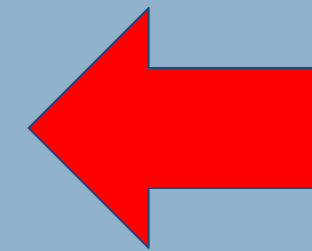


**Arts and culture has a
great story to tell**



In Ohio:

- Arts and culture sector is **3.1%** of the state's total GDP
- **152,000+** Ohioans work in arts-related industries
- Total compensation = **\$10 billion** annually



MORE
THAN
AGRICULTURE!



In Summit County alone:

- \$1.4 billion in economic activity generated annually
- 17,608 jobs
- \$768 million in income and proprietor wages



How

- Be highly visible
- Make the issue urgent
- Find a personal connection
- Explain how it affects constituents
- Make the right ask at right time
- Get leadership on board
- Show a critical mass of support
- Utilize experts and expert resources



Messaging

- Know the goal
- Understand and clearly state the outcome sought and specific ask
- Find common ground or person area(s) of interest

Remember: It's not what you say, it's what they hear.



ArtsNow Priorities

- Supporting the creative workforce
- Increasing access to arts and culture opportunities for young people
- Ensuring conversations around **talent attraction and retention** include arts and culture
- Exploring and researching **long-term sustainable support** for arts and culture

SUMMIT COUNTY
Arts & Culture
matters.

In Summit County, a healthy and fully leveraged arts and cultural sector will attract and retain talent to our region, build jobs in the creative sector, add significant value to the education of our community's children, and be a leading indicator of economic prosperity and impact.

regional impact The creative economy positively impacts many facets of life in Summit County, including:

- Providing family-supporting jobs
- Generating economic activity
- Enhancing tourism
- Improving education opportunities
- Increasing community pride & placemaking

sector numbers The creative sector is a powerful economic driver in our region:

- \$1.4 billion** of arts and cultural-related economic activity in the Akron MSA (1)
- 17,608 jobs** in the Akron MSA — and in 2020, one-third of Ohio's creative jobs
- \$768 million**

Source: (1) (2) and (3) Bowling Green State University

Getting started

- Localized fact sheets and data
- Regular updates to policymakers and key staff
- Invitations to events
- Public official profiles and recognition
- Media visibility
- Voting and other civic participation



RESOURCES



ArtsNow

Arts & Culture Advocacy

\$1.4 billion

Economic activity generated by the creative economy in the Akron metropolitan area

17,608 jobs

Created by the creative economy in the Akron Metropolitan Statistical Area (MSA)

\$768 million

Supplied in wages and proprietor income by the creative economy in the Akron metropolitan area

Economic effects of the creative and cultural industries

What direction are we taking?

Prior to the pandemic, the creative and cultural industries generated \$1.4 billion in economic activity, employed over 17,600 people, and supplied more than \$768 million in wages and income in the Akron Metropolitan Statistical Area. As an industry, between 2019 and 2020, the economic output of our creative industries (that is our for-profit and not for profit) declined by over 8% in Summit County. For much of 2020 and 2021, we had the dubious distinction of being the sector with the highest unemployment rate in the state, soon joined by the hospitality industry. Our business model was decimated and doors shut across galleries, museums, historic homes and sites, music venues, schools, and performance venues in an effort to ensure the safety of the community we love and serve.

In Summit County, a healthy and fully leveraged arts and cultural sector will attract and retain talent to our region, build jobs in the creative sector, add significant value to the education of our community's children, and serve as a leading indicator of economic prosperity and impact.

Your voice is vital in our ongoing work to ensure that our community leaders and elected officials understand their vital role in supporting arts and culture in all of our Summit County communities.



CreativeOhio
(formerly Ohio
Citizens for the Arts)



BECOME A MEMBER



ADVOCACY



**FIGHTING FOR A STRONGER
CREATIVE OHIO**



Americans for the Arts



SEARCH



ABOUT US

LEARN

ACT

DONATE

JOIN

ARTS ACTION CENTER

TAKE THE PLEDGE

CURRENT ACTION CAMPAIGNS

FIND YOUR LEGISLATORS

TRACK LEGISLATION

VIEW VOTING RECORDS

VOTER RESOURCES

Support a minimum of \$211 million each for FY24 Funding for the NEA and NEH

Thanks to arts advocates across the country, the National Endowment for the Arts and National Endowment for the Humanities each received an all-time high of \$207 million for the current 2023 fiscal year. **Now marks the beginning of the FY2024 appropriations process. The President has requested a budget increase for both the NEA and NEH to \$211 million each for FY24.** Now is the time to urge Congress to at least match the President's request by appropriating this increased funding for the NEA and NEH. Please urge your Members of Congress to support a budget of at least \$211 million each for the NEA and NEH

Compose Your Message

- US Senators
- US Representative

Subject

Support at least \$211 Million for FY24 Funding

Message Body

Please add your own story about this issue to personalize your message



Questions?

