



# TEXANS FOR THE ARTS

Arts Advocacy Works

## Texans for the Arts operates...

as a 501(c)(3)  
professional development and advocacy education  
goal to build a broad constituency of citizen advocates

as a 501(c)(4)  
coordinates legislative activity  
goal to achieve legislative success

as an Action Fund  
Political Action Committee (IRS Section 527)  
goal to elect arts-centric legislators

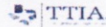
NEW

## The 3-legged-stool for the arts in Texas

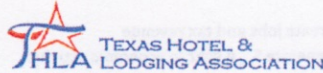


TEXAS CULTURAL TRUST

## State and National Partners



Texas Travel Industry Association



## Why Advocate?

- Our privilege and right as part of a democratic society.
- We have a voice – we must use it!
- We are the best spokespeople.
- Legislators need information to make educated decisions. They need to know the arts is a force!
- Opportunity to grow public awareness, enhance and expand public participation in the dialogue.
- Build a community of supporters. The more people who speak up, the larger the movement!

## Understand the Ecosystem

- Who makes the decisions?
- What is the decision making process?
- What is the timeline?
- What are the hot-button items in your community/state?

## Understand the Issues

- What are the timely arts issues?
- What is your arts agenda?
- What are the facts/figures to support your case?

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## Know How To Make Your Voice Heard

- Register to Vote
- VOTE!
- Be knowledgeable about your issues and the field.
- Know your legislator(s) and make sure they know you.
- Don't wait to communicate with your legislator(s) until you need them.
- Build trust!

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## Education, Advocacy, Lobbying

### Education

the process of receiving or giving systematic instruction to develop knowledge through instruction

### Examples

- The arts create jobs and tax revenue
- The arts generate \$\_\_ a year in economic activity.
- Students receiving arts education have improved attendance and test scores.

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## Education, Advocacy, Lobbying

### Advocacy

- Work done to support, promote, protect, preserve and advance an organization or cause
- The act of speaking, pleading or arguing in favor of a cause, idea or policy

### Examples

- Support the arts as they create jobs and add tax revenue
- Supports arts education as students receiving such have improved test scores and attendance.
- Oppose efforts to cut arts funding

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## Education, Advocacy, Lobbying

### Lobbying

Work done to seek to influence the thinking of legislators or other public officials for or against a specific cause

- Lobbying always involves advocacy; advocacy does not always involve lobbying

### Examples

- Vote on HB 1 to support increased funding for the TCA
- Co-sponsor arts education legislation
- Support SB X to increase arts education funding

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## Lobbying *continued*

### Direct Lobbying

When an organization, through its staff or members, attempts to influence specific legislation by stating its position to a legislator or other government employee who participates in the formulation of legislation

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# Lobbying *continued*

## Grass Roots Lobbying

When an organization attempts to influence the general public to contact legislators or affect legislation

- Refer to specific legislation
- encourage public to contact legislators directly
- State a point of view on the legislation

Does the distinction among education, advocacy, and lobbying matter? **Yes!**

## 501(c)(3) Organization

- A Section 501(c)(3) organization is limited in the amount it can spend on lobbying (not substantial or (h) election)
  - 20% of the first \$500,000 of annual expenditures
  - Declining percentages thereafter
- A Section 501(c)(3) organization may spend 25% of its total allowable lobbying expenditures on grassroots lobbying

A Section 501(c)(3) organization is absolutely prohibited ✓ from supporting or opposing candidates for public office

For the Mathematically Challenged



501 (c)(3) Limitations	
\$100,000	- TOTAL Expenditures
x .20	
\$ 20,000	- Available for lobbying
x .25	
\$ 5,000	- Available for grassroots lobbying

501(c)3 REPORT TO IRS OF LOBBYING

## (h) Election

Does the distinction among education, advocacy, and lobbying matter? **Yes!**

## 501(c)(4) Organization

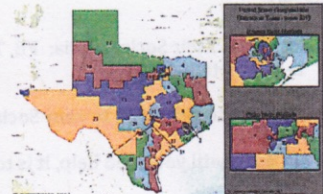
- A Section 501(c)(4) organization has no restrictions on lobbying
- Contributions are not tax deductible
- Must comply with federal election laws
- "Stealth PACs" – not legal
- Many states have arts advocacy 501(c)(4) organizations as well as 501(c)(3) organizations

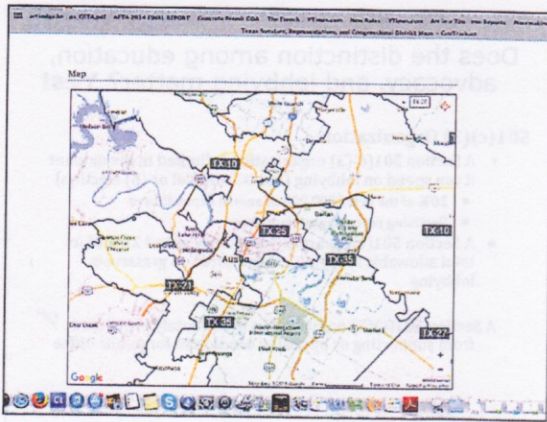
## Three levels of governmental advocacy

Know your Decision Makers

### Federal

- Two Senators for every state
- 36 Representatives in Texas





## Know your Federal Legislators

Find your legislator  
[http://openstates.org/find\\_your\\_legislator/](http://openstates.org/find_your_legislator/)  
 Senate.gov  
 Senate Cultural Caucus  
 House.gov  
 Congressional Arts Caucus  
 Americans for the Arts  
 Congressional Arts Report Card: *Your Guide to Voting for the Arts*

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**How to Read the U.S. Senate Arts Support Record**

● Attendance by electronic necessary registration offered by Senator Leah Culbert (R-TX) during those of the currently legislated or scheduled voting sessions by link and may be used for any number of other printing, electronic, recording, scan, pdf, audio, electronic, print, e-mail, secondary print, Screenshot, PDF, HTML and other purposes.

