

STATE & LOCAL GOVERNMENT RELATIONS CONFERENCE

Practical Stakeholder Mapping and Engagement

September 27, 2019

Jay H. Dick

Americans for the Arts

Americans for the Arts

Together we:

Advocate



Research



Connect



Lead



- Established in 1960
- Largest arts umbrella advocacy and research non-profit
- 501(c)3 with 501(c)4 sister org and affiliated federal PAC
- Primary membership is 5,000 local arts agencies in most every midsize to major city (with a lot of small ones too)
- Shorthand Mission: All the Arts for All the People
- Goal – One million person army to advocate for the arts

Public Perception of the Arts



Targets and Partners

- Mayors
- City Councils
- County Elected Officials
- City Managers and Staff
- State Legislators
- Lt. Governors
- Governors
- School Boards
- Public



Partners and Stakeholder



Dynamics of A Working Partnership

- Two sides to each partnership
 - Both partners must benefit
 - What do you bring to the table?
- Help the partner to achieve their goals or mission
- Give the public official association's staff a reason to want to partner with you
 - Help them with a program of goal of theirs
 - Make them look good to their members
 - Identify grants or dollars to support their activities
- Partnerships require work from both sides

Private Sector Strategic Partnerships



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Arts Organizations Strategic Partnerships

League
of American
Orchestras



THE
KENNEDY
CENTER



N | A | L | A | C
national association of latino arts and cultures



American
Alliance of
Museums



National
Endowment
for the Arts
arts.gov

SPHINX
Aaron P. Dworkin • Founder



NCAPER
NATIONAL COALITION FOR ARTS' PREPAREDNESS & EMERGENCY
RESPONSE



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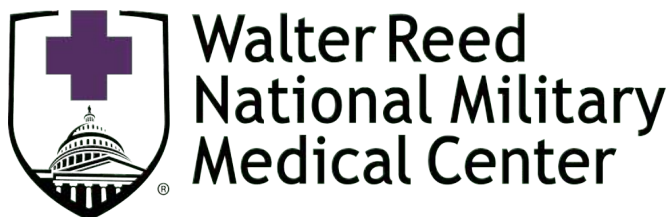
Community Organizations Strategic Partnerships



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Military Strategic Partnerships



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Arts Education Partnerships



National Coalition for CORE ARTS Standards



creative youth DEVELOPMENT



National Young Audiences Arts for Learning



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Arts Action Fund Strategic Partnerships



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Public Sector Strategic Partnerships



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Benefits of a Successful Public Partnership

- Partner highlights our topic/association to their members
- Speaking opportunities
- Newsletter or blog articles
- Endorsed research
- Higher level of trust by elected officials
- Authentic working and personal relationship with elected officials and their staffs
- Ability to be a resource to the elected officials and their staff
- Ability of my local advocates to follow up in-state

Bonus Benefits of a Successful Public Partnership

Great Friendships!

