

AMERICANS FOR THE ARTS 2008 NATIONAL CONVENTION | Philadelphia
Tapping New State Funding Sources for Local Arts Impact | Sunday, June 22

CALIFORNIA ARTS COUNCIL FUNDING



FY 2007- 08 \$1,227,000
FY 2008- 09 \$1,238,000



FY 2007- 08 \$2,812,000
FY 2008- 09 \$3,172,000



**NATIONAL
 ENDOWMENT
 FOR THE ARTS**

*A great nation
 deserves great art.*

FY 2007- 08 \$1,087,000
FY 2008- 09 \$1,086,000



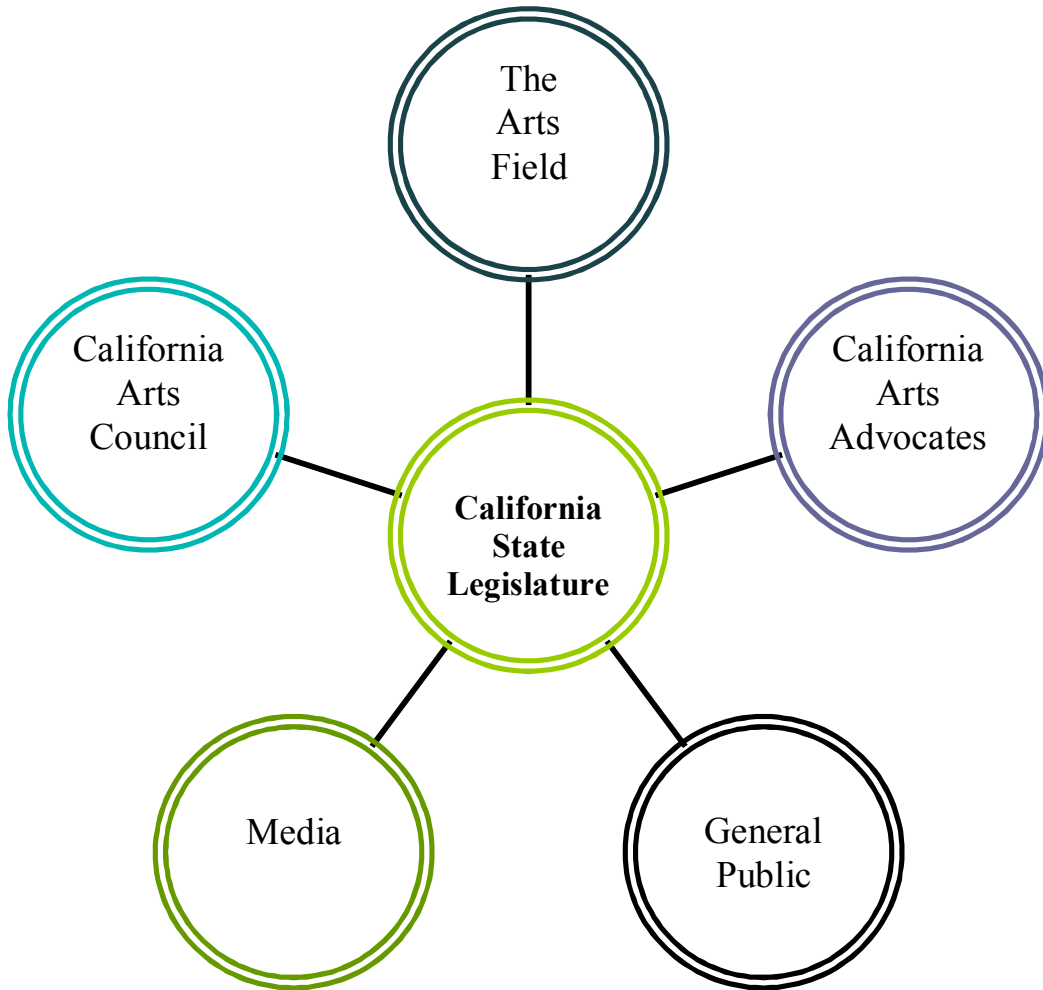
**THIS BILL WOULD HAVE BROUGHT AN ADDITIONAL
 \$30+ MILLION ANNUALLY TO THE CALIFORNIA ARTS COUNCIL**



P.O. Box 601902 | Sacramento, CA 95860 | (916) 973-0807 | Advocacy@CaliforniaArtsAdvocates.org

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Working Together to Build Public Value for the Arts in California



It becomes a critical issue for you to be involved, because they don't know their communities unless you tell them about the communities...and they will respond. If their community speaks loudly about something, I never see that fail.

