



Learn and use this information in your advocacy efforts
pages 1 & 2



Sample letter to Florida Legislator
pages 4 & 5



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:
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

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.

Count	Funding in DCA Grant Program Call Requests	DCA Grant Program Call Requests	DCA Application	Qualified Division of Cultural Affairs (DCA) 2016-2016 Grant Application - Click on the link below for the application form to connect to this website.	DCA Grant Program Categories
Florida	30	548,251	93,255,853	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural Facilities
Florida	30	548,251	93,255,853	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural Facilities
Florida	204	1,152,350	164,550,258	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	144	3,026,300	464,744,424	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	102	55,652	9,114,143	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	144	3,026,300	464,744,424	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	279	1,152,350	164,550,258	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	2	91,953	16,142,461	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	27	82,058	13,914,394	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Cultural & Museum Grants
Florida	37	82,058	14,182,255	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	Specific Cultural Project
Total Requests	1,377,761	246,854	37,711,452	Division of Cultural Affairs (DCA) 2016-2016 Grant Application	

- 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
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?

February 12, 2017

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- **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 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.

