Welcome to Arts Advocacy Day 2020! Achieving the arts community’s goals depends upon the willingness of people like you who come to the Capitol and talk to legislators about the importance of the arts. This year we will again be making history!

YOU are the most important person here today. Thank you for being an Arts Advocate.

#ArtsAdvocacyDay20   #MNArtsGiveBack @MNCITIZEN
When we support the arts—

The economic impact of Minnesota’s artists, audiences are arts and culture organizations is **OVER $2 BILLION A YEAR.**

Minnesotans attend and participate in the arts to **a higher rate** than other Americans and are more likely to be artists, musicians, actors and dancers themselves.

**90% agree** that creative activities and the arts are contributing to Minnesota’s quality of life.

Attendees at nonprofit arts events spend an average of **$22.87 per person**, not including the cost of the ticket on restaurants, parking and hotels.

There are **108,000 artists and creative workers** in Minnesota who support their families with their art.

Students consistently involved in music and theater show **higher levels of success** in math and reading.
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ARTS ADVOCACY DAY SCHEDULE

7:30 - 9:00 a.m. Doors Open for Registration & Coffee at the MN History Center
History Center Lobby

→ Those not attending the presentation can socialize until 8:30

8:00 - 8:30 a.m. The Reveal of the 2020 Creative MN Local Reports
History Center Auditorium

→ Come hear about the results of the 8 new 2020 Creative MN local studies. The Creative Minnesota project has generated over 60 economic impact studies of the nonprofit arts and culture sector so far.

8:30 - 9:00 a.m. Advocacy Class for New Attendees
History Center Auditorium

→ First-time arts advocates or those who need a refresher should attend this class for a basic orientation to arts advocacy.

9:00 - 10:00 a.m. ***Rally & Join Your Team***
History Center Auditorium

***You need to attend this session in order to join your team.***
→ MCA’s Executive Director Sheila Smith, Lobbyist Larry Redmond and special guests from the Capitol will give attendees the inside story on arts issues in the 2020 session. Be the first to hear the latest news on what’s happening at the legislature and what that means for the arts, and learn our “Message of the Day.”

10:00 a.m. Walk / Ride to the State Capitol Complex

→ Teams will walk or ride a shuttle bus three blocks to the Capitol. It may be quicker to walk. The shuttle bus will run every 20 minutes until 2:15 pm; the stops are noted on the map at the end of the handbook.

10:00 - 2:00 p.m. Legislator Appointments in Senate and State Office Buildings
Home Base*** in the Cafeteria of the Transportation Building.

→ Teams meet with legislators. Meeting times and locations are noted on your Team Sheet (provided when you arrive). An experienced advocate will lead your team on legislative meetings. Between appointments, visit the MCA Home Base*** where you can grab lunch, pick up Advocacy Day posters and hang out with other arts advocates.

BONUS: The Capitol has recently been renovated. Check out the restored art throughout the building by taking a tour if you have a long break. Tours generally depart from the first floor information desk on the hour throughout the day.
Are you an artist, audience member, administrator, board member or donor? Then you have a stake in the continued health and sustainability of the non-profit arts sector, and your voice is important!

Every year, the Minnesota Legislature takes up issues that have wide-ranging implications for the arts, and as those issues are debated, you have the opportunity to raise your voice and be heard. Your legislators want to hear about what is important to their constituents, and if they don’t hear from Arts Advocates, they will think the issue is not important.

Your role as an Arts Advocate

Each additional Advocate who shows up at the Capitol on Arts Advocacy Day amplifies the collective voice of the entire field. You don’t have to have any particular knowledge of the legislative process, of funding mechanisms, or party politics, just your own passion for the arts and belief in the need for public support for them. Your job is to show your legislator that their constituents support the arts.

Your Goals for Arts Advocacy Day

1. **THANK**
   Thank legislators for appropriating money to the arts.

2. **EDUCATE**
   Educate legislators about arts activities in their district.