~ Kathy Lynch
Legislative Advocate for California Arts Advocates

California
ARTS *Advocates*

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MORE FUNDING FOR MORE ART FOR MORE PEOPLE



ISSUE BRIEF: Secure a stable revenue source for the California Arts Council (CAC)

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ACTION NEEDED: Please tell Governor Schwarzenegger, Senate and Assembly leadership and your state lawmakers to increase funding for the arts by supporting the passage of AB 1365, the transfer of sales tax on arts-related purchases to the California Arts Council.

WHY INVEST IN THE ARTS?

- **To provide equal access to the arts for every citizen of California.**
With funding for the CAC, people in every legislative district throughout the state will benefit from valuable programs offered by arts organizations. With increased government investment, meaningful programs that are often free or offered at a reduced price will continue to benefit every community.
- **To strengthen the economy of local communities and attract tourists to California.**
Nonprofit arts organizations in California provide \$5.4 billion in economic activity annually, supporting more than 160,000 jobs and generating \$300 million in local and state revenue.
- **To renew and revitalize local downtown development.** Cities such as Sacramento, Long Beach, San Diego, San Jose and Ventura have revived and rebuilt their downtowns by restoring old theaters, opening new store-front galleries and concert halls, and offering festivals and art walks that bring the community together in the downtown setting.
- **To enhance the quality of life for citizens.** The arts preserve and enhance our cultural heritage, strengthen our sense of national, state and community identity, bring families closer together and make communities more desirable locations in which to live, work and raise a family.
- **To invest in local community groups and organizations.** The CAC grants programs are designed to extend the state's resources to as many groups and individuals as possible, in order to reach and serve the rich diversity of California's communities. Since 2003, when the CAC budget was cut by 94%, the arts in California have been significantly under-funded.

California Arts Council Funding History* & Budget Comparison

FY00-01	FY01-02	FY02-03	FY03-04	FY04-05	FY05-06	FY06-07	FY07-08
\$31,828,400	\$27,767,000	\$18,412,000	\$ 1,940,000	\$ 2,047,000	\$ 2,121,000	\$ 4,024,000	\$ 4,002,000

*Total state appropriations including Arts License Plate revenue. These figures do not include funding from the National Endowment for the Arts or other sources. Source: CAC and National Assembly of State Arts Agencies

BACKGROUND:

Since 2003, California is 50th in the nation, spending three cents per capita for the arts from the state's General Fund.

In February 2007, AB 1365 was introduced by Assembly Member Betty Karnette (D-Long Beach), as an effort to refurbish the state's arts funding structure and return the CAC grants budget to previous levels. AB 1365 originally called for all revenues derived from the state's portion of sales tax proceeds from works of art to be allocated to the California Arts Council exclusively for administrative and artistic purposes. That plan has been refined to solely redirect sales taxes charged in two, specific retail categories pertaining to arts, crafts and music. AB1365 is a two-year bill, giving more time to gain support for its passage in 2008.

IMPACT: It is estimated that the passage of this bill will bring more than **\$30 million annually to the CAC.**

VISIT THE CALIFORNIA ARTS ACTION CENTER: <http://capwiz.com/artsusa/ca/state/main/?state=CA>

FOR MORE INFORMATION, CONTACT: Lisa Caretto, executive director, California Arts Advocates at (916) 973-0807.

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QUESTIONS & ANSWERS: AB 2728, Arts Council funding
The state legislature can commit today to invest in the arts
when California can afford it.