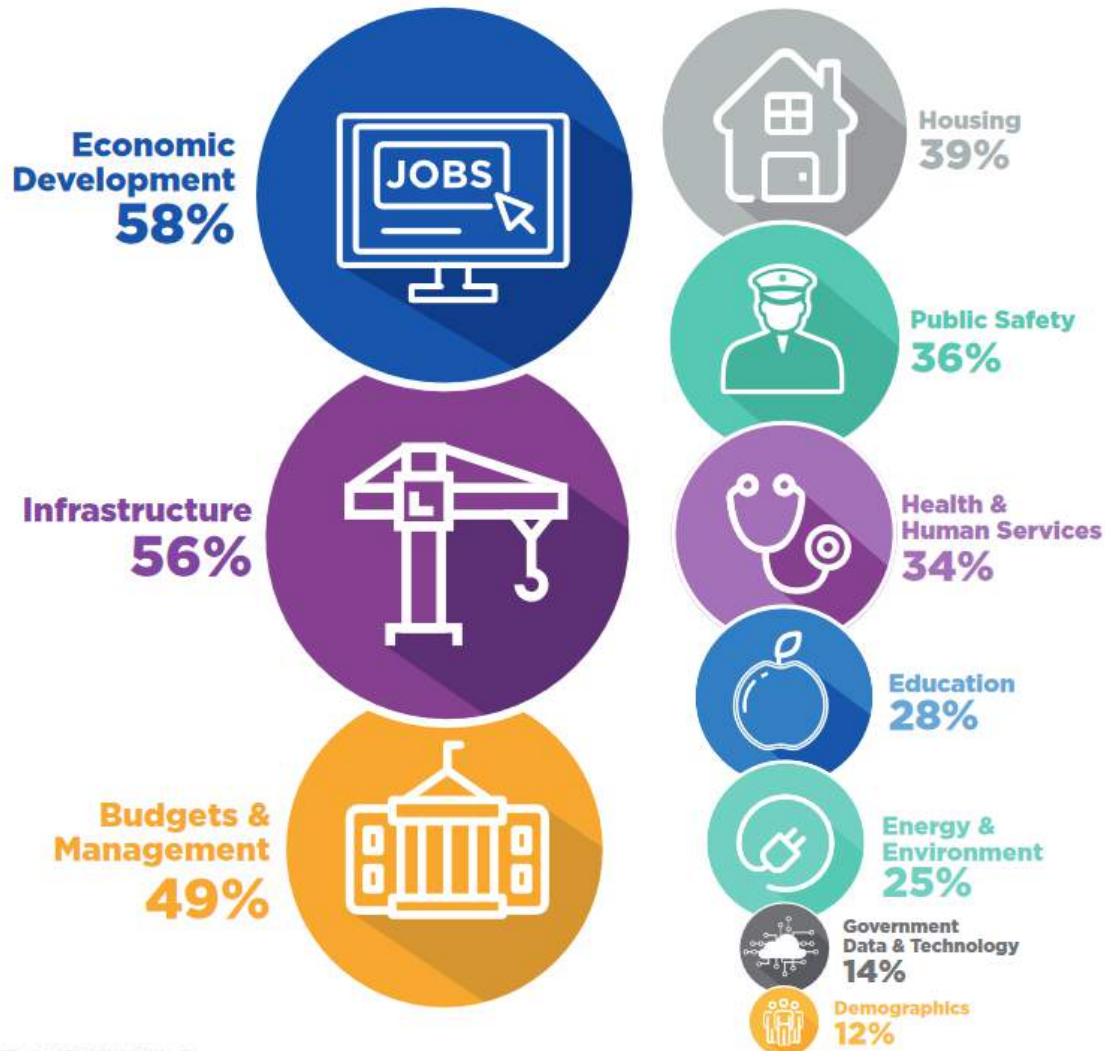


Bonus Benefits of a Successful Public Partnership



Great Friendships!

Stakeholders Must Care About Your Topic



Stakeholders Must Care About Your Topic

TOP 5

ECONOMIC DEVELOPMENT SUBTOPICS

Downtown
Development

34%



Arts &
Culture

31%



Neighborhood
Vitalization

26%



Jobs

22%



Business
Attraction
& Retention

19%



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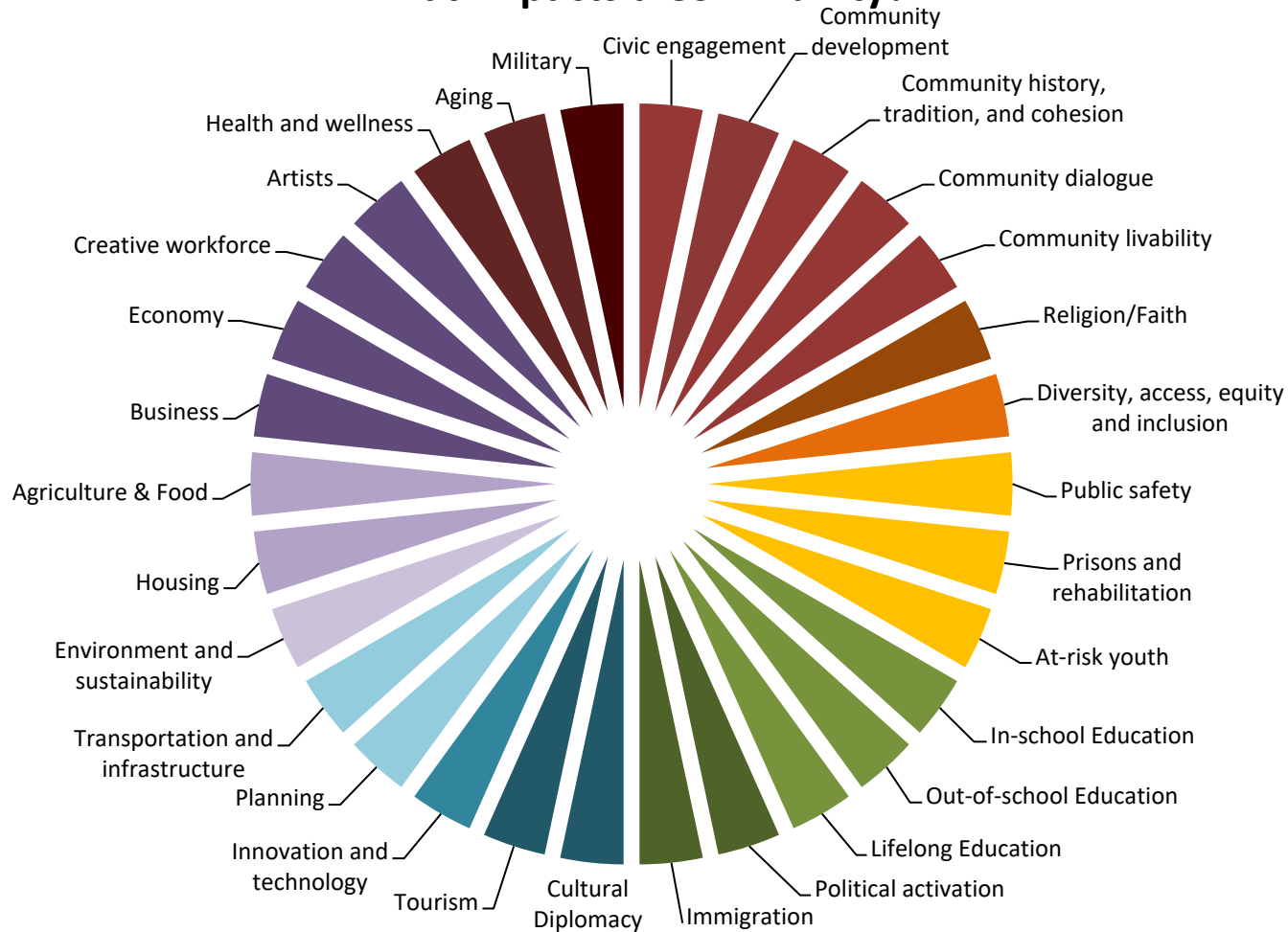


