

# Advocacy for Arts & Culture in California: What you need to know to engage

Presented by Julie Baker, Executive Director  
Californians for the Arts/California Arts Advocates





**California Arts Advocates (CAA)**  
is your comprehensive lobbying  
organization for arts, culture and the  
creative industries and workforce.



**Californians for the Arts (CFTA)**  
is your advocacy service organization  
building public awareness and tools for  
you to become informed and effective  
in your civic engagement efforts.

[Link to Join](#)

A photograph of a theater interior, showing rows of red seats and a stage area in the background. The text 'Your statewide advocacy partner and network' is overlaid in white.

**Your  
statewide  
advocacy  
partner  
and network**





# CFTA Statement of Values



**We believe** access to the arts is a human right.

**We seek to support** policies that position the arts to address the inequities that have led to a chronic state of injustice and oppression.

**We will work to ensure** that resources are directed to actions to offset years of economic, social, and cultural disparity in our state and in our country by addressing systemic racism in the arts.

## Our Values:

- Fight injustice
- Effect social change
- Assure racial and cultural representations
- Reflect an inclusive California art history and identity
- Engage in transformational learning

## Accountability and Transparency

As an organization, we strive to live our values in all aspects of our work. Discovery and recognition are part of our process; we are students, protectors and advocates of the continually evolving language of racial and cultural justice. We embrace our humanity and acknowledge that though we may misstep at times, we will continue the critical work of advancing justice in California through the arts.

# **2021 ADVOCACY SUCCESS CALIFORNIA REALIZES HISTORIC WINS FOR ARTS, CULTURE AND CREATIVE INDUSTRIES**

**OVER \$600M  
INVESTED  
INTO ARTS  
RECOVERY!**

**ADVOCACY  
ENGAGEMENT  
INCREASED BY  
OVER 300%**



**FIRST CREATIVE  
WORKFORCE  
BILL SIGNED  
INTO LAW!**

**MAYORS & OTHER  
CIVIC LEADERS  
RECOGNIZE THE  
VALUE OF ARTS  
INVESTMENTS FOR  
CA RECOVERY**



# CFTA 2021 Highlights

- **COVID-19 impact survey** w/600+ entrepreneurs, small businesses, and non-profits and 1,000 arts workers
- **Mobilized a statewide Reopening the Arts taskforce**
- **Launched 2 groundbreaking campaigns** [#ReStartArtsCA](#) and [#ArtistsR2ndResponders](#)
- **Produced 3 free webinars** with USC Keck School of Medicine and arts leaders on reopening the arts safely
- **Activated over 1000 arts advocates** during [Arts, Culture & Creativity Month](#) by producing [toolkits](#), social media campaigns, and organizing Advocacy Week activities, which included 12 [webinars](#), 32 speakers, 9 [convening sessions](#).
- **Assisted over 1,500 organizations** in applying for the CA Relief Grant and CA Venues Grant programs
- **Petitioned and persuaded CAC to immediately release grant funds** from 20-21 applications resulting in an additional \$12 million going out to double the number of applicants.





# CAA 2021 Highlights

- **Sponsored the CA Creative Workforce Act**, SB 628 (Allen), signed by Governor in Oct.
- **\$600 million in historic investments** in coalition with NIVA CA and CA Assoc of Museums
- **\$50 million for Cultural Institutions** as part of the CA Relief Grant program.
- **Lobbied and secured arts representation** in the Governor's Jobs & Business recovery task force
- **Negotiated re-opening guidelines** for live events and performing arts organizations with Governor's office and CA Dept of Public Health.
- **Testified in Assembly and Senate hearings**.
- **Set a new record of advocacy engagement**: 300% increase in letters of support for arts & culture sent to elected officials, reaching every CA state legislative district.
- **Supported SB 805 (Rubio)** subsidized payroll system for small budget arts organizations to comply with AB 5 which resulted in a budget allocation of \$49.5 million







# **STATUS of 2021-22 CA Budget Allocations**

## **CA NONPROFIT PERFORMING ARTS GRANTS PROGRAM**

- \$49.5M to CAL OSBA (Office of Small Business Advocate)
- Grants up to \$75K to help with payroll expenses
- STATUS: Not yet open