- **What is AB 2728?** AB 2728 would require the transfer of 20% of the state's General Fund sales and use tax revenue derived from taxpayers engaged in certain lines of business to the State Treasury for allocation to the California Arts Council (CAC), when the General Fund has achieved ongoing structural balance on or before 2015.
- **Is this an additional tax?** No, this refers to the existing sales and use tax in California. This is a transfer of the existing sales and use tax revenues levied on arts-related purchases.
- **Does this transfer the sales tax collected only from the sale of works of art?** No, it does not single out just works of art. The Board of Equalization (BOE) business codes 11 and 15 refers to includes: Art goods and gift stores, bric-a-brac stores, ceramic stores, imported gift merchandise, novelties and souvenir stores, music stores, musical instrument stores, piano stores, phonographic records stores and retail sheet music stores. The NAICS codes referred to in the bill are: Art dealers, art supply stores, candle shops, flower shops and other specialized retail stores.
- **Is this transfer of revenue difficult to administer or costly to the state?** No, The BOE has reported in an analysis of AB 1365, a similar bill in 2007, that the transfer can be administered easily and cost effectively.
- **Will this take revenue away from local government?** No, cities and counties continue to receive their portion of the existing percentage of the sales tax revenue equation. The statewide sales and use tax rate in California is 7.25%. Local governments receive 2% of this revenue; the state's General Fund receives 5% and the state Fiscal Recovery Fund receives .25%. This concept transfers to the CAC only 20% of the state General Fund's sales and use tax revenue levied on two, specific retail categories pertaining to arts, crafts and music purchases.
- **What does ongoing structural balance of the General Fund mean?** Ongoing structural balance is achieved only if all economic recovery bonds (ERB) are retired and the May Revision of the Governor's Budget shows revenues exceeding expenditures during both the prior and current years, excluding proceeds from borrowing. The ERB Act (Proposition 57) was passed by the voters in March 2004, and Governor Schwarzenegger's FY 2007-08 budget summary predicts that these bonds will be repaid ahead of schedule in 2009.
- **Where does the collected tax revenue go and who does it serve?** To the CAC serving California. The revenue is transferred to the CAC for administrative and artistic purposes. The CAC's mission is to advance the state through the arts and creativity, with an emphasis on children and underserved communities. This kind of funding stream would expand the CAC's reach to provide more access to arts and culture for 37 million Californians and the millions of tourists who visit California each year. Funding to provide arts for all.
- **How much is the projected revenue stream for the California Arts Council?** \$30+ million. The BOE estimates that \$33 million will transfer to the CAC in the first year of the bill's implementation and could grow each year.
- **Will this transfer of revenue be a significant loss to other state programs?** No. Nonprofit arts organizations generate nearly \$300 million in state and local taxes each year. This revenue provides an opportunity for arts organizations and artists to promote the sale of art and other arts related items, and increase the overall economic contribution to the state of California. Creating more art for more people generates more tax revenue for California. This is a public investment.
- **Who opposes this concept?**
Although California's current fiscal crisis is a challenge, there is no organized opposition.

BACKGROUND:

California leads the nation in the Americans for the Arts Creative Industry 2008 Report with 98,949 arts related businesses that employ 500,891 people. And yet, California is entering its 5th year as 50th in the nation, spending three cents per capita for the arts from the state's General Fund. As an effort to refurbish the state's arts funding structure and return the CAC grants budget to previous levels, Assembly Member Betty Karnette (D-Long Beach) introduced AB 1365, the 20% transfer of sales tax to the CAC last year. Although more than 150 organizations and individuals registered their support for AB 1365, it did not pass out of the Assembly Appropriations Committee last January. In order to gain bi-partisan support during California's ongoing fiscal crisis, Ms. Karnette amended AB 2728 to include a funding trigger making the bill operative when the General Fund has achieved ongoing structural balance. Assembly Members Fiona Ma (D-San Francisco) and Anthony Portantino (D-Pasadena) are co-authors.

FOR MORE INFORMATION, CONTACT: Lisa Caretto, executive director, California Arts Advocates at (916) 973-0807.
California Arts Advocates is a nonprofit organization, believing in the deep public value of the arts in California.

ACTION ALERT

SUPPORT AB 2728: Securing a stable revenue source for the CAC



Working for more funding for more art for more people.
stART NOW!
Together, we can do this.

AB 2728 (D-Karnette), as amended requires that 20% of existing sales tax charged in two specific retail categories pertaining to arts, crafts and music be transferred to the California Arts Council. Key to concerns about the California budget deficit, AB 2728's amendment includes a "trigger" that would hold off its enactment until "the General Fund has achieved ongoing structural balance on or before July 1, 2015."

Register your organization's support. **FAX YOUR SUPPORT LETTER RIGHT NOW!!!**
Then call your Board and ask them to do the same. FAX: Betty Karnette at (916) 319-2154

What about that \$14 billion deficit and the Governor's fiscal emergency declaration?
Recognizing that lawmakers are making difficult decisions about cutting programs and reducing costs, AB 2728 would only become operative when the General Fund has achieved ongoing structural balance on or before July 1, 2015.

