

# *Advocacy: How to Make Your Best Case*



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Find this presentation at: [www.ArtsActionFund.org/Central-FL-Advocacy](http://www.ArtsActionFund.org/Central-FL-Advocacy)



# WHY THE ARTS MATTER IN FLORIDA



## NATIONAL ARTS FACTS

### FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

**4.4%** Nation's GDP **4.85M** Jobs

**\$1.016 TRILLION** Arts & Culture

**\$945.3 B** Construction

**\$378.4 B** Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in 2021 (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2023). Data collected for 2021 during the pandemic.

## FLORIDA ARTS FACTS

### FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

**3.1%** State's GDP **244,510** Jobs

**\$39 BILLION** Arts & Culture

**\$67.3 B** Construction

**\$5.8 B** Agriculture & Forestry

The Florida arts and culture sector was a **\$39 billion industry** in 2021 (3.1% of the state's GDP), representing **244,510 jobs** (2.6% of Florida's workforce), and total compensation of **\$19.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2023). Data collected for 2021 during the pandemic.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

Central Florida Region

**\$502.4 M** Economic activity annually

**9,424** Jobs supported by economic activity

In the state of Florida, **\$5.8 billion** in economic activity is generated annually, supporting **91,270 jobs**, and generating **\$176.4 million** in state tax revenue alone.

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for Central Florida Region & State of Florida.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVOG Grants FY21-22 **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in FY23. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

**View the Top 10 Reasons to Support the Arts [HERE](#)**

## PUBLIC FUNDING RECEIVED FOR FLORIDA ARTS & CULTURE SECTOR

State Appropriation FY23 **\$83,581,650**

NEA Grant FY23 **\$1,008,720**

NEA Direct Grants FY22 **\$4,267,835**

Source: NEA, SBA, NASAA, 2023

As of 10/12/2023



# FLORIDA ARTS HIGHLIGHTS

## IN THE SUNSHINE STATE, THE ARTS UNITE US



The **352walls/Gainesville Urban Art Initiative** is a curated, public art project that has created over 30 curated murals in Gainesville, Florida since 2015. In addition to vibrant public artwork and complimentary cell phone street tours, the program offers lectures, master classes and workshops by renowned urban muralists, street artists and experts in the field.

### FLORIDA DIVISION OF ARTS & CULTURE

is Florida's state arts agency, established in 1969. The Division promotes arts and culture as essential to quality of life for all Floridians. The Division provides funding, programs and resources for artists and not-for-profit organizations.

Division Director: **Sandy Shaughnessy**



Learn more [here](#).

### BE SURE TO CHECK OUT

- Ten art experts pick their favorite cultural destinations in Florida [here](#).
- Discover the top museums and cultural attractions in Central Florida [here](#).
- Visit Florida has a calendar of cultural festivals [here](#).
- Check out the Best of Miami 2019: **Best Art and Artists**.
- Find out what's happening in every part of the state with this list of [artscalendars](#).

Florida Association of Museums  
[www.flamuseums.org](http://www.flamuseums.org)

Florida Alliance for Education Association  
[www.faea.org](http://www.faea.org)

**FLORIDA CULTURAL ALLIANCE** is a not-for-profit organization created in 1983 to develop an informed and engaged statewide non-partisan advocacy network among arts and culture organizations, individuals, artists, businesses and local, state, and federal policymakers and staff.

President & CEO: **Jennifer Jones**  
Chair: **Earl Bosworth**



Learn more [here](#).  
Join [here](#).

### THE ARTS ARE EVERYWHERE

- Arts and culture can be found all the way from the Panhandle to the Keys. Start in **Pensacola**, where the annual Foo Foo Fest encourages you to "vacation artfully" during 12 days of unique artistic shows and events including Naval air shows, ballets, operas, culinary events, songwriter showcases, concerts and many more unordinary and extraordinary cultural events in between.
- Continue east to **Quincy**, where arts and culture are entwined with a small-town way of life. Visit the ArtZone at Gadsden Arts Center and Museum to get creative at a drop-in art studio for visitors of all ages
- Over in **Jacksonville**, Cathedral Arts Project unleashes the creative power of young people by partnering with 25 schools and educational sites to bring arts education to underserved school-aged children.
- Next, take yourself to **Gainesville**, home of the University of Florida Center for Arts in Medicine. The Center develops and effects interdisciplinary research studies and educational curricula on all levels and serves as a national model for the arts in medicine research, education and training.
- Heading South to **Tampa**, Straz Salutes is a program offering opportunities for veterans and their families to connect with the arts at the David A. Straz, Jr. Center for the Performing Arts.
- Follow the coast to **Sarasota**, where you can soar through the air

while learning the flying trapeze at Circus Arts Conservatory. If you're more comfortable on the ground, you can enjoy one of their many performances in a one-ring European-style big top, the unique arena facility or an intimate historic theater.

