



Arts Congress  
Advocate

# Table of Contents

<b>Welcome</b>	<b>3</b>
<b>Why the Arts are Important</b>	<b>4</b>
<b>How the Arts are Supported</b>	<b>5</b>
<b>Arizona Commission on the Arts</b>	<b>6</b>
<b>2012 Legislative Overview</b>	<b>9</b>
<b>2012 AZAA Key Principles</b>	<b>11</b>
<b>Overview of Arts Congress</b>	<b>12</b>
<b>Planning for Arts Congress</b>	<b>13</b>



# Welcome to Arts Congress 2011 Training

Thank you for registering for Arts Congress 2012. The information in this packet will give you all background information on arts and culture in Arizona and Arts Congress, in short everything you need to know to be an effective and confident advocate at Arts Congress and throughout 2012.

Every year Arizona arts advocates gather at the State Capitol to celebrate the incredible impact arts and culture have on the economy of our state, the quality of education in our schools and the vibrancy of life in our local communities. This year we have the opportunity to celebrate 100 years of arts and culture in Arizona through our advocacy efforts.

Arts Congress 2012 will continue that proud tradition of educating and informing our elected legislative leaders about the very real impact the arts have in our lives, as well as the tremendous positive economic impact creative industries make on the health of our state.

On February 7, 2012, you and hundreds of other arts believers will meet one-on-one and in small groups with your legislators. The messages you deliver will help secure the future of public arts funding in Arizona, and reinforce the critical role of arts in education. You – Arizona citizens and voters – are the best voice for the arts!

Thank you!



Joel Hiller  
President  
Arizona Action for the Arts



Catherine "Rusty" Foley  
Interim Director  
Arizona Citizens/Action for the Arts



# Why the Arts are Important to Arizona

## Arts and Culture are Arizona

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### **Economic Benefits:**

The arts and culture sector supports jobs, stimulates commerce, increases property values, and acts as a catalyst for community revitalization. When we invest in arts and culture, we support Arizona's economic diversity and vitality.

### **Educational Benefits:**

A lifelong education which includes quality arts and culture instruction and participation opportunities supports creativity, innovation and problem-solving, persistence and entrepreneurship. These skills are highly sought-after and desirable to employers, and critical to a productive 21st-century workforce. When we invest in arts and culture, we set Arizona students up for successful careers and futures.

### **Civic Benefits:**

Arts and culture participants are more likely to participate in civic activities – more likely to vote, volunteer and participate in community efforts. And because arts and culture create a welcoming sense of place and a desirable quality of life, partnerships between the arts and culture sector and small businesses are known to lead to community revitalization. When we invest in arts and culture, we cultivate an active, engaged and proud citizenry.

### **Intrinsic Benefits:**

Throughout time, cultures have expressed themselves, considered their histories and honored their achievements through arts and culture activities which stir emotions and spark higher thought. By examining not only what is beautiful, but what moves us and makes us who we are, we actively advance our own human capital. When we invest in arts and culture, we invest in our collective humanity, our legacy, our better hearts and minds.

***Arizona and the people of Arizona are unique in this country, and it is our art that will allow these core values of Arizona to be passed on to future generations, and preserved in Arizona's independent and enterprising spirit.***



# How the Arts are Supported in Arizona

## What does Public Support of the Arts Mean?

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Public support of the Arts in Arizona means that Arizona invests in the future of our state through the arts. The arts are a vital and vibrant sector in Arizona that enriches the lives of our citizens and enhances our ability to attract new enterprise and talented employees.