3. **CONNECT**
   Give a face to the arts in each legislator’s district.

What to expect on Arts Advocacy Day

The day starts with a big rally at the Minnesota History Center, where you will learn about the "Message of the Day," hear about challenges arts funding is facing at the Capitol, and recognize Arts Heroes who have had a significant impact on state arts funding.

At the end of the rally, you will join your team and go up to the Capitol to meet with your legislators. We do our best to schedule meetings with every single House and Senate member to meet with a team of their own constituents who thank them for the state funding that has occurred in their district over the past year. **This is the most important part of the day.**

You, the Arts Advocate, meet with your own legislators to let them know how important state funding is to people in their district. Your team leader will help you find the meetings, keep the schedule, introduce the Message of the Day, and bring materials for the legislators. Your role as a Team Member is to amplify the Message of the Day through personal stories if asked.

Many legislators are on very tight schedules, and have time for only brief meetings. Your presence is still important even if you don’t get to do any more than introduce yourself. There is strength in numbers. And your notes on what happens in the meetings provide us with great information to use throughout the year.
How the Legislature funds the arts

The Minnesota State Arts Board (MSAB) & Regional Arts Councils (RAC) system make grants in all 87 counties, helping to make the arts accessible to all Minnesotans. These grants come from two sources:

- General Fund FY20/21: $15,782,000
- Arts Legacy Fund FY20/21: $65,650,000

Total for two Years FY20/21: $81,432,000

State arts funding through the Regional Arts Councils (RACs) and Minnesota State Arts Board (MSAB) reaches communities in every single Minnesota county in grants and services. All legislative districts benefit from these grants:

The Minnesota State Arts Board
- Gives grants of statewide and regional importance to medium and large arts organizations for arts access, individual artists and schools, and festivals across the state.
- Provides newsletters, artist and space directories, workshops and technical assistance to all.

The Regional Arts Councils
- Give grants to small and medium arts organizations (generally rural), schools, libraries, cities, service organizations, community groups, individual artists and student artists, depending upon the needs of their own region.
- Provide newsletters, artist and space directories, workshops and technical assistance to all.

What are the Regional Arts Councils?

The state is divided into eleven Regional Arts Councils (RACs). Each support a different geographic area of Minnesota. Minnesota’s RACs are unique in the nation as a model for decentralized decision-making for arts grants, programs and services. The Minnesota Legislature established the RAC system in 1977 in order to serve the needs of arts organizations and artists throughout the state on a grassroots level. RACs are funded primarily by the State of Minnesota, supplemented by grants from the private sector. For more info., contact RAC President Drew Digby at 218-722-0952.

What is the Minnesota State Arts Board?

The Minnesota State Arts Board (MSAB) is a state agency funded primarily by the State of Minnesota, supplemented by grants from the National Endowment for the Arts and the private sector. The MSAB is governed by eleven private citizens appointed by the Governor from all over the state to serve four-year terms. As a state agency, the board sponsors a wide variety of grant programs, services and resource publications for individual artists, arts organizations and schools throughout the state. For more information, contact the MSAB at (651) 215-1600 or http://www.arts.state.mn.us
1. **General Fund:**
The State’s general fund is where the state keeps money for most of the spending it does. The general fund to the arts is decided by the House and Senate State Government Finance Committees.

2. **Legacy Fund:**
   **What is the Arts Legacy Fund?**

   On November 4th, 2008, 56% of Minnesotans Voted Yes on the Clean Water, Land and Legacy Amendment!

   Voters overwhelmingly supported putting the arts into the state constitution when Minnesotans voted to pass the Legacy Amendment in 2008. MCA led the Vote Yes! campaign with many conservation partners and arts advocates. We were inspired by the strong majority of voters who affirmed that the arts are a defining feature of Minnesota. It showed that we value both the arts and our great outdoors.

