

Minnesota Citizens for the Arts  
Arts Advocacy Day 2011

## Arts Advocate Handbook

Welcome to Arts Advocacy Day 2011! The success of Arts Advocacy Day depends upon the willingness of people like you who take time away from their busy lives to come to the Capitol and talk to legislators about the importance of the arts. This year we will again be making history!

YOU are the most important person here today.  
Thank you for being an Arts Advocate.



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Minnesota Citizens for the Arts believes that the diversity of Minnesota's artistic and cultural resources and traditions is what makes this state so rich and vibrant. MCA will create and abide by policies that increase and support diversity and access within the organization and will provide leadership to the field in advancing arts opportunities for all Minnesotans. MCA will ensure that our programs are available to all Minnesotans regardless of age; religion; cultural, ethnic and racial differences; physical and mental abilities; economic status; gender; sexual orientation; and geography.

Upon request, accommodation will be provided to allow individuals with disabilities to participate in all MCA services, programs and activities including making any of our information available in alternative formats such as Braille, large print or CD.

# Minnesota Citizens for the Arts: Your Statewide Arts Advocacy Organization

## MCA's Board Members Come From Every Corner of the State:

Donna Bachman, Minneapolis  
 Sandy Boren-Barrett, Maple Plain  
 Beth Burns, St. Paul  
 Brenda Byron, Waseca  
 Hal Cropp, Lanesboro  
 Barb Darland, Duluth  
 Pat Dove, Park Rapids  
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 Craig Dunn, St. Paul  
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 Lee Koch, St. Paul  
 David Marty, Grand Rapids  
 Carla McGrath, Minneapolis  
 Heather Miller-Shiell, Minneapolis  
 Margaret Miller, Minneapolis  
 John Nuechterlein, St. Louis Park  
 Rebecca Petersen, Fergus Falls  
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 Sheila Terryll, Minneapolis  
 Audrey Thayer, Bemidji  
 Amanda Thompson Rundahl, Braham  
 Ben Vander Kooi Jr., Luverne  
 James Wafler, Maplewood  
 Mara Wittman, Warren  
 Daniel Zielske, Mankato

### MCA Life Board Members:

Steve Barberio, Hopkins  
 Jean Fournier, Apple Valley  
 Karen Gray, Spring Grove  
 Jennifer Halcrow, Minneapolis  
 Bill Miller, Duluth  
 John Roth, Minneapolis  
 Charles Skrief, St. Paul  
 Ben Vander Kooi, Luverne

## MCA Staff:

|                            |                              |
|----------------------------|------------------------------|
| <b>Executive Director:</b> | Sheila Smith                 |
| <b>Lobbyist:</b>           | Larry Redmond                |
| <b>Operations Mgr:</b>     | Mark Albers                  |
| <b>Fieldworker:</b>        | Josh Wise                    |
| <b>Interns:</b>            | Hannah Baldwin<br>Alex Szeto |

**Minnesota Citizens for the Arts** is a diverse, grassroots statewide arts advocacy organization whose mission is to ensure opportunity for all people to have access to and involvement in the arts. MCA's successes include leading the arts community to pass the Clean Water, Land and Legacy Amendment, which will provide dedicated funding to the arts for the next 25 years through the Minnesota Constitution. We have also increased the state's appropriation from nothing to a peak of over \$30 million per year, securing and protecting tax exemptions for non-profits in Minnesota, and working on behalf of the arts with Minnesota's congressional delegation. MCA does not endorse any candidate for any office.

**What Does MCA Do?** MCA serves the statewide arts community's interests by lobbying the Minnesota State Legislature and representing the interests of the arts community to the Minnesota State Arts Board (MSAB) and Regional Arts Councils (RACs). On behalf of the arts community throughout Minnesota, MCA organizes arts advocates from around the state to lobby legislators. Our issues include arts funding, tax policies that affect charitable giving and non-profits, and arts education. MCA lobbies on other issues important to the non-profit arts both at the Legislature and in the U.S. Congress. MCA also conducts original research and gives out arts advocate awards.

**MCA's staff and Board of Directors** come from all over Minnesota and not only work with arts organizations of every genre, size and type, but also come from the general public. Half of MCA's board of 36 directors comes from greater Minnesota. Our board membership represents every corner of the state.

**MCA is a grassroots advocacy organization.** This means that we organize members of the arts community and public to demonstrate and teach the importance of the arts in Minnesota and to affect the outcome of legislative decisions by making sure that our elected officials hear the voices of the arts community. Our coalition includes artists, audiences, arts educators and arts organizations, big and small, and the general public in metro, suburban and rural areas who believe, as we do, that the arts contribute in positive ways to all of our communities.