In Arizona, the Arizona Commission on the Arts uses its budget to provide public support to non-profit arts organizations, artists and arts learning. The Commission's budget comes from four sources:

- State appropriations
- NEA competitive matching funds
- Partnerships with corporations and foundations
- Earned or endowment revenue

## Non-Profit Arts Organizations

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Non-profit arts organizations are a necessary part of arts in Arizona. Mission-driven, rather than profit-driven, these organizations ensure that quality, diverse art is available to all Arizonans through:

- Informational and educational activities
- Programs for families
- Arts education opportunities for children in and after school
- Opportunities for discount and free tickets
- Services to the community
  - Loaned staff, teachers, resources
  - Community and civic meeting and gathering spaces
  - Place building

## Non-profit arts organizations are funded in many ways:

### Contributed Income - approximately 50%

- Private and corporate contributions, memberships, grants

### Earned Income – approximately 50%

- Ticket sales, classes, touring, admissions, gift shop revenue

### Government Funding - Only 2-8%

- This modest support ensures economical ticket prices, provides educational programs to a broad sector of our communities, supports arts education activities



# Arizona Commission on the Arts

## Arizona Commission on the Arts

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### Background

The Arizona Commission on the Arts is a 44-year old agency of the State of Arizona, directed by a 15-member, Governor-appointed board. The Arts Commission receives its funding from the State of Arizona and the National Endowment for the Arts, and other private partners.

The Arizona Commission on the Arts is one of 56 state and jurisdictional arts agencies throughout the country.

The mission of the Arizona Commission on the Arts is: **We imagine an Arizona where everyone can participate in and experience the arts.** Among the “desired outcomes” identified in the Commission’s 2011-2014 Strategic Plan, “*Building an Artistic Future for Arizona*”, are that:

1. **Arizonans can access vibrant, quality arts and cultural activities wherever they live**, and have opportunities to participate as practitioners, professionals, patrons, donors and volunteers.
2. Arizona **residents can make healthy livable wages working in myriad facets of the arts**. Their contributions are valued and respected.
3. **Students have access to quality, robust arts education programs** in Arizona schools. In-school arts opportunities are enhanced by meaningful opportunities in out-of-school and community settings.
4. **Arts and cultural programs and organizations are considered societal cornerstones** and are employed as partners in the revitalization and sustainability of streets, neighborhoods and communities.
5. Recognizing the arts industry’s role in economic viability and enhanced quality of life, **Arizona’s for-profit businesses invest in the arts as partners, supporters and champions.**

### Objective and Purpose

Through the Arts Commission, the State of Arizona and the National Endowment for the Arts make strategic investments of public dollars to support the statewide arts and culture sector, helping Arizona communities to attract and retain skilled workers and creative businesses. This public investment leverages additional contributions from the private sector, increasing the sustainability of Arizona’s arts and culture sector and thereby promoting statewide economic growth.

As established, the Arts Commission’s primary functions include providing leadership, programs, services and grants to support the availability and sustainability of arts and arts education programs. These functions are coincident with the agency’s statutorily required duties which include (ARS 41-982, 41-983):

- Stimulating the arts in Arizona by encouraging the study and presentation of the arts as well as encouraging public interest and participation;



- Working with arts organizations in the State to encourage public participation in and appreciation of the arts; and
- Encouraging public interest in the State’s cultural heritage and expanding the State’s cultural resources.

The Arts Commission’s other significant function is to compete for, receive and disburse federal arts funding from the National Endowment for the Arts (ARS 41-983). (60% of the NEA’s grantmaking budget is delivered via direct grants to nonprofit organizations across the nation; 40% is delivered via a competitive grant process to state and regional arts agencies, as Partnership Agreements.) As detailed for Agency Factor 4, page 21, to receive federal arts funding, state arts agencies must meet criteria outlined by the NEA. In addition, in keeping with the arts and culture sector’s “matched investment” infrastructure, state arts agencies are required to match their annual NEA grant on a one-to-one basis with a guaranteed allocation of state funds. Since its inception, the Arizona Commission on the Arts has successfully competed for over \$30 million in federal funding, which was delivered through grants, programs and services statewide.