AB 2728 takes effect when the deficit is solved.

What about lawmakers who say they are making difficult decisions about funding or cutting life-sustaining programs, and cannot consider new funding for the arts?
We need to educate elected officials that AB 2728 would not take effect until a structural balance in the budget has been achieved. We also should inform them about arts organizations throughout the state, that have programs serving children, seniors, veterans, people with autism, cancer, Parkinson's and Alzheimer's. The nonprofit arts sector provides programs for homeless children, foster children, victims of domestic violence, youth-at-risk, gang prevention and intervention, incarcerated juveniles and adults and prison re-entry programs.

AB 2728 will help arts organizations to serve more people in California.

What about lawmakers who say that the state cannot afford to support the arts?
Inform your elected officials that the nonprofit arts sector generates \$5.4 billion in economic activity in California, supporting 160,000 jobs. The arts bring more than \$300 million to state and local tax coffers. Americans for the Arts reports that nationally, the arts and culture industry achieves \$166.2 billion in economic activity every year, supporting 5.7 million jobs and generating \$29.6 billion in government revenue. According to the 2008 Creative Industries Report, there are 98,949 arts-related businesses that employ 500,891 people in California.

AB 2728 is a great investment that will produce an even greater return to California.

More than 150 organizations and individuals faxed letters supporting AB 1365, a similar bill, last year. We need this kind of response from the field again to get AB 2728 passed into law. Together, we can make it happen this time! FAX: Betty Karnette at (916) 319-2154

For more information and sample letters, visit www.CaliforniaArtsAdvocates.org



Take Action

Take Action: California Arts Funding Legislation

Dear Lisa:

The California legislature has an opportunity to recognize the value of art in California and increase funding so all Californians can have access to arts programs. And you can help make it happen!

Support AB 2728 Karnette (D-Long Beach), a bill that requires 20% of state sales and use tax revenues derived from the sales of art dealers, art auctioneers, and certain other business entities to be deposited in the State Treasury for allocation to the California Art Council when the General Fund has achieved ongoing structural balance. \$32 million!

This is not a new tax; it is merely a designation for the spending of dollars the state is already collecting. This bill recognizes the current budget deficit and becomes operational only when the budget is balanced.

California is entering its fifth year spending 3 cents per capita from the General Fund on the arts. Seize this opportunity to articulate the value of art and to insist on ARTS FOR ALL!

Visit the [California Arts Action Center](#) to e-mail Asm. Alan Nakanishi. Mr. Nakanishi is a member of the Assembly Appropriations Committee. Ask him to coauthor AB 2728 and to urge Assembly Member Mark Leno, chair of the Assembly Appropriations Committee to move AB 2728 out of committee on Wednesday, May 7 and to the Assembly floor.

It takes two minutes to e-mail your elected representatives and one minute to tell a friend that you did!

America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year--\$63 billion in spending by organizations and an additional \$103.1 billion in event-related spending by audiences.

Source: Americans for the Arts & Economic Prosperity III

California nonprofit arts organizations add \$5.4 billion to the state's economy and generate nearly \$300 million in state and local taxes.

Source: The Arts: A Competitive Advantage for California II

[California Arts Advocates](#) is the official Americans for the Arts State Arts Advocacy Captain for California and is solely supported by membership dues from organizations and individuals.

If you no longer wish to receive e-mail from us, please click [here](#).

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Tapping New State Funding Sources for Local Arts Impact | Sunday, June 22

Arts Advocacy Forum

Presented by Arts Council Silicon Valley & California Arts Advocates

Thursday, May 1, 2008

Cost: FREE

8:30-10:00 AM @ Adobe Systems, Incorporated's Headquarters

(co-presented by City of San Jose Office of Cultural Affairs)

345 Park Avenue, San Jose, CA 95110-2704

OR

3:00-4:30 PM @ The William and Flora Hewlett Foundation

2121 Sand Hill Road, Menlo Park, CA 94025

Introductions by:

Bruce W. Davis, Executive Director, Arts Council Silicon Valley

Moderated by:

Brad Erickson, Executive Director, Theatre Bay Area

Speaker Panel:

