

# 2016 Arts Congress Schedule

Event	Location	Time of Day
Registration	Senate Lawn	8:30 am
Advocacy for First Time Attendees	Senate Caucus 1	8:45 am and 11:00 am
Overview of Legislative Session	Senate Caucus 2	8:45 am and 10:00 am
Welcome/Introduction	Senate Lawn	9:30 am
Small Team Meetings Begin	Legislator Offices	10:00 am
Arizona Commission on the Arts; Arts Sector Resources & Services Info	Senate Caucus 1	9:30 am and 10:15 am
Arts Education	House Basement	10:15 am and 11:15 am
Storytelling in Advocacy	House Hearing 4	10:15 am and 11:15 am
Arts & Economic Development	Senate Caucus 2	10:45 am and 11:30 am
Lunch Begins	Senate Lawn	11:30 pm
Gallery Introductions	House & Senate Galleries	1:30 pm
Check Out Begins	Senate Lawn	2:00 pm

If you have questions, look for a **Master of Arts Congress**.  
They'll be wearing red stickers

Music during registration provided by:

**Arizona School for the Arts**

**Mixed Choir directed by Dr. Ryan Garrison**



**Arizona School for the Arts**  
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# 2016 Arts Congress Workshop Descriptions

## Advocacy for First Time Attendees

This session will give first time attendees of Arts Congress an idea of what to expect. Jennifer will walk through how to meet with your legislature and how to apply the advocacy skills you will learn in the rest of the workshops.

### **Presenter: Jennifer Burns, Former Representative in District 25**

Jennifer holds a law degree from Univ. of Arizona, as well as a Master's in Public Administration, and both a B.A. and B.S. from the U of A. Her current work is in advocacy, consulting, and policy development.

## Overview of the 2016 Legislative Session

This session will give an overview of what we can expect to see in the Legislative session. It will cover the key issues being discussed at the Capitol along with what topics may have major impacts on the State budget.

### **Presenter: Todd Baughman, Policy Development Group**

Todd joined PDG in 2007 and primarily serves as a lobbyist and strategist for PDG's clients at the State level, including Arizona Citizens for the Arts. He carries a genuine passion for the political process and the people involved. In addition to being the lead lobbyist for several clients, Todd assists with virtually every one of the firm's legislative efforts and coordinates the day-to-day legislative agenda for PDG's clients. Additionally, he actively participates in non-legislative efforts, predominately involving public involvement and campaign initiatives.

## Arizona Commission on the Arts

Do Arizonans attend the arts? Are Arizona's arts organizations truly undercapitalized? Join us for a data-driven analysis of Arizona's non-profit arts organizations and report on how the agency's current research activities are changing the way we understand Arizona's arts sector.

### **Presenter: Ben Watters, Grants and Operations Coordinator at the Arizona Commission on the Arts**

Ben manages statewide grant programs for artists and non-profit organizations. His research has contributed to reports for the governor, used in advocacy efforts at Arizona Arts Congress, and presented to the Arts Commission board and other state decision-makers.

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# 2016 Arts Congress Workshop Descriptions

## Arts Education

Join the team for an update on the collaborative efforts of Arizona Citizens for the Arts, Arizona Commission on the Arts, and the Arizona Department of Education to promote more arts education in K-12 schools. Learn about the program initiatives and find out what your organization can do to support Title 1, influence school board elections, and engage your constituencies on behalf of arts education.

**Presenters: Alex Nelson, director of Arts Learning at the Arizona Commission on the Arts; Catherine “Rusty” Foley, Executive Director of Arizona Citizens for the Arts; Tee Lambert, Title 1 Unit Systems Manager**

Alex currently manages the agency's arts education and lifelong learning programs, services and grants. Alex has served as a member of the National Assembly of State Arts Agencies' Arts Education Advisory Group, the Grantmakers in the Arts' Arts Education Funders Coalition, and on the boards of VSA Arizona and Emerging Arts Leaders Phoenix.

Rusty has served in her current position since 2011. A lifelong Phoenician, she has spent her career as a communications and public affairs professional. As an arts activist, she also has served on the boards of Childsplay and the Arizona Theatre Company, and on the Phoenix Art Museum Corporate Council. Among the awards and recognitions she was recognized as a Leader in Public Policy for Arts and Humanities in 2012.

Tee has served four terms as Governing Board president and has been an active member of numerous WESD councils and advisory committees since 1989, including planning and steering, site, facilities and budget councils. In 2009 Tee joined the Arts Education Committee at Arizona Citizens for the Arts. She has also been on the Executive Board of Support Our Schools AZ, public education advocacy organization, since 2010. She currently is the Governing Board Liaison to the Head Start Communication Committee.

## Arts and Economic Development

Creative enterprises produce concrete economic benefits, including jobs, tax revenue and consumer spending. Creative economy initiatives strengthen collaboration within government and across sectors. How can your organization learn to make the tie between Arts and Economic Development?