### The most important piece of this puzzle is YOU.

Your input is important to your legislators, whether it be letters, emails, meetings, phone calls, or even a simple postcard. We succeed because thousands of arts advocates in the state of Minnesota, organized by MCA, make their voices heard year after year. We are here to help you be effective!



**Find out how you can become an  
ARTS ADVOCATE, and join MCA.**

Visit: [www.mncitizensforthearts.org](http://www.mncitizensforthearts.org)

@MnCitizen & on Facebook & 651-251-0868

# Arts Advocacy Day Schedule

**7:30 to 8:00 a.m.**      **Registration & Coffee at the Minnesota History Center**  
*History Center Lobby*

Those not attending the Advocacy Class can register and socialize until 8:30.

**8:00 to 8:30 a.m.**      **Advocacy Class for New Attendees**  
*History Center Auditorium*

First-time arts advocates or those who need a refresher should attend this class for a basic orientation to arts advocacy.

**8:30 to 9:30 a.m.**      **Advocacy Seminar & Join Your Team**  
*History Center Auditorium*

**You need to attend this session in order to join your team.**

MCA's Executive Director Sheila Smith, Lobbyist Larry Redmond and special guests from the Capitol will give attendees the inside story on arts issues in the 2011 session. Be the first to hear the latest news on the \$6 billion dollar deficit and the state of arts funding as well as what's new with the *Clean Water, Land and Legacy Amendment*.

**9:30 to 10:00 a.m.**      **Walk / Ride to the State Capitol**

Teams will walk or ride a shuttle bus three blocks to the Capitol. It may be quicker to walk. The shuttle bus will run every 20 minutes until 1:00 pm; its stops are noted on the map on page 2.

**10:00 to 1:00 p.m.**      **Legislator Appointments**  
*State Capitol & State Office Buildings*

Teams meet with legislators. *Meeting times and locations are noted on your Team Sheet.* An experienced advocate will lead your team on legislative meetings. In between appointments, visit the MCA Home Base in the Great Hall of the Capitol where you can write a letter to the Governor, take a tour of the Capitol, or grab lunch in one of the cafeterias. Most teams will be finished by 1:00 p.m.  
**HOME BASE CLOSSES AT 1:30 PM.**

**6:00 to 9:00 p.m.**      **Fundraiser for CERF @ Grand Hand Gallery**

Join us at Grand Hand Gallery 619 Grand Ave, St. Paul MN 55102. CERF (Craft Emergency Relief Fund) is a non-profit that helps artists affected by disasters.

**\* MCA's Home Base is in the Great Hall of the Capitol building\***

# Eight Short Tips on Meeting With Legislators

- 1 Make sure you have your facts straight.** Take a moment to familiarize yourself with the materials in this handbook before you meet with legislators. You don't need to memorize the information provided, but reading it ahead of time will help to refresh your knowledge of current arts issues. If a legislator asks you something that you don't know, don't guess. Instead, offer to send the information to them at a later date. Let MCA know if you need help!
- 2 Be on time, be polite, be patient and be nice.** There is no quicker way to lose support for your issue than by being rude to legislators. Your legislator may have two committee meetings going on while they are supposed to be meeting with you and may be late. They can't help being overscheduled. Don't be offended – be glad that you have time with them and make the most of it.
- 3 Introduce your team members and note what connection each person has to the legislator's district.** Talk to each other before your meetings so you know everyone's connections to the legislators and their districts. Your team may include people who live in the legislator's district (constituents), people from organizations who have received grants from the MN State Arts Board (MSAB) or Regional Arts Council (RAC), people from organizations that have toured the legislator's district or an artist who has done a residency in one of the legislator's local schools. You may even be with one of the legislator's friends!
- 4 KISS: Keep it Short and Simple.** You may only have the legislator's ear for five minutes, so get to the point as soon as everyone has introduced himself or herself. Be clear about why you are there, why they should care, and what you want.
- 5 Make your issue personal.** If you have time, tell stories about how arts funding and state grants have benefited the people and communities in the legislator's district. Your team leader will have a list of the grants that have been awarded in the district. How have these benefited children in the area? Senior citizens? How have the arts brought the community together?
- 6 Before you leave, say "thank you" again.** Your team leader will also have a thank you card for each legislator that your team meets with – be sure to sign them!
- 7 Let us know what happened in your meetings!** Please fill out an evaluation form for every meeting you attend (evaluation forms are in your folder) and give completed forms to your team leader or MCA staff at Home Base in the Capitol's Great Hall. Your feedback is very important to us, so please take a few minutes to jot down your impressions and any specific statements of support or opposition that the legislator made.
- 8 Let this be the beginning of your relationship with your legislators.** When you get home, send your legislators a note thanking them for their time. Invite them to local arts events, openings and other activities that they or their family may enjoy. **Be a resource to your legislators.** If he or she expressed interest in obtaining information on a certain arts issue or organization, send it to them! Let MCA know if you need help.