- **Miami** is one of the epicenters of the art world. Bring a blanket and a picnic to the NewWorld Symphony's WALLCAST® concert series to enjoy events shown on the 7,000-square-foot projection wall of the fabulous New World Center. The Pérez Art Museum highlights Miami's diverse community and pivotal geographic location at the crossroads of the Americas.

3/2022



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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# 10 Reasons to Support the Arts

**01 | ARTS UNIFY COMMUNITIES**



**02 | ARTS IMPROVE INDIVIDUAL WELL-BEING**



**03 | ARTS STRENGTHEN THE ECONOMY**



**04 | ARTS DRIVE TOURISM & REVENUE TO LOCAL BUSINESSES**



**05 | ARTS IMPROVE ACADEMIC PERFORMANCE**



**06 | ARTS SPARK CREATIVITY & INNOVATION**



**07 | ARTS HAVE SOCIAL IMPACT**



**08 | ARTS IMPROVE HEALTHCARE**



**09 | ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY**

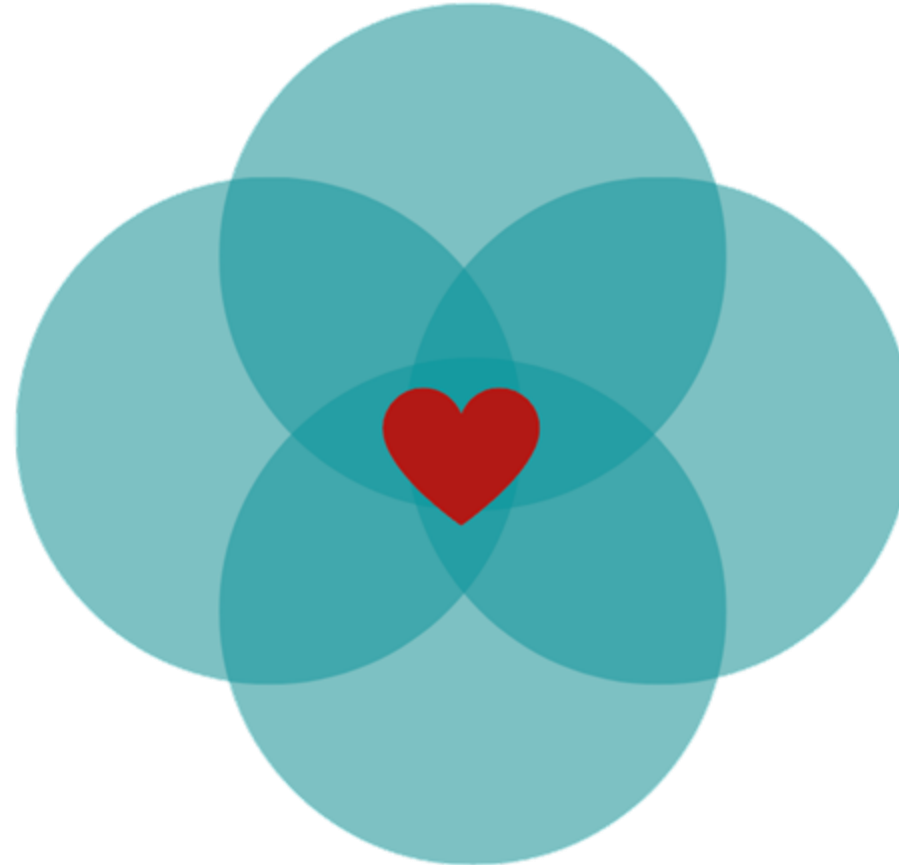


**10 | ARTS STRENGTHEN MENTAL HEALTH**



# Strength Through Collective Action

**Arts Discipline Diversity**



**Organizational & Size  
Diversity (non-profit +  
for-profit arts groups +  
governmental arts groups)**

**Cultural and  
Racial Diversity**

**Geographic Diversity  
(rural, urban, suburban)**



# Key Principles of Advocacy

1. Identify and learn more about the priorities of your targeted elected officials.
2. Match up your priorities with the elected official's priorities.
3. Establish a working relationship with all your elected officials.
4. Develop coalitions and partnerships with many groups.
5. Gather relevant data and provide real life testimonial stories.
6. Be an advocate year-round.
7. Engage the media on your issues.
8. Engage your social media and tag elected officials.
9. Be an influencer in your community.
10. Practice your elevator speech.



[www.ArtsActionFund.org/year-round-advocacy](http://www.ArtsActionFund.org/year-round-advocacy)





# Arts Vote Sticker

*Designed by artist Shepard Fairey*

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