### **The Role of Public Funding in Arizona**

Public funding, as delivered by the Arizona Commission on the Arts, is a small but critical component of the public/private partnership model upon which the arts support system is built. **Most significantly, Arts Commission support serves the public interest as defined in Arizona Revised Statutes and ensures that all areas of the state receive the benefits of the arts.** Arts Commission support also:

- **Provides fair access to arts resources**, especially among underserved populations in urban, rural and suburban areas of Arizona;
- **Provides accountability**, ensuring that funds are distributed according to the public interest;
- **Reduces barriers to public participation in the arts**, such as those linked to poverty, geographic isolation, limited education, disability, age or ethnicity; and

**Helps nonprofit arts organizations leverage private investment**, as recipients of Arts Commission support are seen by private donors to have earned a “seal of approval,” given that Arts Commission grantees have competed successfully in an open public review process and have met the rigorous accountability standards required by Arizona’s state arts agency.



# 2012 Legislative Overview

## Governor

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- Proposed an executive budget that will render a FY13 surplus of \$588 million and a FY14 surplus of \$329 million.
- FY13 Executive budget includes onetime costs such reducing debt, upgrading the states IT system, and prison beds.
- FY13 Executive budget projects that the Arts Trust Fund will be a little less than \$1.5 million; The overall budget for the Arizona Commission on the Arts is projected to be the same as FY12.

## House of Representatives

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- There are 40 Republicans and 20 Democrats in the House.
- Majority Leadership: Speaker Andy Tobin; Majority Leader: Steve Court; Majority Whip: Debbie Lesko
- Minority Leadership: Minority Leader: Chad Campbell; Assistant Minority Leader: Steve Farley; Minority Whip: Anna Tovar

## Senate

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- There are 21 Republicans and 9 Democrats in the Senate.
- Republican Leadership: President Steve Pierce, Majority Leader Andy Biggs, Majority Whip: Frank Antenori
- Democrat Leadership: Minority Leader: David Schapira; Assistant Minority Leader: Leah Landrum Taylor; Minority Whip: Paula Aboud



# 2012 Key Policy Principles & Strategies

On February 7, 2012 we will be at the State Capitol to ask our elected officials to support arts and arts education in Arizona. Arizona Action for the Arts has adopted the following Key Principles and Public Policy Positions which should be the talking points that are important for you to share with your State Legislators.

## Key Principles

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1. Arts and culture organizations in Arizona comprise a large and critical economic sector, boasting a major employment base, generating significant tax revenue and providing overall economic stimulus.
2. Arts and culture plays a significant role in the vitality of Arizona, especially in the tourism economy, attraction of knowledge workers, location of new businesses, excellence in education and quality of community life.
3. A robust level of local and state-provided public funding for the arts is necessary as an investment in the cultural economy that pays off in new economic activity, healthier communities, better schools, and a higher quality of life.
4. Public funding for the arts at the federal, state and local level currently is inadequate and must be increased to provide the degree of investment needed to leverage private sector support and sustain the growth of the arts and culture sector in Arizona.
5. The Arizona Commission on the Arts is a cornerstone in the statewide system of public support for the arts and culture industry and requires, at barest minimum, sufficient state funding to secure federal matching funds (NEA).
6. Future development of the arts and culture sector requires a commitment to identifying and pursuing new funding collaboratives, partnerships and operating models by a broadly-inclusive coalition of individuals, organizations and governments that value arts and culture, including schools, arts educators, arts organizations and community-based organizations and businesses.

## Arizona Action for the Arts Strategic Objectives - State

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### Public Funding for the Arts in Arizona

1. Insure that the Arizona Commission on the Arts successfully emerges from the Sunset Review and is reauthorized for the statutory limit of 10 years. *It is critical to rebuilding the arts and culture industry and positioning arts and culture as a powerful participant in Arizona's economic recovery that we have a strong state partner in the Commission.*
2. Insure that the Arts Trust Fund, derived from business fees paid to the Arizona Corporation Commission, remains intact without a sweep of any of the statutorily



earmarked money for arts and culture support. *As the only remaining source of state, public money allocated to the Arizona Commission on the Arts., revenue from the Arts Trust secures the federal matching money from the NEA and represents the business community's commitment to public funding for the arts. In each of the past two years, 8% or about one month's worth of revenue, has been swept from the fund to help balance the general fund budget. Because state tax revenues have begun to recover, the Arts Trust and similar other earmarked funds should be left untouched.*