## What Are Our Goals for Arts Advocacy Day 2011?

1. To ask legislators to support Gov. Dayton's proposal to keep general fund arts cuts proportional to the cuts of other state agencies (5%).
2. We also want to thank legislators for dedicating just under 50% of the Arts & Cultural Heritage Fund to the MSAB and RAC system & urge them to do it again for the next 2 years.
3. To educate legislators about arts activities in their district.
4. To give a face to the arts in each legislator's district.

**\*\* Watch for updates the morning of Advocacy Day**

## What Are the Big Arts Issues This Year?

We are in difficult times. The arts, like every other part of society, are participating in those difficult times, with rising unemployment and shrinking budgets, during which artists and arts organizations are trying to provide the same services with fewer resources. The state has a giant \$5 billion deficit and everything will be scrutinized.

### **GENERAL FUND**

Governor Dayton recommended a cut of only 5% to the arts, in line with his cuts to other state agencies. We recognize that the arts need to do our part to help solve the state's deficit, so we support his recommendations.

Voters overwhelmingly supported the arts in 2008, when Minnesotans passed the Clean Water, Land and Legacy Amendment, creating dedicated funding for the arts. As someone who worked on the Vote Yes! campaign with many conservation and arts advocates, I was inspired by the overwhelming number of voters who affirmed that the arts are a defining feature of Minnesota. It showed that we value the arts and our great outdoors that we will take direct action to protect our quality of life.

### **LEGACY FUND**

The proposed cut above does not affect the separate Legacy funding from the constitutional Amendment.

Two years ago, the legislature dedicated about 47% of the Arts & Cultural Heritage Fund from the Amendment to the MSAB/RAC system, which funds the arts statewide. We are asking the legislature to dedicate 50% of the fund to the MSAB/RAC system for the

next two years so that it will continue to support the arts statewide. (And wisely, in order to guard against a budget "bait and switch," the constitutional language says that amendment resources can't be used as a substitute for current state funding from other sources.)

### **A TWO-LAYER VISION**

The Minnesota State Arts Board and Regional Arts Councils have done a great job launching the new grant programs made available by the amendment. Through extensive public input, from meetings across the state to on-line surveys, they collected the dreams and wishes of Minnesotans on what the Legacy money could do to create a more vibrant and accessible arts environment in our state. The result is a two-layer vision: local grants provided by the eleven Regional Arts Councils, and grants of statewide and regional significance to be provided by the Minnesota State Arts Board. Grants are being made in every county of the state.

So what does this mean to you, the average Minnesotan? You will see, over the next several years, a flowering of opportunities to experience and participate in the arts. There is no doubt that the result of the Amendment will be increased access to the arts in every corner of the state. However, like everything else in the state budget, the arts will probably lose some ground this year. We hope that in fairness it will be proportionate to cuts to other agencies. In the meantime, we must persuade the governor and Legislature to follow the people's will and let the amendment work.

# Is There Anything Else I Can Do to Help? YES!

**\*\*4 simple ways you can help the cause**

- 1 Send a thank you letter to your legislators when you get home asking them to support the arts. Get your friends to write a short letter too.**

According to Rep. Alice Hausman, *"Ten letters can influence a legislator."*

Your letter can be very short and simple. All you need to include is:

- Your name and home address
- An opening sentence that says: "Thanks for meeting with us (or "I'm sorry we didn't get to meet with you on") Arts Advocacy Day. I just wanted you to know that I would like you to support the arts."
- If you have more time, you can also add a few notes about the arts in your town and how important they are to your community. That's it!

Send your letters to the following addresses:

Representative \_\_\_\_\_  
c/o MN House of Representatives  
State Office Building  
St. Paul, MN 55155

Senator \_\_\_\_\_  
c/o MN State Senate  
State Capitol Building  
St. Paul, MN 55155

Or: Use MCA's website's Arts Action Center to send a pre-written letter to your legislators. It's fast and easy. To send a letter go to: <http://www.capwiz.com/artsusa/mn/state/main/?state=MN>

- 2 Join MCA's e-mail Arts Alert list, and be the first to hear arts news from the Legislature.**

Go to MCA's website at [www.mncitizensforthearts.org](http://www.mncitizensforthearts.org) or send an e-mail to [staff@mncitizensforthearts.org](mailto:staff@mncitizensforthearts.org) to join the Arts Alert List.