- 1 Lisa Caretto, Executive Director, California Arts Advocates
- 2 Kathy Lynch, Lynch & Associates, professional lobbyist for California Arts Advocates and California Alliance for Arts Education
- 3 Laurie Schell, Executive Director, California Alliance for Arts Education

Topics will include:

- 1 History of state arts funding to Santa Clara County
- 2 Advocacy for 501(c)3 nonprofit organizations
- 3 Hot topics in legislation
- 4 How did arts education get all that money and how is it being used?
- 5 Communication through CAPWIZ, the Legislative Action Center

To RSVP, contact Emily Knutson at eknutson@artscouncil.org or by calling 408-998-2787 ext. 200

*Special thanks to Adobe Systems Incorporated, the City of San Jose Office of Cultural Affairs and the William and Flora Hewlett Foundation



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CALIFORNIA ARTS COUNCIL FUNDING IN THE SILICON VALLEY FY 2002-03 COMPARED TO FY 2006-07

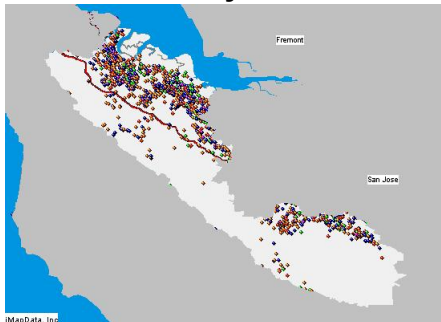
California Arts Council Funding History* & Budget Comparison

FY00-01	FY01-02	FY02-03	FY03-04	FY04-05	FY05-06	FY06-07	FY07-08
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*Total state appropriations including Arts License Plate revenue. These figures do not include funding from the National Endowment for the Arts or other sources.

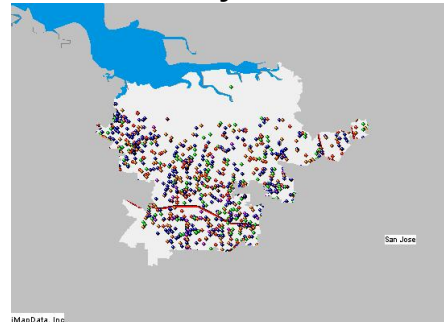
Source: CAC and National Assembly of State Arts Agencies

Assembly District 21



FY 2002-03 \$226,327
FY 2006-07 \$ 0

Assembly District 22



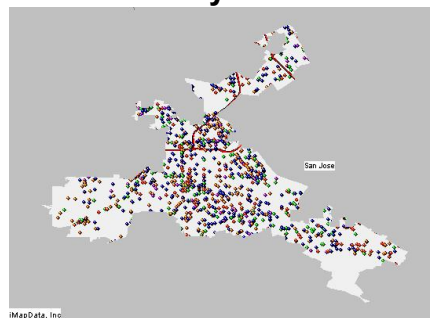
FY 2002-03 \$280,759
FY 2006-07 \$ 9,400

Assembly District 23



FY 2002-03 \$390,043
FY 2006-07 \$ 42,500

Assembly District 24



FY 2002-03 \$277,544
FY 2006-07 \$ 24,400

Source: Americans for the Arts Creative Industries 2007 Report Maps
California Arts Council Grantee lists FY 2003-04 and 2006-07

FOR MORE INFORMATION, CONTACT: Lisa Caretto, executive director, California Arts Advocates at (916) 973-0807.
California Arts Advocates is a nonprofit organization, believing in the deep public value of the arts in California.

Invest in Arts

By Lisa Caretto, executive director, California Arts Advocates, Sacramento
Thursday, May 1, 2008

Thank you and writer Darian Bleecher for bringing the future of arts funding to the attention of the Independent's readers [County Arts Commission Considers the Future of Arts Funding].

California Arts Advocates is working to gain legislative support for the passage of AB 2728, a bill to enhance arts funding without increasing taxes. Introduced by Assembly Member Betty Karnette (D-Long Beach) and co-authored by Assembly Member Fiona Ma (D-San Francisco), AB 2728 would require 20% of the state's General Fund sales and use tax revenue generated by the sales of arts-related items to be transferred to the California Arts Council (CAC), when the state has achieved an ongoing structural budget balance.

In fiscal year 2002-03, the CAC granted \$330,958 to arts organizations in Assembly District 35, now served by Assembly Member Pedro Nava (D-Santa Barbara); last year the CAC granted \$36,400. California is entering its fifth year spending three cents per capita on the arts and continues to be the last in the nation in state spending.

