

## Parks & Recreation Board

- Acquisition, development, improvement, equipment, and maintenance of city parks and public playgrounds;
- future development of city parks, playgrounds, and recreational facilities, and purchase of additional land for those purposes; and
- improvements in the maintenance, operation, and general welfare of the city's parks, grounds, and recreational facilities and their use by the public.
- Shall outline a general plan of development for new parks and playgrounds, including landscaping, roads, trails, buildings, and equipment.

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## Know the Issues The State of Funding the Arts Federal

### NEA Funding

- Nationally \$146million  
(39 cents @ capita)
- Regional Partners (Mid America Arts Alliance)
- Texas Commission on the Arts: \$921,900
- Texas artists' 2015: \$3,145,900 +/-

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### Source of Revenue for Nonprofit Arts Organizations (Estimated)



budget for the nonprofit arts is a mix of funding sources -- a complex 50-50 balance of earned revenue, private donor contributions, and government support. The chart above provides an estimate of what the average revenue pie looks like for a nonprofit arts organization in that mix.

1. Earned revenue represents 18% or half of the total revenue of nonprofit arts organizations in the United States, symphonies, and performing arts.
2. Private donor contributions (individual, foundation, and corporate giving) are the next largest revenue source for nonprofit arts organizations. Individuals comprise the largest segment of private contributions.
3. Government funding (federal, state, and local) is the smallest of the three revenue categories. While federal arts funding has increased in the last few years, it remains a small portion of the total revenue for nonprofit arts organizations. (Source: American Arts, 2014)

Source: American Arts, 2014  
www.AmericanArtsForTheArts.org

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## Know the Issues The State of Funding the Arts Federal

- ESSA (new!) – STEM vs STEAM
- Tax Reform – 501c3 Charitable Deduction
- IRA Roll Over
- Tax Fairness for Artists
- International Cultural Exchange; Visas
- Health; Veterans; Transportation, HUD,
- Wireless Technology
- Network Neutrality

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## Know the Issues The State of Funding the Arts Texas Commission on the Arts

### Success in the 84<sup>th</sup> Session

- 2013/2014 Texas Budget Appropriations to the TCA  
SB1 - \$6,655,000 in 2013 and \$6,755,000 in 2014
- 2015/2016 Texas Budget Appropriations to the TCA  
HB1 - \$6,664,572 in 2015 and 2016
- NEW \$5m - for TCA Designated Cultural Districts

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## Know the Issues The State of Funding the Arts Texas Commission on the Arts

### State funding level

- \$0.39 per capita
- 42<sup>nd</sup> out of 50 states

### 2016-2017: 84<sup>th</sup> Legislature

- TCA Legislative Appropriations Request ("LAR")  
Legislature
  - Base Request = \$9,164,572 *annual*
  - Exceptional Items
  - Cultural Districts

License Plate: *State of the Arts*

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### Know the Issues The State of Funding the Arts Local

#### Hotel Occupancy Tax

- Section 351.001 of the Texas Tax Code
- 500+ municipalities levy the tax

Tax Increment Finance Districts (TPIDS)

Ticket Taxes

Cultural Districts

Economic Development Corps

### Hotel Occupancy Tax

The statutes providing for and placing restrictions on the use of HOT funds collected by a municipality, are found in Chapter 351 of The Texas Tax Code.

### Hotel Occupancy Tax 1977

Section 351.101 provides that:

"Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

...  
"the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of major art forms;"

### Special Carve Outs

In addition to generally applied approved uses, a municipality can use HOT funds to build a multi-purpose coliseum if it:

- "(A) has a population of at least 90,000 but less than 120,000; and
- (B) is located in two counties, at least one of which contains the headwaters of the San Gabriel River."

### Texans for the Arts and Texas Hotel Lodging Association Agreed HOT Eligibility Requirements

- (1) The recipient presents, performs, promotes or otherwise makes possible the type of artistic events list in Section 351.101(4) of the HOT statute; and
- (2) The HOT funded programs or events are advertised and open to the public; and
- (3) The recipient directly enhances and promotes tourism and the convention and hotel industry.

### Hotel Occupancy Tax

"Heads in Beds" is only one way a HOT recipient can show it meets the third agreed requirement.

## Know Your Advocacy Goals

Increased government (public) support of the Arts

- Federal Agencies that support the arts:
  - NEA, NEH, CPB, Smithsonian and more
  - Education, Health, Veterans Affairs, Transportation, Housing & Urban Development, Interior, etc.
- Texas Commission on the Arts
- Local HOT

Additional issues affecting arts community: housing and affordability, live-work artist spaces, transportation, etc.

