



**Learn and use this  
information in  
your advocacy  
efforts**

**pages 1 & 2**



**to include in your  
personal letters to  
legislators:**

**page 3**



**Sample letter to  
Florida Legislator**

**pages 4 & 5**



**Other helpful  
advocacy hints**

**page 6**

**Questions and additional information:**

**Email: [info@FLCA.net](mailto:info@FLCA.net)**



**Do you want the State of Florida to invest in arts & culture grants?  
Then, please follow these steps NOW — February 2017.**

**Step 1:**



- a.** What are the appropriation "asks" to fully fund the 638 recommended Florida Division of Cultural Affairs (DCA) 2017-2018 grants?

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:
<a href="#">Cultural and Museum Grants</a>	480	\$35,519,347
<a href="#">Culture Builds Florida Grants</a>	110	\$2,320,109
<a href="#">Cultural Facilities Grants</a>	36	\$11,591,554
<a href="#">Cultural Endowment Program</a>	12	\$2,880,000
<b>Subtotals:</b>	<b>638</b>	<b>\$52,311,010</b>

- b.** Is there a document that outlines in one place these "asks," along with other details about these state-grant investments and reasons why they are wise investments for the state?

**Yes, the two-page [2017 Florida Legislative Platform for Arts & Culture](#).**

- c.** Is there a list that shows all of these recommended 2017-2018 DCA grants organized under the counties where they are based and links all of the recommended grantees' websites?

**Yes, this [county-by-county list](#) of 638 recommended 2017-2018 DCA grants.**

- d.** Is there a document that was submitted to every legislator by the Florida Department of State that lists these ranked grant recommendations for 2017-2018?

**Yes, the Florida Department of State [Grant List and Information 2017-2018 Booklet](#).**

**Step 1 continued:**



**e.** How can I find out who in the Florida Legislature represents me?

**Your voter registration card or [go here](#) and enter your address.**

**f.** Who in the Florida Legislature are in leadership and committee positions to help secure the four appropriations 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.

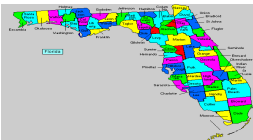


**TED Appropriations Subcommittees:** Here are those legislators who serve on either the Senate or House TED appropriations subcommittee who are responsible for the DCA appropriation recommendations:

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

**OR**

**[Florida House Transportation & Tourism 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 your county.**



Is there other information I can learn from and use in my personal letters to my members of the Florida Legislature to encourage them to support these four DCA 2017-2018 appropriation requests to fully fund all 638 recommended grants?

**Yes, access creative industry and economic impact studies [here](#).**

## Step 2:



## Sample letter on pages 4 & 5.

Write personal letters now — not emails or form letters — to your Florida House and Senate member. Also, write to legislators who serve in Florida legislative leadership and/or in the House and Senate TED appropriations subcommittees if they represent your county in the Florida Legislature.



- a. 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.



- b. 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.



- c. 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.