AB 2728 will soon go to the Assembly Appropriations Committee where Assembly Members Nava, Karnette and Ma are members. We urge your readers to contact Mr. Nava and ask him to commit today to invest in the arts when California can afford it by co-authoring AB 2728 and voting aye when it is before his committee.

SFGate.com Date Lines by Robert Hurwitt Monday, April 14, 2008

State bill for art funds

Long Beach Assemblywoman Betty Karnette's innovative bill to enhance state arts funding without increasing taxes, died in the Appropriations Committee earlier this year when it ran headlong into news of the state's projected \$14 billion deficit. Nothing daunted, Karnette has modified her Assembly Bill 1365 and resubmitted it as AB 2728. It's been gathering significant support so far.

The basics remain the same: AB 2728 earmarks 20 percent of all sales tax revenues from the sale of works of art and arts materials (paintings, sculpture, musical instruments, sheet music, etc.) for the **California Arts Council**, to restore grants for artists and arts organizations throughout the state. Projected revenues would be about \$32 million, which would bring the council's budget up to \$37 million. That would move California up to the national median of one-dollar-per-person arts funding - a welcome improvement over our current 5 cents per capita, which ranks dead last among all the states and territories.

But don't count your grants too soon. The big difference in Karnette's new bill is that it won't take effect until the state gets its finances in order, defined as when the governor's economic recovery bonds are paid off and the state has realized a surplus year and can forecast a second. That provision has significantly increased the bill's chances of passage and getting signed into law. It passed the Assembly arts and entertainment committee last week and will be taken up by the revenue and tax committee, perhaps as early as today, after which it goes back to Appropriations, chaired by our own **Mark Leno**, who has built a reputation for support of the arts. Significantly, San Francisco's other representative, **Fiona Ma**, sits on all three committees and has strongly supported the bill.

Meanwhile, Supervisor **Tom Ammiano** - the favorite to succeed Leno in the Assembly, as Leno battles to replace **Carole Migden** in the State Senate - is planning to introduce a Board of Supervisors resolution in support of Karnette's bill this week. The Los Angeles Convention and Visitors Bureau has already registered its support for the bill, but its San Francisco equivalent has yet to be heard from.

This article appeared on page E - 5 of the San Francisco Chronicle



Executive Director's Note: Carpe Diem!

by Brad Erickson Photo by Kat Wade.

January is the traditional start of many things, the new year not least among them. Notably, this year for the first time ever, January will commence the presidential election season--raising the curtain on an 11-month spectacle full of comedy, drama and nail-biting suspense. More typically, and less dramatically, at the capitol in Sacramento and for a host of city halls, this month will signal the time-honored beginning of a new legislative cycle.

As 2008 dawns, politicians across the state are wrestling with sobering economic forecasts. Despite the austere projections, this January also holds the best chance in many years to restore meaningful, statewide public support of the arts. We have an opportunity that must be seized, a short window between the time of this printing and the last day of the month.

California saw its public support of the arts slashed during the budget crisis of 2003. While state programs of all kinds received cuts that year, no other sector took a hit of 95 percent, a draconian action that essentially eliminated state underwriting of programs that brought theatre and the other arts to public schools, prisons and after-school programs in the inner city, and offered cultural activities to rural communities. Before the cuts, grants from the California Arts Council once assisted nonprofit arts organizations large and small all over the state, many times acting as magnets that helped attract additional support.

Last spring, Assembly Member Betty Karnette of Long Beach put forward a bill that would rectify the situation and restore support for a host of arts programs across the state. The proposed legislation, known as Assembly Bill (AB) 1365, aims to rebuild California's arts funding structure and return the California Arts Council granting budget to levels not seen since 2000—an estimated \$33 million in the first year. The California Arts Council currently has an annual budget of just \$5 million. Of that, only \$1 million comes from state general funds, while the remainder is a mix of NEA grants and special license plate funds.

Assembly Member Karnette's proposal would provide monies from an ingeniously simple and reliable source: a portion (20 percent) of the sales tax from works of art and other related items (paintings, sculpture, art supplies, musical instruments, sheet music and the like). While "what is art?" may be a philosophical question for some, to the state's tax agency, the Board of Equalization, the matter is expeditiously answered with two business codes. Concerned fiscal hawks should note that AB 1365 would not create a new tax, and businesses would experience no extra burden in calculating revenues due from their sales. In this bill, Karnette has found a potent way for the arts to support the arts.

