

Action Alert Reminder — March 6, 2017

Have you followed the steps outlined below to help secure the state appropriations needed to fully fund the 638 Florida Division of Cultural Affairs (DCA) 2017-2018 grants? Please take action NOW.



Learn what the 2017 Florida Legislative "asks" are to fully fund all 638 DCA 2017-2018 grants and the Florida Legislators who will decide:

pages 1 - 2



Suggestions and information to include in your personal letters to your legislators and other key legislators who deal with these issues:

pages 3 - 4



A sample letter you can adapt and personalize — please make it your own letter:

pages 5 - 6



Additional advocacy suggestions — add your own, too:

page 7



Questions and additional information:

Email: info@FLCA.net

**Do you want the State of Florida to invest in arts & culture grants?
Then, please follow these steps. State legislators need to hear from
you and other arts and culture advocates now and throughout the
2017 Florida Legislative Session (March 7 through May 5).**

Step 1:



a. Learn what the appropriation "asks" are for each of the four Florida Department of State Division of Cultural Affairs (DCA) 2017-2018 grant-funding categories:



Florida Department of State Division of Cultural Affairs (DCA) Grant-Funding Programs — click on the DCA funding category to get the ranked list of recommended 2017-2018 grants:	# of vetted and recommended total matching DCA grants throughout Florida under each DCA Grant-Funding Category:	2017-2018 Appropriation Requests Needed to Fully Fund the 638 Qualified Grant Amounts for Each DCA Grant-Funding Category:
Cultural and Museum Grants	480	\$35,519,347
Culture Builds Florida Grants	110	\$2,320,109
Cultural Facilities Grants	36	\$11,591,554
Cultural Endowment Program	12	\$2,880,000
Subtotals:	638	\$52,311,010

→ **Use and reference in your communications with your legislators the following:**

1. This two-page [2017 Florida Legislative Platform for Arts & Culture](#) that outlines in one place these "asks" for each of the four DCA grant-funding categories above with links to the ranked lists and reasons why these appropriations are wise investments for the state.
2. This [county-by-county list](#) of all 638 recommended 2017-2018 DCA grants and the DCA grant-funding category where they are recommended for DCA grant-funding listed under the county where they are based. Websites of all 638 recommended DCA grantees are also linked.
3. The [Florida Department of State \(DOS\) Grant Lists and Information 2017-2018 Booklet](#) that lists all the ranked and recommended 2017-2018 grants for the DOS Divisions: Cultural Affairs, Historical Resources, and Libraries.

Step 2: Learn who your legislators — your Florida Senator and Representative — are and which Florida legislators serve in leadership positions or on the appropriations' subcommittees that deal with recommending appropriations needed to fund the DCA recommended 2017-2018 grants:

- a. Your voter registration card has the districts listed for your policy makers. Also, you can [go here](#) and enter your address to learn who represents you in the Florida Legislature and U.S. Congress.
- b. Learn who in the Florida Legislature are in leadership and committee positions to help secure the four appropriation "asks" needed to fund these 638 recommended DCA grants?



Florida Legislative Leadership: Here are those legislators in the [Florida House](#) and [Florida Senate](#) with leadership positions. Do any of them represent the county where you live and/or work? Reach out to them and ask for their help to secure these four DCA appropriations to fully fund all 638 vetted and recommended DCA grants.



TED Appropriations Subcommittees: Here are lists of those legislators who serve on either the Senate or House TED appropriations subcommittees responsible for the DCA appropriation recommendations to fund DCA grants:



[Florida Senate Appropriations Subcommittee](#) on Transportation, Tourism, and Economic Development (Senate TED appropriations subcommittee)

OR

[Florida House Transportation & Tourism Appropriations Subcommittee](#) (House TED appropriations subcommittee)



Which Florida Counties do these leadership and TED subcommittee members represent in the Florida Legislature? [Go here](#) and then to numbers 5 and 6 to see if any of these legislators represent the county where you live and/or work. Communicate with them and ask for their help to secure these four DCA appropriation "asks" to fully fund all 638 recommended 2017-2018 DCA grants.

Step 3:



PLEASE TAKE ACTION NOW:

Write to your Florida House and Senate member AND to legislators who serve in Florida legislative leadership and/or on the House and Senate TED appropriations subcommittees, especially if they represent your county (refer to page 2). Write personal letters now on your organizational or personal stationery that you will both **MAIL** using the U.S. Postal Service to legislators' Tallahassee addresses **AND EMAIL** to legislators' email addresses. On pages 5 & 6 is a sample letter that you can adapt and personalize — please make the letter your own.