3. Support the collaborative effort of the Arizona Commission of the Arts and State Sen. Al Melvin to introduce and pass legislation establishing an Arizona Poet Laureate.
4. Continue to seek ways to restore monies to the Arizona Commission on the Arts as the economy recovers and opportunities may arise to develop new funding alternatives.
5. Continue to develop relationships with arts-friendly legislators we've identified through the Sunset Review process as potential allies in protecting the Arts Trust and identifying new funding mechanisms for the arts.

## **Arizona Action for the Arts Strategic Objectives - Local**

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### **Public Funding for the Arts in Your Community**

1. As local, municipal budgets begin to recover, we advocate the refunding of local arts programs while encouraging the development of other arts-friendly policies that will promote more public investment in local arts and culture organizations as key components in local community development and economic development strategies.
2. We will work with our local arts partners in communities that will have local elections in 2012 to help identify arts-friendly candidates, educate local candidates about local arts issues and publicize the outcomes of our efforts so that arts voters may make better-informed decisions about candidates.
3. We also will monitor local elections for ballot initiatives, e.g. bond issues that may impact arts and culture with the goal of educating local voter about those impacts, and either endorsing or opposing the initiatives.



## Arizona Action for the Arts Strategic Objectives – Arts Education

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### Arts Education for Arizona’s Youth

Arizona Citizens/Action for the Arts believes that a strong arts education component in our K-12 schools makes an extraordinary contribution to individual student performance and overall educational excellence, and that a robust arts education curriculum will be the result of a committed collaboration between arts teachers and administrators, community leaders, parent organizations, businesses, local school board and statewide elected officials. Therefore, AzCA/AA will be a partner with arts education stakeholders to:

1. Work with the Office of Superintendent of Public Instruction in a broadly-inclusive, community-based effort to increase ADE’s understanding of the value and demand for arts education in Arizona.
2. Work with arts ed stakeholders, including ADE, to collaboratively develop an evaluation system that holds arts educators accountable for student learning through a variety of evidence-based arts teaching methods specifically related to content and skills building.
3. Monitor legislative developments with respect to education standards to insure that arts education is recognized and supported appropriately, and given a valued status in education-related legislation.
4. Work with other arts educations stakeholders and the Arizona Department of Education to develop a framework for arts education assessment systems in K-12 schools. *AzAA will encourage ADE to acknowledge districts with exemplary arts education programs to help foster opportunities for cross district collaborations and teacher professional development.*

In support of local control of school districts through local elected bodies and recognizing that parent support is the cornerstone to student success, AzAA will continue to develop partnerships with existing parent organizations to advocate for arts education for Arizona’s students at the local level.



# Overview of Arts Congress 2012

## Format for Arts Congress 2012

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This year we will continue the format for Arts Congress that we adopted last year. Therefore, you will have several opportunities to interact with your State Legislators including a small team face-to-face meeting, gallery introductions and more.

Please come prepared for an entire day of interaction with elected officials and networking with arts advocates from around the state.

## Registration

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Please arrive at the House Lawn early for registration. Registration tables will be set up on the north side of the House Lawn. Registration is scheduled from 7:30am to 8:30am. The registration table will be staffed throughout the day, so please go to registration even if you arrive after 8:30am.

## Small Team Meetings

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While staff will do its best, we cannot guarantee face-to-face meetings for late registrants. These meetings will be lead by the Legislative Liaison for assigned to each Legislator. Please remember that a team strategy works best for this type of meeting, we encourage you to actively work with your Legislative Liaison both on the day of Arts Congress and beforehand.