   However, there continue to be legislators that need to hear about the importance of the arts to their districts and the impact that the MSAB and RAC grants are having in their hometowns.

   The state Constitution says clearly that Legacy dollars cannot be a substitute for traditional state funding sources, a protection against erosion of traditional state arts funding, which is known as “General Fund” dollars.

   Protecting Legacy dollars from being diverted to other things is one of our hardest tasks, but educating legislators about where the money is currently going and that their constituents are benefiting helps protect Legacy Funding. We have succeeded in getting 47% of Arts Legacy Fund (our long term goal is 50%) dedicated to the Minnesota State Arts Board and Regional Arts Councils, although still only about half of the grant requests to the MSAB/RACs are being funded.

   Legacy Funds must go to:
   1. Arts & Arts Access
   2. Arts Education
   3. Arts & Cultural Heritage (i.e. History)

   See page 11 for full text of the amendment.

**Legacy Amendment Facts-at-a-Glance**

- With 56% of the vote, the Amendment received the highest percentage of all candidates and initiatives in Minnesota on the statewide ballot on election-day. We even got more votes than President Obama in Minnesota.
- Children who have not even been born yet will benefit from increased access to the arts and culture and to a cleaner, healthier environment because of the passage of the Amendment.
- The Legacy Amendment passed during the worst recession since the Great Depression, showing the importance of the arts and environment to Minnesotans.
- 1,635,040 people voted Yes! for the arts and the environment!

**Since the Passage of the Amendment:**

- Arts Funding has reached all 87 Minnesota counties.
- MSAB/RAC System approves roughly 2,000 grants across the state every year.
- Attendance at arts and culture events has doubled in Minnesota.
- The arts have over $2 billion in economic impact on Minnesota’s economy.
Here are 8 easy tips for meeting with your legislators:

1. **Make sure you have your facts straight.** Take a moment to familiarize yourself with the materials in this handbook before you meet with legislators. You don’t need to memorize the information provided, but reading it ahead of time will help to refresh your knowledge of current arts issues. **If a legislator asks you something that you don’t know, don’t guess.** Instead, offer to send the information to them at a later date. Let MCA know if you need help!

2. **Be on time, be patient and be nice.** There is no quicker way to lose support for your issue than by being rude to legislators. Your legislator may have two committee meetings going on while they are supposed to be meeting with you and may be late. They can’t help being over-scheduled. Don’t be offended – be glad that you have time with them and make the most of it.

3. **Introduce your team members and note what connection each person has to the legislator’s district.** Talk to each other before your meetings so you know everyone’s connections to the legislators and their districts. Your team may include people who live in the legislator’s district (constituents), people from organizations who have received grants from the MN State Arts Board (MSAB) or Regional Arts Council (RAC), people from organizations that have toured the legislator’s district or an artist who has done a residency in one of the legislator’s local schools. You may even be with one of the legislator’s friends!

4. **KISS: Keep it Short and Simple.** You may only have the legislator’s ear for five minutes, so get to the point as soon as everyone has introduced himself or herself. Be clear about why you are there, why they should care, and what you want. **Make sure to clearly say the “Message of the Day.”**

5. **Make your issue personal.** If you have time, tell stories about how arts funding and state grants have benefited the people and communities in the legislator’s district. Your team leader will have a list of the grants that have been awarded in the district. How have these benefited children in the area? Senior citizens? How have the arts brought the community together?

6. **Before you leave, say “thank you” again.** Your team leader will also have a thank you card for each legislator that your team meets with – **be sure to sign them!**

7. **Let us know what happened in your meetings!** Please fill out an evaluation form for every meeting you attend (evaluation forms are in your folder) and give completed forms to your team leader or MCA staff at Home Base in the Transportation Building Cafeteria. Your feedback is very important to us, so please take a few minutes to jot down your impressions and any specific statements of support or opposition that the legislator made.