**Presenter: Jeff Velasquez. Landscape Architect and Project Manager with J2 Engineering & Environmental Design**

Jeff Velasquez is focused on achieving creative sustainable design solutions for public sector clients, including municipal, county, state, and Federal clientele. He has specialized in Urban Design and Placemaking projects - including downtown & district redevelopment; parks, trails & open space design; and environmental restoration projects. He is currently working with several Arizona municipalities on their community placemaking and economic revitalization efforts.

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# 2016 Arts Congress Workshop Descriptions

## Storytelling in Advocacy

When statistics and reports fail to paint a picture, a moving, representative story about an individual project or person has the power to open minds and hearts. Join us for an interactive introduction to the storytelling basics that will help you shape powerful stories for arts advocacy. Participants will learn simple, effective story structuring and storytelling tools to help bring their organizations alive to legislators, board members, and potential funders.

## **Presenters: Doug Bland, Liz Warren and Nancy Wolter of South Mountain Community College's Storytelling Institute**

Doug Bland is pastor at the Community Christian Church in Tempe where he has served for 21 years. He is adjunct faculty at the South Mountain Community College Storytelling Institute.

Liz Warren, a fourth-generation Arizonan, is a storyteller, teacher and writer. She directs the South Mountain Community College Storytelling Institute in Phoenix, Arizona, which received the 2014 New Times Best of Phoenix award for "Best Place to Learn to Tell Tales."

Nancy Wolter formerly served as Mesa Arts Center's Development Director and retired in June 2015. Since retiring, Nancy has renewed her passion for storytelling and is earning a certificate in storytelling from South Mountain Community College's Storytelling Institute. Her current interest in storytelling is focused on helping arts/non-profit organizations tell the compelling stories that connect them with their donors.

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# Arts Congress 2016 Talking Points

*Advocates will deliver the following talking points to legislators during Arts Congress on Thursday, February 4, 2016.*

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- 1 Over the last several years, the work of the Arizona Commission on the Arts has been focused on motivating local arts and culture organizations to better connect with their local communities and extend the impact of their work to as many Arizonans as possible.
- 2 New Community Investment Grant guidelines emphasize community benefit and fiscal responsibility. Art Tank invited arts groups to compete for seed money for grow new programs in innovative and entrepreneurial ways. Community Catalyst required arts groups to partner with other local groups in projects that energized community life. And the Strengthening Schools Through Arts is specifically assisting underperforming schools to improve their academic outcomes through the arts.
- 3 In FY14 and FY15, \$1 million from interest earned on the State Rainy Day Fund partially restored the Commission's pre-recession losses, and helped fund these new initiatives. Unfortunately, ***no allocation was included in the FY16 budget***, and the Commission was forced to cut its grant-making by almost half, putting it at the lowest level in 30 years.
- 4 This was a major step backward for the Commission who'd seen its General Fund appropriation eliminated between FY2009 and FY2012 and its \$20 million Arts Endowment fund swept in legislative budget-balancing efforts
- 5 **This year, in view of improved state revenues, the Arts Commission has requested \$2 million for FY2017 in the Executive Budget. We respectfully ask that you support the \$2 million request as you participate in negotiations and, ultimately, take action on the FY2017 budget.**
- 6 **This investment in local arts will not only benefit the economic vitality of the whole state, but specifically will increase benefits to the local economy and community life in your district.**
- 7 At a time when we all are focusing on ways to energize the Arizona economy, a new investment in the Arts Commission will assist the local arts sector in expanding its very special contributions to the economic health of our state.
- 8 Beyond economic impact, Arizona's arts sector contributes immeasurably to our state's sense of shared place and experience-- providing spaces for citizens to gather, opportunities for lifelong learning and social engagement, and focal points of local pride and cultural tourism.
- 9 In short, the more robust Arizona's nonprofit arts and culture sector is, the more vital, attractive and livable our communities will be.

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# What To Do When You Meet Your Legislator

## Here's how to plan your conversation with your legislator(s)

Briefly introduce each Team Member

### **Share talking points for Arts Congress**

Share a brief personal story about the impact of the arts in the legislator's district; try to pair it with data about arts in the district

Allow the legislator to respond to the personal information about arts in the district and note if he/she has any personal connection with the arts

### **Take notes on what is said during the meeting and the conversation**

Give the Legislator his/her packet and point out the reports from the Arizona Commission on the Arts on grants and impact of the arts on Arizona

Take a picture with your legislator of or your group meeting

### **Thank the Legislator for his/her service to Arizona**

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# Notes from Small Team Meetings

**Use this sheet to take important notes, comments and information from your small team meeting**

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Please include notes in your survey or email to [robinHanson@azcitizensforthearts.org](mailto:robinHanson@azcitizensforthearts.org)

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# 2016 Arts Congress Sponsors

The 2016 Arizona Arts Congress is made possible, in part, by the support of the following arts organizations and small businesses that are helping to underwrite this day of civic engagement at the Capitol.



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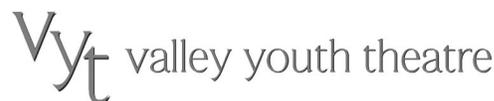
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