## **CA VENUES GRANTS PROGRAM**

- \$150M to CAL OSBA
- Grants up to \$250K for live events venues and businesses
- STATUS: Grant applications CLOSED

## **MUSEUM GRANT PROGRAM**

- \$50M to Natural Resources Agency
- STATUS: Not yet open

## **CREATIVE YOUTH DEVELOPMENT**

- \$40M to California Arts Council
- STATUS: Not yet open

## **CA CREATIVE CORPS PILOT PROGRAM**

- \$60M to California Arts Council
- STATUS: Not yet open

# CREATIVE YOUTH DEVELOPMENT PROGRAM

**Creative Youth Development is deep arts learning centered in long-term multi-generational relationships with artist mentors.**

- Up to \$40M for California Arts Council's (CAC) Creative Youth Development Grant Programs, available until June 30, 2024.
- Current CAC Programs: Youth Arts Action, Artists in Schools, Arts Education Exposure, JUMP StArts, and Arts Integration Training.





# CREATIVE CORPS PILOT PROGRAM

**An economic and workforce recovery pilot program intended to fuel positivity, regain public trust, and inspire safe and healthy behavior through artist-led messaging in media outreach and engagement campaigns.**

The CAC will provide grants in all 58 counties and will prioritize zip codes in the lowest quartile of the California Healthy Places Index.

These grants will go to local, regional and statewide orgs that demonstrate strong engagement with BIPOC communities .

These grants will be used to fund unemployed and underemployed artists to create public awareness and engagement campaigns focused on:

- Pandemic Recovery
- Environmental, Civic, and Social Engagement

Grant guideline development will begin with the convening of a California Creative Corps Program Development Community Panel ("Panel").

[LINK to MORE INFO](#)



**\$60M to CAC**  
1-time from General Fund

**Grants to local,  
regional & statewide  
organizations**

**Regranted to local  
artists, arts and  
social service  
organizations**





# State Advocacy Update

- ★ SB 628, CA Creative Workforce Act, signed in 2021 - 2022 budget appropriation ask of \$50m
- ★ SB805 - vetoed by Governor. Coalition determining next steps
- ★ CAC budget increase - \$1 per capita for the arts from \$26m to \$40m
- ★ \$30m Cultural Districts - prioritize equity recommendations from the Sept 2019 report
- ★ Relief Funding - Venues Grant, COVID compliance costs
- ★ Arts Education Ballot Measure: \$800m from general fund
- ★ Policy is Creative (PIC) Roundtables- Building policy priorities for 2023 throughout year



## Senate Bill 628

# CALIFORNIA CREATIVE WORKFORCE ACT OF 2021

Author: Sen. Ben Allen; Signed by Gov. Newsom on 10/9/21

### Key Provisions:

- Declares that creative arts workforce development is a state priority
- Directs the California Arts Council (CAC) to develop grant programs to that address the following priorities:
  - Earn & learn job training programs that provide living wages and last between 12-24 months
  - address racial and economic barriers in order to stimulate diversifying the creative workforce
- Establishes that the CAC will collaborate with the California Workforce Development Board (CWDB) and local workforce and economic development agencies on the design of the program
- Will support living wage employment in public arts, performing arts and community documentation projects

*"If California is to retain its premier position in arts and culture, and fully realize the social, cultural, and economic benefits of the creative industries, then there must be greater opportunities for employment and earn and learn job training experiences for creative workers in the state."*

[LINK to SB 628](#)



# California Budget and Advocacy Timeline



## Governor Newsom's 2022-23 Budget

Released Jan 8th

### ***“Investment in the Arts”*** Excerpts from budget...

#### **CALIFORNIA ARTS COUNCIL – \$26M ongoing local assistance,, no change**

The California Arts Council's mission is strengthening arts, culture, and creative expression as the tools to cultivate a better California for all.

**SUPPORT FOR CULTURAL DISTRICTS – \$30 million one-time General Fund, to be spent over three years, to support 14 existing cultural districts.** Funding will also expand the cultural districts program to support traditionally underserved communities that reflect the geographic and racial diversity of the state, and enable the Arts Council to provide technical assistance.