- 3 Volunteer at MCA:**

MCA is always looking for people to help fulfill our organizational goals. Volunteers may help us throughout the year with mailing, calling, and organizing next year's Arts Advocacy day. One hour or ten hours, the commitment level is up to you! **Put your name on our volunteer list by sending an e-mail to [staff@minnesotacitizensforthearts.org](mailto:staff@minnesotacitizensforthearts.org)**

- 4 Connect to MCA on Facebook, Twitter and Youtube and be a part of our arts advocate community.**

# What's Happened to State Arts Funding In the Last Few Years?

## -2006-

It was a non-appropriations year but the debate on the *Clean Water, Land and Legacy Amendment* dominated the session. Once again, the bill did not advance until the arts were amended onto it in the Senate. In a series of speedy committee hearings, the Senate sent it to the floor and on to a conference committee. The House took all session to catch up. The arts were amended in and out of the bill numerous times as it worked its way to the House floor, and with a dramatic amendment offered by Rep. Charron, (now chair of the MSAB) the arts got back into the bill. The conference committee was deadlocked on whether the funds should be dedicated from current revenues or be a part of a new tax, and the bill died.

## -2007-

Pushed by MCA and legislative leaders, regular arts funding was increased by \$1.743 million to \$10.336 million per year. We also added a state Poet Laureate and restored the Percent for Art program. The Statewide Smoking Ban included a provision that exempted smoking on stage as a part of a theatrical performance as long as notice is given to the audience beforehand. MCA also helped to add a provision to allow nonprofits to sell donated liquor at silent auctions. The biggest push, to pass the *Clean Water, Land and Legacy Amendment*, came very near to succeeding when it passed by large margins in both the House and Senate and then out of conference committee. A filibuster on another issue blocked final passage of the bill, but the bill stayed alive for the next session because it was only the first year of the 2-year biennium. Both Majority Leaders wrote a letter that pledged to get the bill done in the next session. Knowing a great campaign would be needed, MCA leaders and conservationists began organizing the Vote Yes! Campaign.

## -2008-

On Arts Advocacy Day, February 14<sup>th</sup>, 2008, over 500 arts advocates were at the capitol to witness legislators pass the *Clean Water, Land and Legacy Amendment* on to the people for a vote in the 2008 election. The passage of this amendment set into high gear the Vote Yes! Campaign. It was a wide-ranging coalition of arts advocates and outdoors enthusiasts from

across the state. Over 350 nonprofit and civic organizations statewide endorsed the amendment. On Election Day 2008, fifty-six percent of Minnesotans voted "YES" to a constitutional amendment that would dedicate funds to the arts and the environment for the next 25 years. The passage of the amendment by such large margins affirmed that Minnesotans value a high quality of life that includes access to the arts. MCA played a significant role in the Vote Yes! Campaign. This victory proved again that when we work together, we make great things happen for the arts and our state.

## -2009-

We went back to the legislature to make sure that the new funding we've raised would actually go to the arts as intended. The House created a committee whose primary job was to sort out how the amendment funds would be spent called the Cultural and Outdoor Resources Finance Division, chaired by Rep. Mary Murphy. The Senate assigned the job to the Economic Development and Housing Budget Division, chaired by Sen. David Tomassoni. Our request was that at least 50% of the Arts and Culture Fund go to the Minnesota State Arts Board and Regional Arts Councils, with the remainder to go to the Minnesota Historical Society and other cultural groups.

The economy is in a freefall, but it is estimated that the Arts and Culture Fund will raise \$46M per year in the first few years of its existence.

The Senate committee follows through, dedicating 50% of the Arts and Culture Fund to the Minnesota State Arts Board and Regional Arts Councils (MSAB and RACs). The House, however, gives only 17% of the proceeds to the MSAB and RACs, sending the new dollars hither and yon to many other interests, some of whom did not even ask for it. In the Conference Committee, led by Sen. Cohen and Sen. Tomassoni, we prevail, and 46% of the resources for the next two years go to their intended destination; \$21,650,000 each year for the next two years to the MSAB and RACs.

(Continued)

Combined with the \$8.6 million we obtained in general funds, the arts will now receive over \$30M per year.

July 1, 2009 - The new amendment tax was imposed, and the four new funds for land, water, parks and arts were created.

August 15, 2009 - The new tax receipts begin to accrue in the four new funds.

Why did we again succeed in the legislative environment?

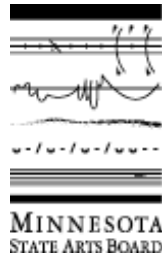
- The credit goes largely to Sen. Dick Cohen and Sen. David Tomassoni, who would not agree to the conference committee report until the resources go where they were intended.
- The committee chairs were supported by MCA sending over 4000 letters through Capwiz, Arts Advocacy Day bringing nearly 800 arts people to the capitol to meet with legislators, a month-long phone banking effort, and other grassroots measures.
- It is notable that throughout all three phases of

this effort, MCA has had a staff of only two or three people at any given moment. Larry Redmond again performed strongly as MCA's lobbyist.