Internal Dynamics of Stakeholder Relationships

- Americans for the Arts' Board of Directors sets priorities based upon our mission and current external forces
- CEO along with our Political Response Team reviews possible partners/stakeholders for viability
- Internal Partner Liaison Working Group meets to coordinate activities
- Government Affairs oversees the majority of these relationships

Arts Topics

What Impacts a Community?



www.AmericansfortheArts.org/SocialImpact

Public Leadership in the Arts Award



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Public Leadership in the Arts Award







Things to Know/Consider about awards


- Awards are not always the right fit for all organizations
- Don't make it burdensome on the partner organization
- Make sure an award is a win/win for both organizations
- Award programs take a little while to get set up, take your time and make sure you do it right
- Make it look nice! Not just a plaque


Partner Websites


TRENDING California Supervisor tells Congress disaster reforms need to be implemented now

JOINABOUT NACo



**NATIONAL
ASSOCIATION
of COUNTIES**



WHAT WE DO TOPICS ADVOCACY RESOURCES EVENTS NEWS  **COUNTY EXPLORER INTERACTIVE**

Arts & Culture



COUNTY NEWS

Behind the Seal - May 13, 2019

Lander County, Nevada



COUNTY NEWS

Counties, arts and culture storm Capitol Hill

Arts advocates got a bonus from counties during this year's National Arts Action Summit and Arts Advocacy Day as both the NACo Legislative Conference and the Americans for the Arts-led event landed in the same time period.



WORKSHOP

2019 NACo Legislative Conference: Creative Counties Forum

The Creative Counties Forum will be an open conversation on broad trends and useful resources in creative placemaking – or the integration of arts and culture into community revitalization work.

ARTS & CULTURE COMMISSION

COMMISSION CHAIR

Shelley Goodman Taub

Commissioner
Oakland County, Mich.

Commission Members

FEATURED EXPERTS



Jenna Moran

Associate Director – Resiliency, Transportation & Infrastructure



Jay Dick

Senior Director of State and Local Government Affairs,
Americans for the Arts



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Partner Blogs

NACo

WHAT WE DO

TOPICS

ADVOCACY

RESOURCES

EVENTS

NEWS



EXPLORER



CN CountyNews

Counties, arts and culture storm Capitol Hill

By Jay Dick Apr. 1, 2019



Oakland County, Mich. Commissioner Shelley Goodman Tsab, chair of NACo's Arts and Culture Commission. Photo by Jerry Fishman, courtesy of Americans for the Arts.

Arts advocates got a bonus from counties during this year's National Arts Action Summit and Arts Advocacy Day as both the NACo Legislative Conference and the Americans for the Arts-led event landed in the same time period.