**CALIFORNIA POET LAUREATE AND YOUTH POET LAUREATE – \$173,000 ongoing General Fund.** This funding will also enable the Arts Council to provide outreach and technical assistance to all 58 counties for literary arts programs, including the Poet Laureate, Youth Poet Laureate, and the Poetry Out Loud programs.

**STATE PARKS PARTNERSHIP – \$50 million one-time General Fund for the California Department of Parks and Recreation to create new California Cultural and Art Installations** in the Parks Program for state and local parks. Art installations will reflect local cultural heritages, connect the public to natural resources of state and local parks, and provide contemporary experiences to visitors.

**ARTS EDUCATION – The Budget also proposes \$937 million one-time Proposition 98 General Fund to support Expanded Learning Opportunities Program infrastructure**, with a focus on integrating arts and music programming into the enrichment options for students. Finally, the Budget continues one-time reimbursement rate increases (at a cost of \$148.7 million ongoing Proposition 98 General Fund) from the 2021 Budget Act for the After School Education and Safety and 21st Century Community Learning Centers programs.





# California Budget and Advocacy Timeline



## Legislature & Governor Actions



**Planning/  
Study Phase**  
Nov - Feb

**NOV -  
DEC**

### **BUDGET ANNOUNCE**

Governor submits budget  
by January 10

**JAN**

### **BUDGET REVIEW**

The budget committee chairs in each  
house introduce the Governor's  
budget proposal in bill form

**FEB**

The Legislative Analyst's Office (LAO)  
conducts a detailed review of the  
budget bill and releases various  
reports

**MAR**

Sub-committee hearings held to  
review Governor's Budget

**Public  
Participation  
& Listening  
Phase**  
March - Mid May

**APR**

Agency heads often testify, Dept of  
Finance etc, to defend what  
Governor suggests

**MAY**

- Prior to the Budget Announcement:  
CAA Reps + Lobbyist meet with  
Administration, CAC, Arts Assembly/Senate  
Committee Consultants and Legislator  
offices to assess priorities  
  
CAA sends letter to Governor stating our  
budget priorities
- CAA responds to Governor's budget with  
support and/or looks for Legislators to  
support or sponsor our budgets asks
- CAA builds legislative and advocacy  
coalitions for support
- CAA testifies/calls into hearings and sets  
meeting with consultants to  
sub-committees and members of  
sub-committee to advocate for our asks and  
build support
- **APRIL: Arts, Culture & Creativity Month**,  
share legislative priorities, media campaigns,  
Advocacy Week meetings with state  
legislators



# California Budget and Advocacy Timeline



## Legislature & Governor Actions



**Action Phase**  
Mid - End of May

**MAY**

### MAY REVISE

Governor presents revised budget

Senate and Assembly Budget Sub Committees present revised budget bills to the floor of each house for discussion & vote

→ CAA responds to Governor's budget with support and/or looks for Legislators to support or sponsor our budgets asks

**Negotiation Phase**  
Jun 1–10

Differences between the Assembly and Senate budget bills are reconciled by the conference committee

→ CAA sends letters to legislators, and testifies in sub committee hearings to make our case

**Vote & Signing Phase**  
Jun 15– 27

**JUN**

The conference committee submits reconciled budget bill to both houses for a vote before submitting to Governor

→ CAA responds to budget vote with press release and media communications

**Clean Up Phase**  
July - Sept

**JULY**

### FINAL BUDGET

Budget bill must be passed by both house by midnight, June 15th

The Governor has 12 days to sign or veto

→ CAA works with lobbyist and the Administration to craft and propose trailer bill language to direct implementation of the budget

**AUG**

### FOLLOW UP & CLEAN UP

If substantive statutory law must be amended in order to implement the budget, these statutory changes must also be passed by each house. Such bills are known as "trailer bills," as they "trail" the budget and are processed separately from the main budget bill