## Advocate Meetings

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Advocacy Tips - Former Legislators and AzCA board members Jennifer Burns and Jackie Thrasher will share their experiences in the Arizona Legislature and tips for how to have effective meetings with your state legislators. Attendees also will have the opportunity to discuss arts issues of particular concern to their region of the state.

Voter Engagement – What voters should know about the 2012 elections and you can be more involved in the electoral process as an individual citizen and a nonprofit; presented by Todd Baughman, Policy Development Group, and Patrick McWhortor, of Alliance for Arizona NonProfits.

## Gallery Introduction

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The Gallery introductions are an opportunity for arts advocates to visibly show our support for public support of arts and arts education. The Gallery introductions are scheduled for approximately 12:30 pm in the House and 1:00pm in the Senate. Please choose one of the Galleries to go sit and be recognized as Arts Congress participants. Also, please keep in mind that committee meetings and schedules frequently push back the schedules of Legislators, so be prepared to wait in the Gallery from 1:00pm to 2:00pm.



## Lunch

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As a registered participant at Arts Congress we invite you to join us for lunch. AzCA/AA will provide a sandwich lunch. You will be given a ticket for your lunch at registration.

While lunch is included in the day, we would encourage you and your team to invite your Legislator to lunch. There are a number of restaurants close to the Capitol, many of which are frequented by law makers. Please feel free to extend this courtesy invitation to your Legislators and spend some additional time getting to know your elected officials.

## Schedule for the Day

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Each team will meet with their Legislator at different times throughout the day, as the Legislator's schedule allows. Once you are assigned to a team, please fill out the information below to keep you on schedule for the day.

### General Schedule

Event	Location	Time of Day
Registration	House Lawn	7:30am
Welcome/Introduction	House Lawn	8:30am
Small Team Meetings Begin	Legislator Offices	9:00am
Advocate Tips – Central & Northern	Senate Hearing Room 1	9:00am
Voter Engagement	Senate Hearing Room 2	9:00am
Advocate Tips - Southern	Senate Hearing Room 1	10:00am
Voter Engagement	Senate Hearing Room 2	10:00am
Lunch Begins	House Lawn	11:45am
Gallery Introductions	House and Senate Galleries	1:00pm/1:30pm
Check Out Begins	House Lawn	2:00pm



# Planning for Arts Congress

## Preparing for Arts Congress

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Before you arrive at Arts Congress 2012, please do the following:

1. Attend a Pre-Arts Congress Training. While the materials for the training are available online, you will gain even more from an in-person or webinar workshop.
2. Your Team Captain/Legislative Liaison will contact you before Arts Congress to coordinate schedules, your teams approach to the small team meeting with your Legislator, and logistics.
3. **Dress professionally and wear red.**

## Meet up with Your Team

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1. Register and meet up with your District Team
2. Review Talking Points with Your Team and Decide who will say what and when

## Meeting Checklist

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- Keep your introductions brief :
  - o Name, occupation, where you live or work within the district
- Share one brief story
  - o The most effective stories are personal with a global appeal, talk about how the arts improve your community experience or impact your family
- Give the Legislator the packet
  - o This packet was prepared specially for his/her district.
  - o Point out reports included with attention to district-specific information
- “Arts Work” button
  - o Give the Arts Work button to your legislator
- Take a photo
  - o Ask you legislator to pose for a photo with you and your team
- Invite your Legislator to the Governor’s Arts Awards
  - o Hand your legislator his/her personalized invitation to the Governor’s Arts Awards in April, and emphasize that you look forward to seeing him/her again at that event.
- Thank your legislator for their time, attention and commitment to our state

## Check out with AzCA Staff

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After your small team meeting and before you leave Arts Congress, please check out with AzCA/AA staff. We want to hear about your meeting and will take care of mailing the written Thank you note for you and your team. Your interactions with your Legislators are key to our future success as a community, please share with us.

- Share with us the outcome of your meeting with AzCA/AA staff
- Drop off Feedback form
- Drop off written and signed Thank You Note