Suggestions to include in your personal letters to legislators:



- Thank them for their service to our state and let them know that you live in the county and/or district they represent in the Florida Legislature.



- Inform them that your organization and others in the county or counties they represent are recommended by the Florida Department of State for 2017-2018 Florida Division of Cultural Affairs' grants. Inform them what they can help bring back in state-grant investments to the county or counties they represent.



- Enclose and reference the 2017 Florida Legislative Platform for Arts & Culture and the DCA grant-funding category or categories your organization or others in your county are recommended for funding under.



Suggestions Suggestions to include in your personal letters to legislators:

d. Copy the county pages that show the recommended grants in your county; if applicable, circle the name of your organization and the DCA funding category or categories that your grant is recommended for funding under.



e. Highlight how this state DCA grant will help your organization and/or community leverage other necessary matching private and public dollars; create and sustain jobs; help with greater access for all; arts education, etc. Share how these state-grant investments are positive returns on investment -- for every \$1 invested, \$5 is returned to local and state government treasuries.



f. Ask for their help and leadership to secure the four appropriation "asks" needed to fully fund all of the 638 recommended 2017-2018 state matching grants that are listed on the Florida Department of State Division of Cultural Affairs (DCA) ranked lists for all four of the DCA grants-funding categories.

IMPORTANT NOTE: If your senator or representative does not serve in a Senate or House leadership position OR on the [Senate TED](#) or [House TED](#) appropriations subcommittees (refer to page 2), please

Ask your senator to speak to Senate President Joe Negron and Chairmen Jack Latvala and Jeff Brandes for their help to secure the four DCA appropriation "asks" that will fully fund at the eligible and recommended grant amounts all 638 vetted and recommended DCA grants.

Ask your representative to speak to Speaker of the House Richard Corcoran and Chairmen Carlos Trujillo and Clay Ingram for their help to secure the four DCA appropriation "asks" that will fully at the eligible and recommended grant amounts for all 638 vetted and recommended DCA grants.



g. Here is additional information that you can use, e.g. economic impact calculator to determine your organization's economic impact, along with some county economic impact reports, tourism reports, creative industry reports for your county, etc.

February 28, 2017

The Honorable Bobby Powell
State Senator, District #30
214 Senate Office Building
Tallahassee, FL 32399-1100

Dear Senator Powell:

Thank you so much for meeting with Dr. Zingale and me while I was in Tallahassee. It was such a pleasure to see you again, especially in your new role as state senator. Please know how much you taking the time to meet with me each year is appreciated. It gives us time to discuss some of the reasons for the state to invest in arts and culture. For example, the return-on-investment to local and state government treasuries that occur when Florida invests in the Florida Department of State Division of Cultural Affairs (DCA) matching-grant programs. For example in FY 2010, spending by Palm Beach County arts and culture organizations and their audiences generated revenue of \$11,348,000 to local government and \$12,583,000 to state government. The 2017 study will be available this summer, and I'll send you the updated data.

**What's officially recommended for Palm Beach County based organizations?
48 matching DCA grants that total \$5.9 million — see chart below for details:**

As we discussed, \$5.9 million in matching grants are recommended by the Florida Department of State Division of Cultural Affairs for 48 Palm Beach County based grant applicants. **They will only receive their qualified-grant amounts if the Florida Legislature provides the necessary appropriations outlined below and on the enclosed *Platform* Dr. Zingale and I reviewed with you.**

Your leadership as vice chairman of the Senate Transportation, Tourism, and Economic Development Appropriations Subcommittee is so important to help secure these four 2017-2018 appropriation requests:

Florida Department of State Division of Cultural Affairs (DCA) Grant-Funding Programs:	# of vetted and recommended total matching DCA grants throughout Florida under each DCA Grant-Funding Category:	2017-2018 Appropriation Requests Needed to Fully Fund the 638 Qualified Grant Amounts for Each DCA Grant-Funding Category:	# of Palm Beach County Recommended Matching Grants and Total Amounts if Fully Funded under each DCA Grant-Funding Category:
Cultural and Museum Grants	480	\$35,519,347	38 that total \$3,758,984
Culture Builds Florida Grants	110	\$2,320,109	5 that total \$79,050
Cultural Facilities Grants	36	\$11,591,554	4 that total \$1,900,000
Cultural Endowment Program	12	\$2,880,000	1 that totals \$240,000
Subtotals:	638	\$52,311,010	48 that total \$5,978,034

What are the returns on this fraction-of-one-percent investment of Florida's budget with specific examples in Palm Beach County?