**SEPT**



# California Budget and Advocacy Timeline



## Governor Newsom's 2022-23 Budget

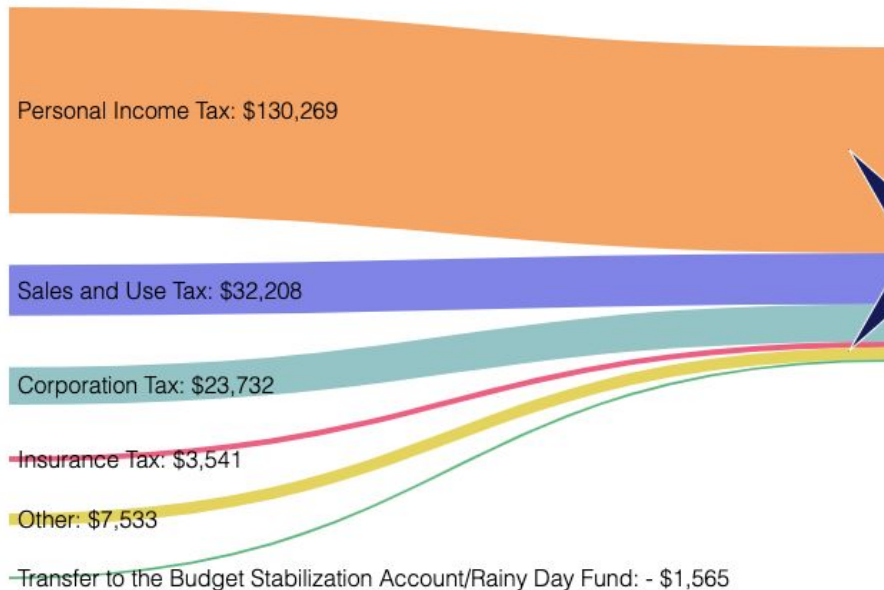
Released Jan 8th

### General Fund Revenues vs Expenditures

(Dollars in Millions)

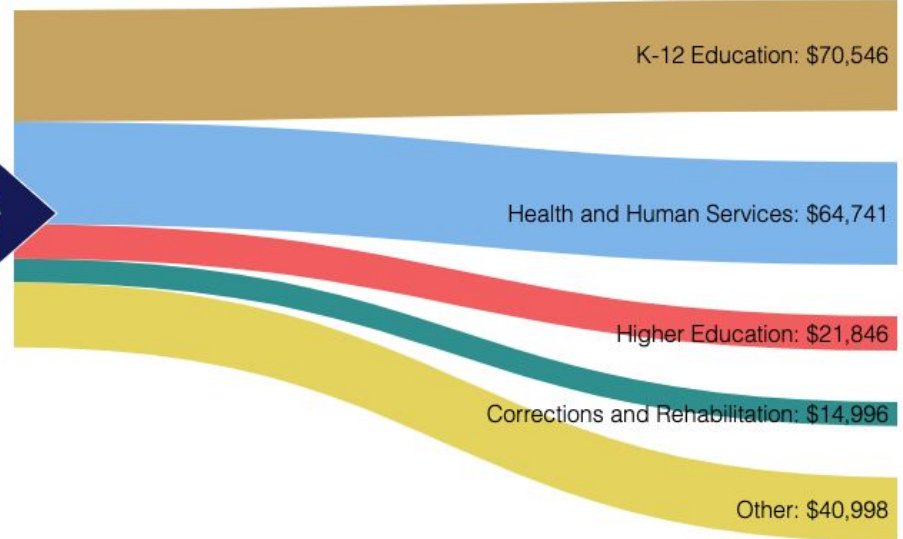
#### REVENUES

Total: \$195,718



#### EXPENDITURES

Total: \$213,127



[Link to Governor's Budget Website](#)

# How to influence people and speak up for the arts





# Lobbying VS. Advocacy

**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 influence the opinions and decisions of people, legislators, policy makers and organizations.

Successful Advocacy includes:

- > **Effective Storytelling**
- > **Relationship Building**
- > **Making a Specific Ask**

You can be a **Grasstops** and/or a **Grassroots Advocate**.



# Different Strategies Grass Tops & Grass Roots Advocacy



## Grasstops Advocates

activate a direct and strategic dialogue with decision makers

Grasstops advocacy is about

- having or creating relationships with civic leaders
- enlisting partners as influencers
- engaging in policy solutions

Opportunities

- > Utilize our training resources
- > Become a delegate during ACCM

## Grassroots Advocates

activate peers, colleagues & community members as constituents

Grassroots advocacy is about

- finding strength in numbers
- harnessing that strength to influence public opinion and government action.