8. **Let this be the beginning of your relationship with your legislators.** When you get home, **send your legislators a note thanking them for their time.** Invite them to local arts events, openings and other activities that they or their family may enjoy. Be a resource to your legislators. If he or she expressed interest in obtaining information on a certain arts issue or organization, send it to them! Let MCA know if you need help. Visit www.leg.state.mn.us to find all the information you need to contact your legislator.
What Issues Does MCA Work On?

→ State Arts Funding. To ensure access to the arts for all Minnesotans by working to protect, and if possible increase, state appropriations to the arts in Minnesota.

→ Enlightened Tax Policies. Recognizing and encouraging the public’s engagement with and support of arts nonprofits by working to promote and maintain tax policies beneficial to charitable giving, arts philanthropy and nonprofit arts organizations.

→ National Arts Issues. To support federal funding of the arts, enlightened national tax policies for charities and other issues of interest to arts supporters.

→ Cultural Bonding Requests. To support a state role in providing resources to create cultural infrastructure in Minnesota, but not to work on any individual organization’s project.

→ Arts Education. To support the inclusion of arts as a basic requirement in Minnesota schools.

How Do MCA, the Arts Community, and the Legislature Fit Together?

At MCA, we connect arts advocates with their legislators, monitor activity at the Capitol, and inform our members of what’s happening and who to contact. We also talk directly with legislators as bills move through the Legislature. MCA’s Arts Advocates from all over the state talk to their legislators about the arts and why they should vote with us.

Who is MCA?

→ MCA’s staff and board: As your voice at the Capitol, we organize and educate the arts community to affect the outcome of legislative decisions on arts funding, tax policies that affect philanthropy, and other issues important to the non-profit arts.

→ Individual Artists and Arts Advocates, including audiences in every corner of Minnesota. There are 108,755 creative workers in the state.

→ Small, medium, rural, suburban and metro arts organizations of all genres and their staff, boards, and audiences (there are 1800 non-profit arts & culture organizations in the state).

→ Large arts organizations of all genres and their staff, boards and audiences (there are about 200 arts organizations with annual budgets over $100,000).

→ The Regional Arts Councils staff and boards: eleven independent, state funded grant making organizations supporting small and rural arts organizations and schools all across the state.

→ State Arts Board members and staff: the state government’s arts funding agency.
The Legislature has a Senate (67 members) and a House of Representatives (134 members). You live in the district of one state Senator and one state Representative.

There are a lot of issues to be discussed and voted on each year, so the House and Senate split up into committees, just like most non-profit boards do, to get most of their work done. The Chairs of the committees have the most power, so MCA works to educate the Chairs about the arts.

During the legislative session, the state’s budget is split into pieces and sent to the committees for discussion and votes, including the arts budget. We pay most attention to the committee that gets the arts. (The budget making process takes place in odd numbered years; 2015, 2017, 2019 etc.).

In both the House and Senate, once committees decide how much money they will spend, they send their piece to the "floor" so that the whole Legislature can vote on it. This is another good time to call or write.

The Senate and House then have to agree with each other in a conference committee how the final bill will look. MCA tries to help them to agree on a high amount for the arts.

When the Legislature is done, the budget goes to the Governor to sign. MCA works to educate the Governor about the arts so he won’t veto the budget.

When the budget is signed the money goes to the Minnesota State Arts Board (MSAB) and eleven Regional Arts Councils (RACs) to make grants.

The MSAB and RACs together, as one state system, make grants to arts organizations, artists, and community groups for arts activities in every corner of Minnesota.
On Arts Advocacy Day, February 14, 2008, over 500 arts advocates were at the Capitol to witness legislators pass the Clean Water, Land and Legacy Amendment on to the people for a vote in the 2008 election. This set into high gear the statewide Vote Yes! Ballot Campaign. It was a wide-ranging coalition of arts advocates and outdoors enthusiasts from across the state. Over 350 nonprofit and civic organizations statewide endorsed the amendment. On Election Day 2008, 56% percent of Minnesotans voted “YES” to a constitutional amendment that would dedicate funds to the arts and the environment for the next 25 years. The passage of the amendment by such large margins affirmed that Minnesotans value a high quality of life that includes access to the arts.