We will have to go back to the legislature every two years for the next 25 years to make sure that amendment resources go to where they are intended – to preserve and support the arts in Minnesota. But the language of the constitutional amendment, including a sentence that the funds “must supplement traditional sources of funding for these purposes and may not be used as a substitute” giving us additional protection.

**-2010-**

Last year the state faced another billion-dollar deficit. The Governor once again recommended cutting state arts funding by 33% in 2011 and eliminating all general fund support for the MSAB and RACs by 2013 and to “transition (the agency) to a nonprofit corporation”. We fought against those attempts and kept cuts to the arts to just 3%.



## **FYI: Grants Now Available Through the Amendment Funds**

Minnesota's state arts funding system includes a state agency (MSAB) that does statewide programming and grant-making, and 11 regional arts councils (RACs) which each serve a set of counties with local grants and services. They are the state's infrastructure for supporting the arts in Minnesota. Collectively, they received \$21,650,000 for grants and services for:

1. Arts, and Arts Access
2. Arts Education
3. Arts and Cultural Heritage.

### **STATEWIDE:**

#### **MINNESOTA STATE ARTS BOARD (MSAB):**

In addition to some administrative money, 70% of the MSAB/RAC appropriation goes to the MSAB for statewide projects and services. After a lengthy and exhaustive set of regional meetings and public input, the MSAB has completed its plan to get grants out to Minnesota communities. They will be doing a combination of beefing up current programs for artists and arts organizations and creating new programs to

promote arts education partnerships, to fund touring and festivals, to fund free public access to arts events, and to fund new opportunities for artists. These new programs & application forms are now posted on [www.arts.state.mn.us](http://www.arts.state.mn.us).

### **NEW MSAB GRANT PROGRAMS:**

The State Arts Board created four major new programs as well as a number of smaller initiatives made possible by the passage of the Clean Water, Land & Legacy Amendment. The four major new programs are:

1. **Touring and Presenting:** \$2M: Giving Minnesotans greater access to high-quality artists and arts organizations, regardless of geography. This program will support presenters in presenting the arts in communities across the state, and producing artists and arts organizations to tour to locations within Minnesota. In addition, the MSAB will create **Festivals Grants** with \$250,000 to help Minnesotans engage in festivals that celebrate the arts, build community, and expose communities to diverse art forms. (Arts and Arts Access, and Arts and Cultural Heritage).
2. **Arts Participation Grants:** \$2M: Allowing people of all ages, abilities, economic backgrounds, cultural heritages, and geographic areas to be able to participate in the arts. This grant program will include two parts. First, grants to arts organizations for strategic, sustained work to engage underserved audiences (\$1.5M). Second, grants to social service organizations to enable clients to participate in high-quality arts events (\$.5M). (Arts and Arts Access).
3. **Professional Development for Artists and Organizations:** \$370,000: Providing opportunities for artists and arts organizations to increase their business and career skills, making them equal to their exceptional artistic quality, and making Minnesota a state in which artists want to live and work because they can be successful. This includes professional development, activities, opportunities and resources. Plus, an additional \$593,000 for Artist Initiative Grants. (Arts and Arts Access).
4. **Life-Long Arts Learning Opportunities:** \$2.3M: Creating new opportunities for Minnesotans of all ages to participate in arts learning and develop their creativity. Grants to arts organizations and community organizations to create or increase arts learning programming. (Arts Education).

Smaller new programs include a census of artists and arts organizations, a touring folk/traditional visual arts exhibition, and additional traditional and folk arts grants. These programs are in addition to the Board's previous decision to provide stabilization grants for arts organizations and presenters.

The MSAB will of course be making more comprehensive announcements about their new programs and related grantmaking criteria on their website at [www.arts.state.mn.us/grants/machf.htm](http://www.arts.state.mn.us/grants/machf.htm). They will be your best resource for further information.

### **REGIONAL ARTS COUNCILS (RACs):**

And remember, these larger grant programs are in addition to all of the many new Arts, Arts Access, Arts Education and Arts and Cultural Heritage programs being launched across the state by our eleven Regional Arts Councils.

The RACs are receiving 30% of the appropriation, and each RAC is determining independently the new programs it will create in their region based on local community input. The appropriation is split between the councils on a formula primarily driven by population but includes additional factors such as size of region. To find out what opportunities are available in your area, contact your local Regional Arts Council. Go to: <http://www.arts.state.mn.us/racs/index.htm>.

So, congratulations! All of the arts community's work over the past many years to pass the Clean Water, Land and Legacy Amendment will result in greater access to the arts for all Minnesotans.

# What Does the Minnesota Constitution Say?

On November 4<sup>th</sup>, 2008, 56% of Minnesotans Voted Yes on the *Clean Water, Land and Legacy Amendment!*

## ARTICLE XI APPROPRIATIONS AND FINANCES

...