Opportunities

- > Utilize our training resources
- > Engage in campaigns during ACCM



# General Advocacy Tips

1. It is never too late to start the conversation with your elected officials.
2. Advocacy is education and the art of persuasion
3. Build your case – data and storytelling.
4. Look for opportunities outside of the usual suspects: integrate vs separate
5. Come with ideas and a plan ready to go – study what your community prioritizes and see how arts can be integrated.
6. Advocacy is a marathon, not a sprint. Be consistent, develop & maintain relationships like you would any potential funder.
7. Be persistent, don't give up!



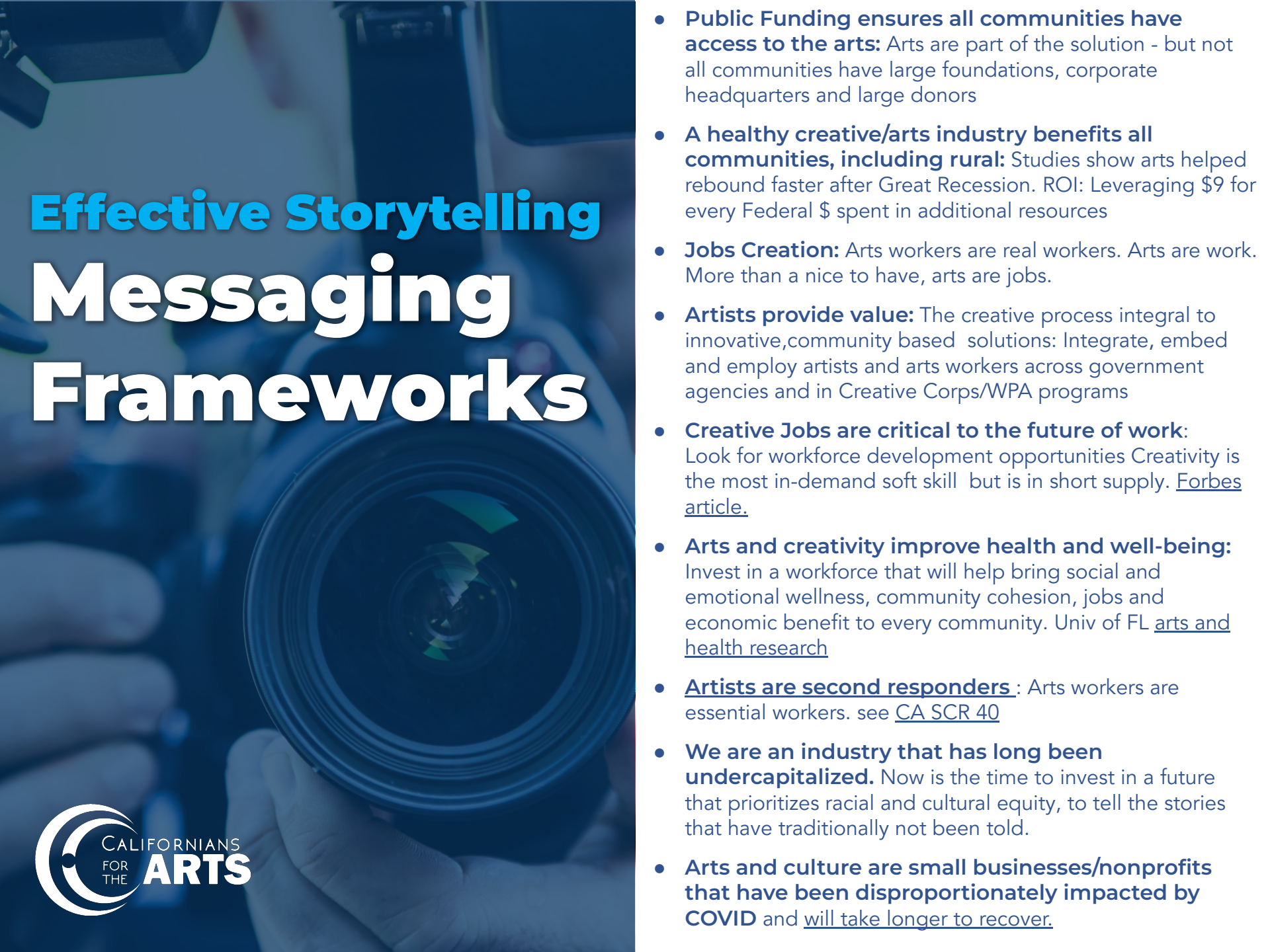


## Effective Storytelling

# Why the Arts?

- **Share why arts are essential.**  
Who do you serve, what is your impact on social services and your local community.
- **Discuss how the arts build and strengthen communities and economies.** For a simple calculation on your organization's economic impact, multiply each attendee x \$31.47 in event-related spending (meals, parking, retail, etc. to get a total estimated audience spend figure).
- **Articulate your current challenges** and what solutions would be most helpful to you/your organization





# Effective Storytelling Messaging Frameworks



- **Public Funding ensures all communities have access to the arts:** Arts are part of the solution - but not all communities have large foundations, corporate headquarters and large donors
- **A healthy creative/arts industry benefits all 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 are 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 and arts workers across government agencies and in Creative Corps/WPA programs
- **Creative Jobs are critical to the future of work:** Look for workforce development opportunities Creativity is the most in-demand soft skill but is in short supply. [Forbes article.](#)
- **Arts and creativity improve health and well-being:** Invest in a workforce that will help bring social and emotional wellness, community cohesion, jobs and economic benefit to every community. Univ of FL [arts and health research](#)
- **[Artists are second responders](#) :** Arts workers are essential workers. see [CA SCR 40](#)
- **We are an industry that has long been undercapitalized.** Now is the time to invest in a future that prioritizes racial and cultural equity, to tell the stories that have traditionally not been told.
- **Arts and culture are small businesses/nonprofits that have been disproportionately impacted by COVID** and [will take longer to recover.](#)

# Relationship Building

## Who to Get to Know:

- Local Elected Representatives: Mayor, City Council Members, County Board of Supervisors, School Board members