MCA was a leader in the Vote Yes! Campaign, which tripled arts funding. This victory proved again that when we work together we make great things happen for the arts and our state. Although the money is dedicated to “arts, arts education, arts access, and the preservation of Minnesota’s history and cultural heritage,” the dollars must be appropriated out to the field every two years by the legislature.

In 2015 the Legislature appropriated an additional $4.8M to the MSAB/RAC system from the Arts Legacy Fund following the new law pursued by MCA that dedicates 47% of the Legacy Arts & Culture Fund to the MSAB/RACs. MCA launched, with many partners, the Creative Minnesota project to give us hard data on the huge economic impact of the arts in Minnesota.

In 2018 MCA successfully protected Legacy dollars from proposed content restrictions, which took most of our energy. We also started celebrating the impact of the Legacy Amendment on the 10th Anniversary of its passage, (11/2008 to 11/2018). We conducted and promoted the responses to our candidate survey and presented Arts All Star Awards during the election season. Creative Minnesota produced 15 more local studies. The Creative Minnesota Road Show did 76 presentations live to 5206 attendees with the results of Creative Minnesota studies.

Governor Walz, the Democratic House and Republican Senate all came through dedicating 47% of the Arts & Culture Heritage Fund of the Legacy Amendment to the MSAB and RACs as we requested. With increased tax revenue to the fund and steady General Funds from both the House and Senate the total state arts funding for the biennium totaled $81.4M, a new record. Heroes included House and Senate Legacy Chairs Representative Leon Lillie and Senator Carrie Ruud.

Some legislators, responding to grants they didn’t like, proposed taking the MSAB/RAC Legacy Funding away with a floor amendment that was resoundingly defeated on a bi-partisan basis by 102 to 25.

The Creative Minnesota 2019 Study was released at Arts Advocacy Day and included the new Arts Education Data Project, exploring the availability of arts education in Minnesota’s high schools. In addition, 8 new local studies were conducted. There are now 68 state, regional and local Creative Minnesota reports available at Creativemn.org.
Don’t just wait until Arts Advocacy Day to talk with your legislator about the importance of the arts!

Send a thank you letter to your legislators when you get home asking them to support the arts. Get your friends to write a short letter too.

"Ten letters can influence a legislator."
-Rep. Alice Hausmann

Your letter can be very short and simple. All you need to include is:
→ Your name and home address
→ An opening sentence that says:

"Thanks for meeting with us (or “I’m sorry we didn’t get to meet with you on”) Arts Advocacy Day. Thank you for make sure that 47% of the Arts Legacy Fund goes to the Minnesota State Arts Board & Regional Arts Councils System.”

→ If you have more time, you can also add a few notes about the arts in your town and how important they are to your community. That’s it!

Send your letters to the following addresses:

Representative ______________
State Office Building
100 Rev. Dr. Martin Luther King Blvd
St. Paul, MN 55155

Senator ______________
MN Senate Building
95 University Avenue West
St. Paul, MN 55155

Or: Use MCA’s website’s Arts Action Center to send a pre-written letter to your legislators. It’s fast and easy. To send a letter go to: www.artsmn.org

Join MCA's e-mail Arts Alert list and be the first to hear arts news from the Legislature.
Go to MCA’s website at www.artsmn.org or send an e-mail to staff@artsmn.org to join the Arts Alert List.