Expand awareness of investing in the Arts, investing in America, not just a grant

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## Realize your Advocacy Goals

Knowledge is Power

Become a resource on the issue

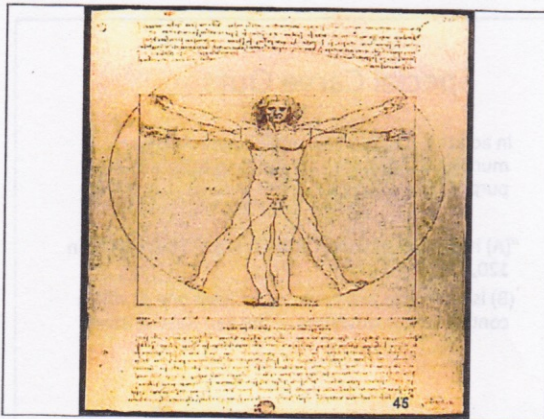
How to reach a decision maker

Heart – the intrinsic value

Head – the instrumental value

Health (political) – voters!

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## Advocacy Goals *continued*

**Head** – the economic impact of the creative industry

- the "instrumental" value

**Heart** – the cultural influence of the arts on quality of life

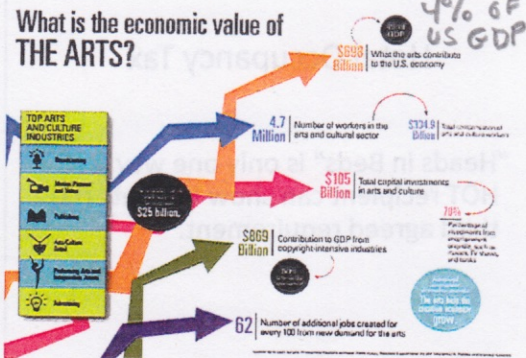
- the "intrinsic" value
- tell your story

**Health (political)** – Turn out the vote - voters in the creative industries vote

- Elected officials want to be re-elected

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## What is the economic value of THE ARTS?



PROBABLY CONSERVATIVE ESTIMATE

## State wide Impact

The Arts generate \$5.1 BILLION for our state's economy.

The arts contribute nearly \$320 MILLION in state sales tax revenue annually.

<http://www.txculturaltrust.org/investinthearts>

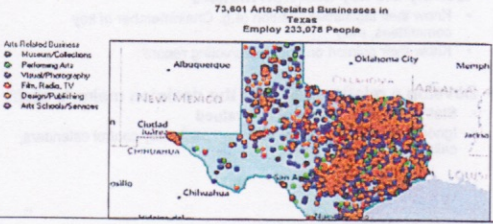


# TRAVIS COUNTY

economic importance of the arts in Texas. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 905,000 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

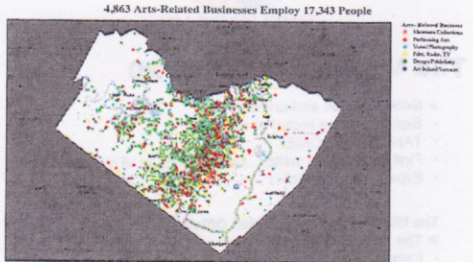
As of January 2012, Texas is home to 73,601 arts-related businesses that employ 232,078 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in Texas, with each dot representing an arts-centric business. The creative industries account for 4.21 percent of the 1,748,433 total businesses located in Texas and 1.66 percent of the 11,710,081 total people they employ.



# TRAVIS COUNTY

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	1,776	6,206
Agents	406	1,715
Arts Councils	61	328
Arts, Domestic and Instruction	1,303	4,252
Design and Publishing	27,332	79,896
Advertising	2,263	21,562
Architecture	2,975	16,720
Design	20,743	34,271
Publishing	211	1,137
Film, Radio and TV	8,970	66,658
Radio	451	3,037
Television	584	19,333
Motion Pictures	7,064	33,461
Museums and Collections	1,387	9,428
Zoo and Botanical	133	1,510
Planetarium	4	23
Historical Society	147	729
Museums	983	7,104
Performing Arts	11,162	36,016
Music	4,067	19,027
Theater	97	1,184
Services & Facilities	2,097	8,450
Opera	10	220
Dance	9	60
Performers (incl)	3,020	9,066
Visual Arts/Photography	23,206	63,076
Crafts	2,154	8,679
Photography	15,978	36,168
Visual Arts	2,377	4,767
Services	2,741	6,470

This Creative Industries: Business & Employment in the Arts report provides a research-based approach to understanding the scope and economic importance of the arts in Travis County, TX. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.