County	Ranking in DCA Grant Program	DCA Application Number	Qualified Director of Cultural Affairs (DCA) 2017-2018 Grant Applicant - DCA on the basis of the application (link to research link website)	DCA Grant Program Category
Alachua	15	1448-201	14-1200-381	Arts & Culture
Alachua	16	1448-201	14-1200-382	Arts & Culture
Alachua	17	1448-201	14-1200-383	Arts & Culture
Alachua	18	1448-201	14-1200-384	Arts & Culture
Alachua	19	1448-201	14-1200-385	Arts & Culture
Alachua	20	1448-201	14-1200-386	Arts & Culture
Alachua	21	1448-201	14-1200-387	Arts & Culture
Alachua	22	1448-201	14-1200-388	Arts & Culture
Alachua	23	1448-201	14-1200-389	Arts & Culture
Alachua	24	1448-201	14-1200-390	Arts & Culture
Alachua	25	1448-201	14-1200-391	Arts & Culture
Alachua	26	1448-201	14-1200-392	Arts & Culture
Alachua	27	1448-201	14-1200-393	Arts & Culture
Alachua	28	1448-201	14-1200-394	Arts & Culture
Alachua	29	1448-201	14-1200-395	Arts & Culture
Alachua	30	1448-201	14-1200-396	Arts & Culture
Alachua	31	1448-201	14-1200-397	Arts & Culture
Alachua	32	1448-201	14-1200-398	Arts & Culture
Alachua	33	1448-201	14-1200-399	Arts & Culture
Alachua	34	1448-201	14-1200-400	Arts & Culture
Alachua	35	1448-201	14-1200-401	Arts & Culture
Alachua	36	1448-201	14-1200-402	Arts & Culture
Alachua	37	1448-201	14-1200-403	Arts & Culture
Alachua	38	1448-201	14-1200-404	Arts & Culture
Alachua	39	1448-201	14-1200-405	Arts & Culture
Alachua	40	1448-201	14-1200-406	Arts & Culture
Alachua	41	1448-201	14-1200-407	Arts & Culture
Alachua	42	1448-201	14-1200-408	Arts & Culture
Alachua	43	1448-201	14-1200-409	Arts & Culture
Alachua	44	1448-201	14-1200-410	Arts & Culture
Alachua	45	1448-201	14-1200-411	Arts & Culture
Alachua	46	1448-201	14-1200-412	Arts & Culture
Alachua	47	1448-201	14-1200-413	Arts & Culture
Alachua	48	1448-201	14-1200-414	Arts & Culture
Alachua	49	1448-201	14-1200-415	Arts & Culture
Alachua	50	1448-201	14-1200-416	Arts & Culture
Alachua	51	1448-201	14-1200-417	Arts & Culture
Alachua	52	1448-201	14-1200-418	Arts & Culture
Alachua	53	1448-201	14-1200-419	Arts & Culture
Alachua	54	1448-201	14-1200-420	Arts & Culture
Alachua	55	1448-201	14-1200-421	Arts & Culture
Alachua	56	1448-201	14-1200-422	Arts & Culture
Alachua	57	1448-201	14-1200-423	Arts & Culture
Alachua	58	1448-201	14-1200-424	Arts & Culture
Alachua	59	1448-201	14-1200-425	Arts & Culture
Alachua	60	1448-201	14-1200-426	Arts & Culture
Alachua	61	1448-201	14-1200-427	Arts & Culture
Alachua	62	1448-201	14-1200-428	Arts & Culture
Alachua	63	1448-201	14-1200-429	Arts & Culture
Alachua	64	1448-201	14-1200-430	Arts & Culture
Alachua	65	1448-201	14-1200-431	Arts & Culture
Alachua	66	1448-201	14-1200-432	Arts & Culture
Alachua	67	1448-201	14-1200-433	Arts & Culture
Alachua	68	1448-201	14-1200-434	Arts & Culture
Alachua	69	1448-201	14-1200-435	Arts & Culture
Alachua	70	1448-201	14-1200-436	Arts & Culture
Alachua	71	1448-201	14-1200-437	Arts & Culture
Alachua	72	1448-201	14-1200-438	Arts & Culture
Alachua	73	1448-201	14-1200-439	Arts & Culture
Alachua	74	1448-201	14-1200-440	Arts & Culture
Alachua	75	1448-201	14-1200-441	Arts & Culture
Alachua	76	1448-201	14-1200-442	Arts & Culture
Alachua	77	1448-201	14-1200-443	Arts & Culture
Alachua	78	1448-201	14-1200-444	Arts & Culture
Alachua	79	1448-201	14-1200-445	Arts & Culture
Alachua	80	1448-201	14-1200-446	Arts & Culture
Alachua	81	1448-201	14-1200-447	Arts & Culture
Alachua	82	1448-201	14-1200-448	Arts & Culture
Alachua	83	1448-201	14-1200-449	Arts & Culture
Alachua	84	1448-201	14-1200-450	Arts & Culture
Alachua	85	1448-201	14-1200-451	Arts & Culture
Alachua	86	1448-201	14-1200-452	Arts & Culture
Alachua	87	1448-201	14-1200-453	Arts & Culture
Alachua	88	1448-201	14-1200-454	Arts & Culture
Alachua	89	1448-201	14-1200-455	Arts & Culture
Alachua	90	1448-201	14-1200-456	Arts & Culture
Alachua	91	1448-201	14-1200-457	Arts & Culture
Alachua	92	1448-201	14-1200-458	Arts & Culture
Alachua	93	1448-201	14-1200-459	Arts & Culture
Alachua	94	1448-201	14-1200-460	Arts & Culture
Alachua	95	1448-201	14-1200-461	Arts & Culture
Alachua	96	1448-201	14-1200-462	Arts & Culture
Alachua	97	1448-201	14-1200-463	Arts & Culture
Alachua	98	1448-201	14-1200-464	Arts & Culture
Alachua	99	1448-201	14-1200-465	Arts & Culture
Alachua	100	1448-201	14-1200-466	Arts & Culture

- 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 these appropriations needed to fund all of these recommended state matching grants fully. Begin and/or continue to build greater understanding about the value of arts, arts education, and culture and stronger relationships with your legislators. Your engagement and voice matter.



February 12, 2017

The Honorable Bobby Powell  
State Senator, District #30  
2715 North Australian Avenue, Suite 105  
West Palm Beach, FL 33407

Dear Senator Powell:

Thank you so much for meeting with Dr. Zingale and me this past week. It was such a pleasure to see you again, especially in your new role as state senator. All of us in your district are so proud of you and grateful to you for your support of issues that positively impact Palm Beach County and our entire state.

**What's at stake for Palm Beach County?**

**48 matching DCA grants that total \$5.9 million:**

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* we reviewed with you last week.

Your leadership as vice chairman of the House Transportation & Tourism 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
<b>Subtotals:</b>	<b>638</b>	<b>\$52,311,010</b>	<b>48 that total \$5,978,034</b>

**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 —**

*Arts and cultural economic activity, adjusted for inflation, grew 2.5 percent in 2013, according to estimates of the industries' real value added by the Bureau of Economic Analysis. That compares with a 1.1 percent increase in 2012. As a group, the core arts and cultural industries, such as performing arts, museums and design services, grew 3.3 percent.*

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 Ingram. 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 last week 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.
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](mailto: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.