Volunteer at MCA
MCA is always looking for people to help fulfill our organizational goals. Volunteers may help us throughout the year with mailing, calling, and organizing next year’s Arts Advocacy day. One hour or ten hours, the commitment level is up to you! Put your name on our volunteer list by sending an e-mail to staff@artsmn.org

Connect to MCA on Facebook, Twitter and YouTube and be a part of our arts advocate community. Use #MNArtsDay20 today!
Sec. 15. Outdoor heritage, clean water, parks and trails, and arts and cultural heritage; sales tax dedicated funds. Beginning July 1, 2009, until June 30, 2034, the sales and use tax rate shall be increased by three-eighths of one percent on sales and uses taxable under the general state sales and use tax law. Receipts from the increase, plus penalties and interest and reduced by any refunds, are dedicated, for the benefit of Minnesotans, to the following funds: 33 percent of the receipts shall be deposited in the outdoor heritage fund and may be spent only to restore, protect, and enhance wetlands, prairies, forests, and habitat for fish, game, and wildlife; 33 percent of the receipts shall be deposited in the clean water fund and may be spent only to protect, enhance, and restore water quality in lakes, rivers, and streams and to protect groundwater from degradation, and at least five percent of the clean water fund must be spent only to protect drinking water sources; 14.25 percent of the receipts shall be deposited in the parks and trails fund and may be spent only to support parks and trails of regional or statewide significance; and 19.75 percent shall be deposited in the arts and cultural heritage fund and may be spent only for arts, arts education, and arts access and to preserve Minnesota’s history and cultural heritage. An outdoor heritage fund; a parks and trails fund; a clean water fund and a sustainable drinking water account; and an arts and cultural heritage fund are created in the state treasury. The money dedicated under this section shall be appropriated by law. The dedicated money under this section must supplement traditional sources of funding for these purposes and may not be used as a substitute. Land acquired by fee with money deposited in the outdoor heritage fund under this section must be open to the public taking of fish and game during the open season unless otherwise provided by law. If the base of the sales and use tax is changed, the sales and use tax rate in this section may be proportionally adjusted by law to within one-thousandth of one percent in order to provide as close to the same amount of revenue as practicable for each fund as existed before the change to the sales and use tax. [Adopted, November 4, 2008]
MCA BOARD MEMBERS & STAFF

MCA Board Members hail from every corner of the state!

Jamie Andrews, Minneapolis
Mary Ann Aufderheide, Minneapolis
Morgan Baum, Hutchinson
Sandy Boren-Barrett, Maple Plain
Brenda Byron, Waseca
LaTia Childers, Minneapolis
Peg Churchwell, Alexandria
Nicole DeBoer, Marshall
Drew Digby, Duluth
Sean Dowse, Red Wing
Kristin Eggerling, Hallock
Tanya Gertz, Saint Cloud
Jamie Grant, St. Paul
Gao Hong, Northfield
Michelle Kiley, Little Falls
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Christopher Stevens, Minneapolis
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Sheila Terryll, Minneapolis
Ben Vander Kooi Jr., Luverne
Ross Willits, Roseville
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MCA Staff:
Sheila Smith, Executive Director
Larry Redmond, Lobbyist
Mark Albers, Operations Manager
Andrea Lovoll, Staff Member
Jennifer Gilles, Intern

Find out how you can become an Arts Advocate and join MCA:

www.artsmn.org
@MNCITIZEN
651-251-0868
#ArtsAdvocacyDay20
#MNArtsGiveBack
@MnCitizen
CreativeMN.org

For hard data about Minnesota's creative economy, artists and creative workers.

Creative Minnesota is a collaborative effort to fill the gaps in available information about Minnesota’s cultural field and to improve our understanding of its importance to our quality of life and economy. It is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy.

Creative Minnesota reports have explored the health and impacts of nonprofit arts and culture organizations and their audiences, economic lives of artists and creative workers, public opinion polling about the arts and the availability of the arts in Minnesota's schools, as well as 60 local studies.

Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The Creative Minnesota team includes Minnesota Citizens for the Arts, The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mardag Foundation, Jerome Foundation, Perpich Center for the Arts Education with in-kind support from Ideas that Kick, the Center for Urban and Rural Affairs (CURA) at the U of M and others.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.