- **leverages millions in other private and public dollars necessary to sustain these arts and culture programs;**

Palm Beach County arts and culture organizations and their audiences had a total of \$249,948,308 in expenditures in FY 2010.

- **supports over 88,000 FTE jobs and thousands of part-time jobs;**

5,782 FTE jobs were supported in FY 2010 by Palm Beach County arts and culture organizations and their audiences.

- **attracts cultural tourists who spend 137% more than residents;**

Over 4,328,511 Palm Beach County residents and non-residents attended arts and culture events in FY 2010 in Palm Beach County. The 29.4% of non-residents spent \$31.17 compared to \$23.36 of residents on average event-related spending per person.

- **contributes more to the U.S. economy than construction or transportation according to the U.S. Bureau of Economic Analysis —**

Each day, 4.8 million Americans go to work in Arts and Culture industries. In fact, according to the U.S. Bureau of Economic Analysis, the arts and culture contributed \$730 billion to America's GDP—which is larger than the construction, transportation, and travel & tourism industries.

Senator Powell, these are just a few of the strong economic reasons to support these modest, but vital state investments in our state's arts and culture industry. The intrinsic reasons are equally important. These arts and culture experiences transform us as individuals and communities and connect us in positive and creative ways.

Please speak with Senate President Negron and Chairmen Latvala and Brandes. Encourage them to please provide full support for these four Florida Department of State Division of Cultural Affairs grants' programs. These are wise and modest state investments that reap tremendous, diverse, and substantial returns. Amy Baker's presentation to the Senate TED subcommittee this month reinforced so many of the reasons our creative industry adds to the "economic benefits" she described in her report.

If you or your staff have questions or need additional information, please let me know. Thank you for your time and consideration, and I look forward to seeing you again soon.

Sincerely,

Sherron Long
President, Florida Cultural Alliance

Enclosures — I will also send electronically to Delano, Ben, and Marian:

- a. *2017 Florida Legislative Platform for Arts & Culture*
- b. County-by-county list of all 638 recommended 2017-2018 DCA grants —
Palm Beach County recommended grants are on pages 23-25.
- c. Palm Beach County Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences Report



Here are some other advocacy suggestions — please add your own, too:

1. Read from the Florida Legislative Website legislators' recommendations and tips on ["Effective Communication With a Legislator."](#)
2. Add the names and emails of [your Florida representative and senator](#) in your address books, along with those who represent you in the U.S. Congress: our two U.S. Senators Bill Nelson and Marco Rubio and your specific U.S. Representative.
3. Learn about them. Go to their websites ([Florida Senate](#) and [Florida House](#)) and see what profession they are in; their experiences; education; family information; interests; honors; the legislative committees they serve on; the bills they introduce; etc. Begin and/or continue to build greater understanding about the value of arts, arts education, and culture and stronger relationships with your legislators.
4. Align some of your talking points with your legislators' interests and committee work, e.g., if your legislator serves on an education committee, share some facts about the power of [arts education](#) on students' success or if they serve on tourism, share some facts about the [impact on tourism](#) by Florida's arts and culture resources.
5. Check to see if you have representative/s or senator/s that serve in Florida Legislative Leadership or one of the House or Senate TED appropriations' subcommittees. If so, add those individuals and their staff members to your address books, too. [Go here](#), then 5 and 6.
6. Invite them, their spouse/partner, and staff to a local arts or culture event; tour a school arts class/program; meet with staff or board; speak at an event, etc. Share and inform them about the power of your area's arts and culture resources — build relationships and partnerships with them.
7. Find out if your local arts agency plans to make a presentation that includes the "ask" for support of the DCA 2017-2018 grants at a local county delegation meeting. If so, see if you and other arts advocate can attend as a group. Plan for future delegation meetings in your county.
8. Follow your senator and representative on Twitter and FaceBook or other social networks they belong to — learn what is important and matters to them.
9. Do you know others who personally know your legislators or other key legislators? Would they speak to them and ask for their support of the *2017 Florida Legislative Platform for Arts & Culture*? Recruit other arts and culture advocates to speak up in support of arts, arts education, and culture with legislators.
10. Make sure that info@FLCA.net is an acceptable email on your Internet server, and please pay attention and follow through in a timely manner on each action alert sent to you. Thank you.



Your engagement, follow-through actions, and voice matter.