This allowed the 500-plus Arts Advocacy Day participants from 48 states to interact and learn from county officials as they prepared to storm Capitol Hill asking legislators to support a budget of \$1.675 billion for both the National Endowment for the Arts (NEA) and the

RELATED RESOURCES



COUNTY NEWS
Mother Remembered



COUNTY NEWS
Behind the Seal - May 13, 2019



COUNTY NEWS
Prince George's County, Md. tells local story of black migration



WORKSHOP
2019 NACo Legislative Conference: Creative Counties Forum



Partner Blogs

NLC
NATIONAL
LEAGUE
OF CITIES

CitiesSpeak



EQUITY POLICY HOUSING ENVIRONMENT FINANCE HEALTH LOVE MY CITY YOUTH



Our Eight Most Popular Articles of 2017

1) **Eight Ways the Arts Can Boost Your Local Economy**

“The arts and culture sector can have a larger impact on your city’s economy (in terms of GDP) than other industries like tourism and transportation — but city leaders often don’t recognize the economic value and impact of the arts in their community.” (*Jay Dick, Americans for the Arts*)



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APR
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California Senator Ben Allen Presented With Public Leadership in the Arts Award

NCSL and Americans for the Arts presented California Senator Ben Allen (D) with the Public Leadership in the Arts Award for State Arts Leadership Monday in Sacramento. The award honors state officials who effectively lead the arts advancement movement in their region.



Since being elected in 2014, Allen has introduced four extensive bills that would increase access to the arts in schools and help keep entertainment industry jobs in California—most notably the landmark Theatre and Dance Act (SB 916).

He also held an oversight hearing to examine why the visual and performing arts are not widely incorporated into the curriculum as required by state law. The lack of visual and performing arts education is particularly acute in disadvantaged communities. He is leading a robust effort to ensure that all students are exposed to



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Partner Newspaper

10 AUGUST 5, 2019

NATIONAL ASSOCIATION OF COUNTIES

CONFERENCE WORKSHOPS

Public art bridges gaps, strengthens communities

by Rachel Looker
staff writer

WHO SPOKE:
Jay Dick, senior director of state and local government affairs, Americans for the Arts
Gabrielle Enfield, county grants administrator, Washoe County, Nev.
Tony Manfredi, executive director, Nevada Arts Council
Joe Meschede, civic arts coordinator, Burning Man Project
Mickey Spratt, cultural supervisor, Clark County, Nev.

WHAT PARTICIPANTS LEARNED:
Members of the Arts and Culture Commission discussed ways to engage with state art agencies, establish public art programs and create projects on the county level at the "Creating Vibrant Communities Through Public Art" session during NACo's Annual Conference on July 13.

"I would argue that there isn't much that arts and culture can't help solve," said Tony Manfredi, executive director of the Nevada Arts Council.

The value of the arts is very important to counties, Manfredi said.

before an artist designed colorful murals to make the space more child-friendly.

"When you go back home important to them," Spratt said.

Washoe County, Nev., Grants Administrator Gabrielle Enfield discussed the importance of public art.



Endorsed Research



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



SUMMARY REPORT | CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.





AMERICANS FOR THE ARTS IS THE NATION'S LEADING NONPROFIT ORGANIZATION FOR ADVANCING THE ARTS IN AMERICA. ESTABLISHED IN 1960, WE ARE DEDICATED TO REPRESENTING AND SERVING LOCAL COMMUNITIES AND CREATING OPPORTUNITIES FOR EVERY AMERICAN TO PARTICIPATE IN AND APPRECIATE ALL FORMS OF THE ARTS.



The following national organizations partner with Americans for the Arts to help public and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.



Cover: Andrew Sturtevant Photography
(Clockwise from Top) Concert for Miami Knight Concert Hall, Miami, FL; Photos from the Broadway 100 'Broadway' campaign; 'Creatives Making a Difference in Hollywood' - Presented by the Community Redevelopment Agency of Hollywood and supported by the Downtown Hollywood Music Project and the Art and Cultural Center of Hollywood, FL; Photo by Jill Weinberg; The Post, El Paso Museum & Cultural Affairs Department, TX; Photo by Jan Lauer; Dancer at outdoor performance, Fulton County Arts Council, GA. Photo by GDC Studios.

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www.AmericansForTheArts.org | #AEP5

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Endorsed Research



What Makes Data Useful?

1. Relevant
2. Specific to the locality
3. Must clearly demonstrate the point
4. Must be reputable and believable
5. Best to have multiple studies from multiple sources
6. Compare and/or put in context

Helping the Partner with their Mission



Helping the Partner with their Mission



Legislative Fly-In



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