**Sec. 15. Outdoor heritage, clean water, parks and trails, and arts and cultural heritage; sales tax dedicated funds.** Beginning July 1, 2009, until June 30, 2034, the sales and use tax rate shall be increased by three-eighths of one percent on sales and uses taxable under the general state sales and use tax law. Receipts from the increase, plus penalties and interest and reduced by any refunds, are dedicated, for the benefit of Minnesotans, to the following funds: 33 percent of the receipts shall be deposited in the outdoor heritage fund and may be spent only to restore, protect, and enhance wetlands, prairies, forests, and habitat for fish, game, and wildlife; 33 percent of the receipts shall be deposited in the clean water fund and may be spent only to protect, enhance, and restore water quality in lakes, rivers, and streams and to protect groundwater from degradation, and at least five percent of the clean water fund must be spent only to protect drinking water sources; 14.25 percent of the receipts shall be deposited in the parks and trails fund and may be spent only to support parks and trails of regional or statewide significance; **and 19.75 percent shall be deposited in the arts and cultural heritage fund and may be spent only for arts, arts education, and arts access and to preserve Minnesota's history and cultural heritage.** An outdoor heritage fund; a parks and trails fund; a clean water fund and a sustainable drinking water account; and an arts and cultural heritage fund are created in the state treasury. The money dedicated under this section shall be appropriated by law. **The dedicated money under this section must supplement traditional sources of funding for these purposes and may not be used as a substitute.** Land acquired by fee with money deposited in the outdoor heritage fund under this section must be open to the public taking of fish and game during the open season unless otherwise provided by law. If the base of the sales and use tax is changed, the sales and use tax rate in this section may be proportionally adjusted by law to within one-thousandth of one percent in order to provide as close to the same amount of revenue as practicable for each fund as existed before the change to the sales and use tax. [Adopted, November 4, 2008]

**The Constitution says clearly that Legacy dollars cannot be a substitute for traditional funding sources.**

# The *Clean Water, Land and Legacy Amendment* was the largest arts and culture ballot initiative in American History!

- ★ The Amendment was also the largest conservation initiative in American history.
- ★ With **56%** of the vote, the Amendment received the highest percentage of all candidates and initiatives in Minnesota on the statewide ballot on election day. We even got more votes than President Obama in Minnesota.
- ★ Children who have not even been born yet will benefit from increased access to the arts and culture and to a cleaner, healthier environment because of the passage of the Amendment.

## ★ **We won in every congressional district.**

- ★ We won in 57 of 87 Minnesota counties.



- ★ The best area for the Amendment was the 5th Congressional District (Minneapolis), where 73% of the voters who voted on the Amendment checked “Yes.” Even if all non-voters are counted as “No” votes in the 5th, we still got over 68% approval.



- ★ **1,635,040 people voted Yes!** for the Arts and the Environment!



- ★ **Dedicated funding for the arts is now in the Minnesota constitution. No other state constitution includes dedicated funding for the arts.**



## THANK YOU ALL!

Literally thousand of heroes contributed time and resources to this effort. I know that many of you here today worked very hard to pass the Amendment. Thank you! I would like to particularly thank the members of the board of Minnesota Citizens for the Arts, and the members of the Steering Committee of the Vote Yes! Campaign who forged an efficient, effective and collaborative effort, the arts organizations who devoted staff time and resources to supporting the campaign, and thank the staff of Vote Yes!

# Frequently Asked Questions

## What Issues Does MCA Work On?

- ✓ **State Arts Funding.** To ensure access to the arts for all Minnesotans by working to protect, and if possible increase, state appropriations to the arts in Minnesota. State funding reaches into every Minnesota county via the grants and services of the Minnesota State Arts Board and Regional Arts Councils.
- ✓ **Enlightened Tax Policies.** Recognizing and encouraging the public's engagement with and support of nonprofits by working to promote and maintain tax policies beneficial to charitable giving, arts philanthropy and nonprofit arts organizations.
- ✓ **National Arts Issues.** To support federal funding of the arts, enlightened national tax policies for charities and other issues of interest to arts supporters.
- ✓ **Cultural Bonding Requests.** To support a state role in providing resources to create cultural infrastructure in Minnesota, but not to work on any individual organization's project.
- ✓ **Arts Education.** To support the inclusion of arts as a basic requirement in Minnesota schools by supporting the work of our sister organization, the Arts Education Consortium.

## Where Does State Arts Money Go?

State arts funding goes to the Regional Arts Councils (RACs) and Minnesota State Arts Board (MSAB). Between the Arts Board and Regional Arts Councils, state money reaches every single Minnesota county in grants and services, and all legislative districts benefit from these grants:

### The Minnesota State Arts Board



- A. Gives grants to medium and large arts organizations, individual artists and schools, series presenters, folk arts and festivals across the state.
- B. Provides newsletters, artist and space directories, workshops and technical assistance to all.