● Attendance at the Senate Cultural Caucus on 10/12/11. This list is maintained by the office of Senate Liaison Senator Barbara Hatter (D-TX) and John Cook (D-TX).

● Completed a "Clear Campaign" letter on April 19, 2011 asking Senate supporters to fund the \$5.5 and \$25.00 1011 action. The letter was released by Senator Tommy Tubert (D-TX).

● Completed a "Clear Campaign" letter on January 27, 2011 asking Senate staff members to support the full view and scope of the Hatter's resolution during any compromise or vote sessions.

*How Artistic Day 2011*

VOTING OF TX CONGR. ON ARTS ISSUES

U.S. House of Representatives Arts Support Record

District	Representative (Party)	Home in TX 2011	Voting Record (1-10)									
TEXAS												
1	Barton, Joe (R)											
2	Bass, Kasey (R)											
3	Bishop, Michael (R)											
4	Boyer, John (R)											
5	Carroll, William (D)	First office on 10/11										
6	Carroll, James (R)											
7	Carroll, James (R)											
8	Chapman, Luke (D)											
9	Chapman, Luke (D)											
10	Chapman, Luke (D)											
11	Chapman, Luke (D)	First office on 10/11										
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## Know your Legislators & Decision Makers

Build professional relationships with key decision makers.

Subscribe to their Social Media: FB, Twitter, Blogs, E-Newsletters, etc.

Invite them to subscribe to your Social Media.

If you wait until you need help, it is too late.

## Is funding for the arts a partisan issue? No!

"...the data is clear...art makes students better...I have seen the data and students do better in math, for example, when they are participating in an organized sport or in the arts." - JEB BUSH (Source: <http://artsactionfund.org/pages/artsvoic2016>)

"We need to eliminate the department of education, we need to eliminate the department of commerce, we need to eliminate the National Endowment for the Arts. We need to eliminate the IRS and move to a flat tax or a fair tax." - TED CRUZ (Source: [politicalguide.com](http://politicalguide.com))

"The arts and humanities depend on partnerships between government agencies, private foundations, corporations, non-profit organizations and individual benefactors to nurture talent and bring the creative achievements of our best artists and artisans to as wide an audience as possible." - HILLARY CLINTON (Source: 1997 Clinton remarks at presentation of "Creative America" published by The President's Committee on the Arts and the Humanities)

# Know your State and Local Legislators & Decision Makers

### State

- Senators – 50 in Texas
- Representatives – 131 in Texas

### Local

- County Judge
- County Commissioner
- Mayor
- City Council
- Boards and Commissions
- School Board

### Know your affected constituents

artists, staff, board, audiences, donors, local businesses, etc.

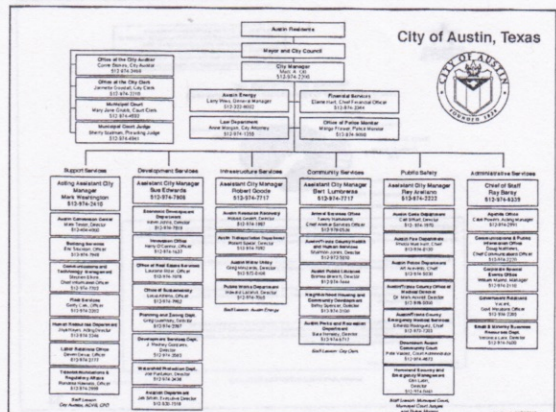
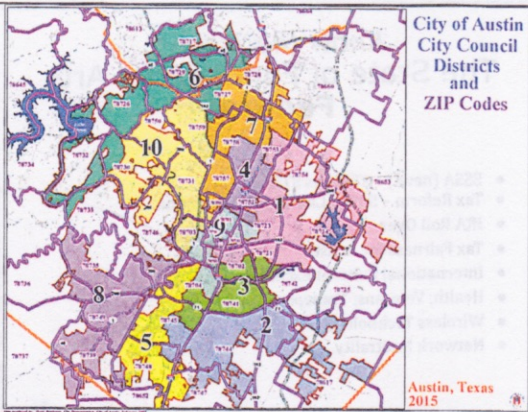
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# Who is my Austin City Council Member?

• <http://www.austintexas.gov/GIS/CouncilDistrictMap/>

• <http://www.austintexas.gov/government>

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# Arts Commission

Advise the city council in all arts-related matters, including:

- long range planning, allocations process, and coordination with the comprehensive plan;
- promote close cooperation between the City and all private citizens, institutions, and agencies interested in or conducting activities relating to the arts in the city, so that all are resources within the city may be coordinated to maximize promotion and support of the arts in the city;
- facilitate communication between arts organizations;
- and foster and assist the development of the arts in the city.

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# Music Commission

Advise city council on music development issues. Duties are advisory and include:

- studying the development of the music industry, assisting in the implementation of
- programs to meet the needs created by the development of the industry; and review
- matters that may affect the music industry in Austin.

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# City of Austin, Texas