Travis County, TX is home to 4,863 arts-related businesses that employ 17,343 people. The creative industries account for 2.9 percent of the total number of businesses located in Travis County, TX and 2.7 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

Nationally, 702,271 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business enterprise and broadly distributed across our communities. The source

The Creative Industries Represent 5.9 Percent of All Businesses and 2.7 Percent of All Employees in Travis County, TX (Data current as of January 2015)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	99	379
Agents	14	77
Arts Councils	2	2
Arts Schools and Instruction	83	297
Design and Publishing	1,973	7,174
Advertising	362	2,498
Architecture	134	1,017
Design	1,396	2,632
Publishing	69	114
Film, Radio and TV	678	2,019
Motion Pictures	625	1,732
Radio	26	289
Television	27	898
Museums and Collections	60	446
Historical Society	5	15
Museums	41	402
Zoo and Botanical	11	31
Performing Arts	899	2,616
Dance	1	2
Music	337	1,195
Opera	1	427
Performers (incl)	211	25
Services & Facilities	143	954
Theater	6	6
Visual Arts/Photography	1,354	3,818
Crafts	61	1,126
Photography	1,061	1,568
Services	123	306
Visual Arts	109	268
<b>GRAND TOTAL</b>	<b>7,661</b>	<b>23,462</b>

# COOKIE RUIZ



TEXANS FOR THE ARTS

## Advocacy Basics...

Cookie Ruiz  
Vice-President  
Texans for the Arts



TEXANS FOR THE ARTS

## Want to change someone's mind?

- VOTE... every time (your voting pattern is on record)
- Develop a Plan...
  - State your goal
  - Develop strategies
  - Look around... and invited others in, when possible
  - Timeline
- Research
  - Know your topic
  - Become the content expert
  - Remember HS Debate...



TEXANS FOR THE ARTS

## Warming up...

- **Preparing your message**
  - Consider the audience and the opposition
  - **Left brain:** Focus on the facts
  - **Right brain:** The power of storytelling
  - Knowledge is power

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TEXANS FOR THE ARTS

## Relationships... are everything!

- **Identify the key decision makers**
  - Know their legislative position (e.g. Chair/member of key committees, etc.)
  - Know their opinion on your topic/voting record
- **Develop a relationship with the decision maker's staff**
  - Staff members = important and **valued**
  - Ignore or discount them at your own peril (they control calendars, calls, work flow and more)

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TEXANS FOR THE ARTS

## Relationships, cont.

- **Meet face-to-face with YOUR elected officials**
  - The system **relies** on you
  - Keep up with the relationship...
  - If you wait until you need help, it may be too late

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TEXANS FOR THE ARTS

## The Visit...In & Out in 20

- **Book the visit and arrive early**
  - Sign in/ leave a record of the visit
  - **TAKE THE COOKIE!**
  - First impressions matter...be respectful to all staff members
  - Expect the unexpected

### The Meeting with the Elected Official (3 mins)

- **The "local" moment...**
  - Establish yourself as a voter in their district
  - Create a connection...

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TEXANS FOR THE ARTS

## The Visit, cont.

- **Quickly...Set the stage...(5 mins.)**
  - Clearly state your purpose / ONE key message
    - "I'm/we're here today to ..."
  - Be concise
  - Be pleasant/ watch your tone (try not to shoot the messenger)
  - Give examples
- **The Teaching Moments (10 mins.)**
  - Discuss the issue (deeply/quickly)
  - Be personal (tell your story and then listen!)
  - Be prepared to receive a civics lesson in return
  - Be prepared to hear something you didn't know

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TEXANS FOR THE ARTS

## The Close...

- **Call to Action (2 mins)**
  - Ask for a **specific action** to be taken ("In closing... We ask you to vote X on Y.")
  - Try to secure their commitment to support your request
  - Leave a one-pager with your contact information
  - Thank them for their time... even if they oppose your view
  - Thank them for their service

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## Thank Decision Makers for their service



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Consider the multiplying  
power of  
**ONE**

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## Next Steps...



### Consider Joining:

- Texans for the Arts
- Austin Creative Alliance

### Attend:

- Art Advocacy Days in DC and in Austin

### Speak UP:

- Sign up, stand up, speak up
  - Public communications/ Open meetings
- Advocate, Advocate, Advocate

**Vote!**

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