### The Regional Arts Councils



- A. Give grants to small and medium arts organizations (generally rural), schools, libraries, cities, service organizations, community groups, individual artists and student artists, depending upon the needs of their own region.
- B. Provides newsletters, artist and space directories, workshops and technical assistance to all.

## What are the Regional Arts Councils?

The state is divided into eleven Regional Arts Councils (RACs) which each support a different geographic area of Minnesota. Minnesota's RACs are unique in the nation as a model for decentralized decision-making for arts grants, programs and services. The Minnesota Legislature established the RAC system in 1977 in order to serve the needs of arts organizations and artists throughout the state on a grassroots level. RACs are funded primarily by the State of Minnesota, supplemented by grants from the private sector. *For more information, contact Jeff Prauer at 651-645-0402.*

## What is the Minnesota State Arts Board?

The Minnesota State Arts Board (MSAB) is a state agency funded primarily by the State of Minnesota, supplemented by grants from the National Endowment for the Arts and the private sector. The MSAB is governed by eleven private citizens appointed by the Governor from all over the state to serve four-year terms. As a state agency, the board sponsors a wide variety of grant programs, services and resource publications for individual artists, arts organizations and schools throughout the state. *For more information, contact the MSAB at (651) 215-1600 or <http://www.arts.state.mn.us>*

# How Does MCA, the Arts Community, and the Legislature Fit Together?

## At MCA, everyone gets involved and works together:

- ✓ Forming the agenda
- ✓ Funding MCA
- ✓ Gathering information
- ✓ Serving on the board
- ✓ Volunteering time
- ✓ Providing feedback...

At MCA, we connect arts advocates with their legislators, monitor activity at the Capitol, and inform our members of what's happening and who to contact. We also talk directly with legislators as bills move through the Legislature. MCA's Arts Advocates from all over the state talk to their legislators about the arts and why they should vote with us.

**Legislators vote on arts issues knowing that their constituents believe the arts are important.**

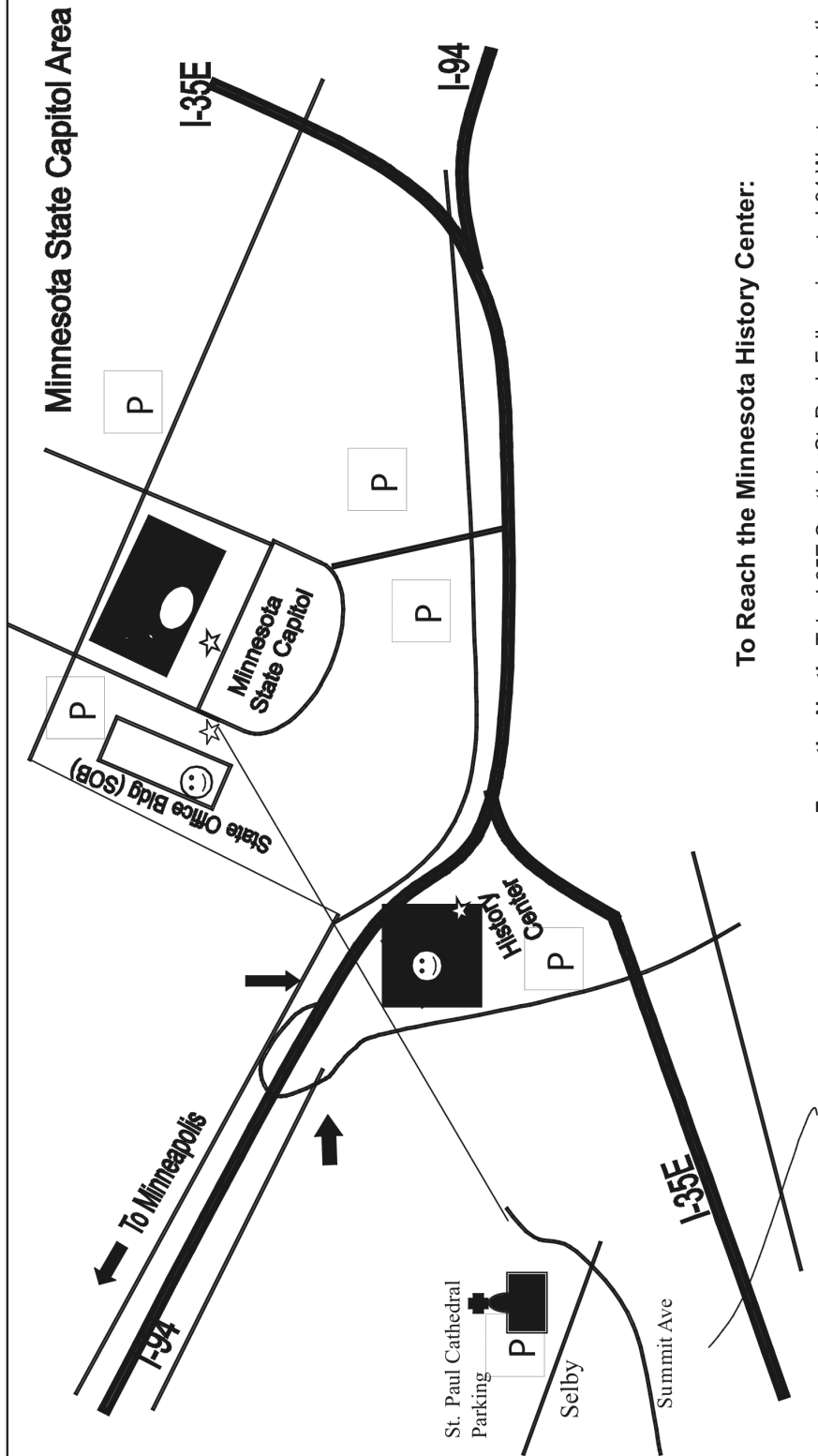
## Who is MCA?