- Local Arts Leaders: Arts Commission, Arts Council, Local arts agency, regional advocacy orgs, philanthropists, funders
- State Legislators and Administration: Assemblymembers and State Senators
- Congressional Representatives: Your district House rep and State Senators

[Link to FIND YOUR ELECTED OFFICIALS](#)







# Relationship Building

## Outreach Strategies



- Do not underestimate the value of developing a relationship to staff. They are often the people informing the elected about issues and are given portfolios to study. Become a conduit of information for the staffer!
- Attend public meetings & speak during public comments.
- Attend fundraisers or rallies for elected officials.
- Ask for a meeting in district.
- Invite them to your events.
- Recognize them for being an arts advocate.
- Find out what committees legislators are on so that you can target the right official for your issue and know who can make or break a piece of legislation.
- Follow your elected officials on Twitter and social media and get to know their interests and voice – tag them!
- Steward elected officials as you would a potential major donor/client



# **Making an Ask** **To an elected** **official**

- Be prepared with your facts and compelling story.
- Understand the landscape.  
When is the budget decided?  
When are bills or resolutions introduced?
- Find out all you can about their special interests and favorite causes. This information will help you tailor your presentation to legislators' personal interests.
- Be clear on what you are asking for and how you will help them to get the support they need.





# Making an Ask

## Other Strategies

- Adopt a resolution from your city council/board of supervisors to allocate federal relief and recovery funds to arts & culture (see [ArtsForLA toolkit](#))
- Reach out to your arts community/ecosystem and make a coalition ask. Advocate with, not for. Engage and pay artists to tell the stories.
- Look for help: Connect with your local and statewide/regional arts advocacy organizations for advice/support.
- Media Partners: Develop a relationship with your local media to become a source of information and expertise, apply pressure through publicity



# Build a local coalition!

- Collaborating across different sectors on the same issues builds solidarity in advocacy efforts
- Engage business and community leaders in using their positions to influence decision-makers and become spokespeople and advocates for learning through the arts
- Attend meetings across sectors, volunteer for committees and boards outside of the arts
- Develop an regional arts advocacy network (need help, ask CFTA!)