If the bill is passed, state funding for arts programs would leap from the present 5 cents per capita (the worst ratio in the country, bar none) to a viable \$1 per person--the national median. And the California Arts Council would once again have the resources it needs to grant a variety of vital projects that could enrich the lives of millions of Californians in communities across the state.

How can we afford legislation like this in times as tough as these? Because, as the recent studies I pointed to last month attest, directing public monies to the arts is not an act of charity, but a sound investment that will return to the state's General Fund multiples on the dollar--an investment that will simultaneously provide much-needed support to nonprofit arts groups of all shapes and sizes, and ensure the creative resources offered by the arts are accessible to all Californians.

Recently, California Arts Advocates executive director Lisa Caretto forwarded me the 2003 legislation that so severely cut funding for the arts. Simply eyeing the draft of that bill is reason to weep. Literally crossed out on the page were lines and lines of once-vital programs. Gone: Arts in Education, Artists in Residence, Organizational Support Grants, Performing Arts Touring and Presenting, and more, on and on.

To reverse this state of affairs, we have just a few weeks to act. While AB 1365 cleared key committees with bipartisan support, it must be passed by two-thirds of the full assembly by January 31, or it will die. And its author will be termed out of office at the close of this calendar year.

What can you do? Write a letter. Send an e-mail. Telephone your assembly member. Use the California Arts Advocates web site as a resource, where you will find template letters of support and contact information for all of California's elected officials.

Board members: Use whatever contacts you have with business leaders and policymakers to press forward this simple message: Now--this month--is the moment to pull California from the bottom of the barrel, and restore fundamental support of the arts.

With California's creative industries under global pressure, and with the state's corporate leaders increasingly worried by the inability of our youth to exercise innovate thinking, we can't afford to wait.

Theatre Bay Area Magazine: January Issue

sample Letter

YOUR ORGANIZATION'S LETTERHEAD

Today's Date

The Honorable Betty Karnette
Member of the California State Assembly
State Capitol Building
Sacramento, CA 95814

FAX: (916) 319-2154

Position: **SUPPORT**

Re: Assembly Bill 2728, as amended

Location: Assembly
Committee on Arts, Entertainment,
Sports, Tourism & Internet Media

Dear Assembly Member Karnette:

WRITE A PARAGRAPH ABOUT YOUR ORGANIZATION

On behalf of **YOUR ORGANIZATION'S NAME**, I thank you for introducing AB 2728 and support its passage. California is in its fifth year spending three cents per capita from the General Fund on the arts, and it remains last in the nation for state spending. AB 2728 will provide badly needed funding for the CAC when California is fiscally sound again, and in turn it can provide programs for all Californians, not just for some.

- The non-profit arts community, large and small, that the CAC has nurtured over the years is a feeder to California's very profitable creative industry that employs 500,891 as of January 2008. (Dun & Bradstreet data.)
- Non-profit arts organizations are a proven economic driver for California's economy, a \$5.4 billion industry that generates \$300 million in state and local taxes.
- Providing a designated funding stream for the CAC can help grow programs that help non-profit arts organizations and artists serve 37 million Californians and the millions of people who visit California every day.

The arts are vital to the quality of life that we are so very proud of in California. With your legislation providing a stable revenue source for the CAC and its programs, the arts can continue to be a significant contributor to California's economic recovery through tourism, jobs, social services and education outreach. AB 2728 proposes a sound investment for California. Thank you for your commitment to a better California.

Sincerely,

YOUR NAME
TITLE

CC: **YOUR LEGISLATOR name and contact information can be found at leginfo.ca.gov**
Ms. Dana Mitchell, Consultant, Assembly Arts, Entertainment, Sports, Tourism and
Internet Media Committee
Ms. Kathryn Lynch, Legislative Advocate, Lynch & Associates
California Arts Advocates

FAX #s are: Mitchell - (916) 319-3451; Lynch - (916) 443-7353; CAA - (916) 979-1116

stART NOW!

KNOW YOURSELF

KNOW YOUR ISSUE

**KNOW YOUR
REPRESENTATIVE**

KNOW THE PROCESS

*Never doubt that a small group of thoughtful committed citizens can change the world.
Indeed, it's the only thing that ever has.*

~ Margaret Mead