- **MCA's staff and board:** Your voice at the Capitol, we organize and educate the arts community to affect the outcome of legislative decisions on arts funding, tax policies that affect philanthropy, and other issues important to the non-profit arts.
- **Individual Artists and Arts Advocates**, including audiences in every corner of Minnesota.
- **Small, medium, rural, suburban and metro arts organizations of all genres** and their staff, boards, and audiences (there are 1600 non-profit arts organizations in the state).
- **Large arts organizations of all genres** and their staff, boards and audiences (there are about 120 arts organizations with annual budgets over \$100,000).
- **The Regional Arts Councils** staff and boards: eleven independent, state funded grant making organizations supporting small and rural arts organizations and schools all across the state.
- **State Arts Board** members and staff: the state government's arts funding agency.

## How Does the Legislature Work?

- A. The Legislators and the Governor work hard to make friends in their districts, raise money for their campaigns and get elected. It's important that arts folks get involved in the campaigns of both parties so even more legislators will be friends of the arts. The Legislature has a Senate (67 members) and a House of Representatives (134 members). You live in the district of one state Senator and one state Representative.
- B. There are a lot of issues to be discussed and voted on each year, so the House and Senate split up into committees, just like most non-profit boards do, to get most of their work done. The Chairs of the committees have the most power, so MCA works to educate the Chairs about the arts.
- C. During the legislative session, the state's budget is split into pieces and sent to the committees for discussion and votes, including the arts budget. We pay most attention to the committee that gets the arts. (The budget making process takes place in odd numbered years; 2005, 2007, 2009 etc.).
- D. In both the House and Senate, once committees decide how much money they will spend, they send their piece to the "floor" so that the whole Legislature can vote on it. This is another good time to call or write.
- E. The Senate and House then have to agree with each other in a conference committee how the final bill will look. MCA tries to help them to agree on a high amount for the arts.
- F. When the Legislature is done, the budget goes to the Governor to sign. MCA works to educate the Governor about the arts so he won't veto the budget. When the budget is signed the money goes to the Minnesota State Arts Board and eleven Regional Arts Councils, who together make grants all over the state to our arts community.

# CAPITOL AREA MAP AND DIRECTIONS



## To Reach the Minnesota History Center:

**From the North:** Take I-35E South to St. Paul. Follow signs to I-94 West and take the first exit, Marion Street. Take a left on Marion, crossing over I-94, and follow signs for Kellogg. The History Center is straight ahead. After traffic lights at intersection of John Ireland and Kellogg, get into the left-turn lane and turn left into the parking lot.

**From the South:** Take I-35 North, which merges with I-94 West, and exit at Kellogg Blvd. Turn Left on Kellogg and take the first right into the parking lot.

**From the East:** Take I-94 West. Exit at Marion Street and Take a left on Marion, crossing over I-94. Follow the signs for Kellogg Blvd. After the intersection of Kellogg and John Ireland Bldvs., get into the left-turn lane and turn into the parking lot.

**From the West:** Take I-94 East to Marion St./Kellogg Blvd. Exit. Follow the signs for Kellogg. After the intersection of Kellogg and John Ireland Bldvs., get into the left-turn lane and turn into the parking lot.

*Parking is available for a fee in the parking lot adjacent to the History Center.*



**Bus Stops**

*MCA BUS STOPS: Every 20 Minutes in front of the History Center, at the west guard shack in front of the Capitol's southern steps, and in front of the State Office Building (SOB).*



**Lunch Spots**

*Lunch is available in cafeterias in the State Capitol, the Minnesota History Center and the State Office Building.*