# No need to reinvent the wheel!



- ★ Use our [toolkits and templates](#) to advocate to the Legislature and Administration for Funding; Relief & Ongoing, for CA Recovery
- ★ Share our social media posts and tag your legislators; follow us @caforthearts
- ★ Find your local elected officials by zip code on California Arts Advocates [Action Center page](#)
- ★ Check out [our video library](#) to virtually connect with conversations about arts advocacy in California
- ★ Join us during Arts, Culture & Creativity Month



# Other Advocacy Organizations + Resources

[AMERICANS FOR THE ARTS](#)

[ARTS FOR LA](#)

[ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS](#)

[BE AN ARTS HERO](#)

[CREATECA CALIFORNIA ALLIANCE  
FOR ARTS EDUCATION](#)

[CALIFORNIA ASSOCIATION OF  
MUSEUMS](#)

[CALIFORNIA PRESENTERS](#)

[LEAGUE OF AMERICAN  
ORCHESTRAS](#)

[NIVA](#)

[THEATRE COMMUNICATIONS  
GROUP](#)

[TBA, TPPLA](#)



# WHAT IS COVID'S ONGOING IMPACT ON THE ARTS?



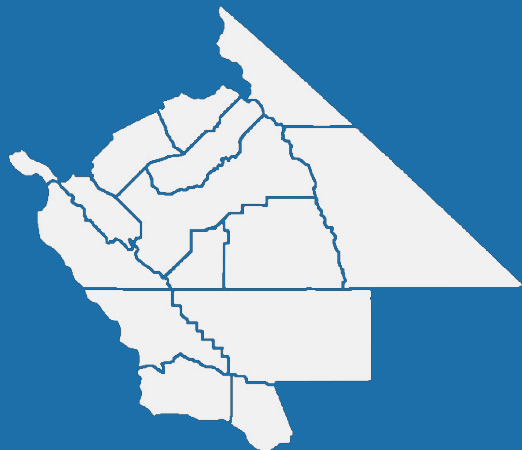
**We want to know.  
Share your story today!**

**[bit.ly/Covid-Impact-](https://bit.ly/Covid-Impact-)**



# Central CA Winter Regional Conversation

WEDNESDAY, FEBRUARY 2 AT 2PM



## Unifying Our Voice for the Arts.

Learn about State and Local Advocacy Priorities

Fresno County · Inyo County · Kern County · Kings County ·  
Madera County · Mariposa County  
Merced County · Mono County · Monterey County · San Benito  
County · San Luis Obispo County  
Santa Barbara County · Santa Cruz County · Tulare County ·  
Ventura County



CALIFORNIA  
**Arts,  
Culture, &  
Creativity  
Month**  
APRIL 2022



RACIAL EQUITY!

ESSENTIAL WORKERS!

ECONOMIC RECOVERY!

BELONGING & HEALTH!

EMPOWER YOUTH!

**Speak Up & Out  
for Artists & the Arts**  
Join the movement!

**Arts, Culture & Creativity Month**  
is coming up in **APRIL 2022**

This year's theme: **The Arts Work**

# How to get involved



- **March 25, 2022: ACCM 2022 Kickoff Webinar**  
Brush up on your State advocacy knowledge and learn how to get involved all month in April
- **April 1 - 29, Fridays at 12pm:**  
Join us for webinars on weekly topics
- **April 25-29 Advocacy Week**  
Virtual meetings with your state elected officials
- **April 27: In person advocacy day in Sacramento** for those who can attend





# Questions & Comments

## Thank you!

Contact: Julie Baker

[julie@californiansforthearts.org](mailto:julie@californiansforthearts.org)

916-296-1838



# Some Resources

- [Art-Train](#)
- NASAA Research: <https://nasaa-arts.org/research/>
- [Americans for the Arts Research](#)
- <https://www.creativeworkers.net/>
- [Sample letter](#) to BOS/City Council for ARP funds
- [Art is work Study:](#)  
<https://www.amacad.org/project/commission-arts>
- <https://www.nivassoc.org/>
- [www.californiansforthearts.org](http://www.californiansforthearts.org)





# ARTISTS ARE 2ND RESPONDERS

*arts are essential*



#artsareessential #artistsR2ndResponders #investinarts #payartists

[www.californiansforthearts.org](http://www.californiansforthearts.org) | [membership@californiansforthearts.org](mailto:membership@californiansforthearts.org)



**Thank you!**  
**For more info visit:**



**[californiansforthearts.org](http://californiansforthearts.org)**