

# 2018 Arts Congress Schedule

Event	Location	Time of Day
Registration	House Lawn	7:30 AM
Welcome/Introduction	House Lawn	7:45 AM
Megaphone for your Mission	Caucus 1	8:00 AM and 10:00 AM
Overview of Legislative Session	Hearing Room 3	8:00 AM and 10:00 AM
Arizona Commission on the Arts: Imagine Arizona's Brightest Future	Hearing Room 1	8:30 AM and 10:15 AM
Team Meetings Begin	Legislator Offices	9:00 AM
Arts Education	Caucus 1	9:00 AM and 9:45 AM
Storytelling in Advocacy	Hearing Room 3	9:00 AM and 11:00 AM
Lunch Begins	House Lawn	11:30 PM
Gallery Introductions	House Gallery	1:00 PM
Gallery Introductions	Senate Gallery	1:30 PM
Check Out Begins	House Lawn	2:00 PM

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

Musical performances to open the session provided by:

Senate Floor



House Floor



Catering Provided By:



Recycling Receptacles Provided By:



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# Talking Points

*Advocates will deliver the following talking points to legislators during Arts Congress on Monday, February 19, 2018.*

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## The Arts Commission's Budget Request

- For FY19, the Arizona Commission on the Arts requested a \$2 million allocation.
- With strong bipartisan support, a \$1.5 million allocation to the Arts Commission, derived from interest on the state's Rainy Day Fund, was included in the State's FY17 and FY18 budgets.
- Governor Ducey's FY19 budget proposal did not include this allocation.

## The Ask

- We respectfully ask that you support the inclusion of a \$2 million allocation for the Arts Commission as you participate in negotiations and take action on the FY19 budget.
- A \$2 million investment in the arts will promote the economic vitality of the whole state, and increase benefits to the local economy and community life in your home district. **(Personal stories of impact in your community also are important to share).**
- When he sees strong support for arts funding in the Legislature, we believe the governor will support this allocation, as he has done the past two years.

## Outcomes/Impact of \$2 Million Allocation

- \$1.5 million will continue existing grant programs at their current level of investment.
- The remaining \$500,000 would support continuation and expansion of two high-impact programs:
  - AZ Creative Communities, cultivating creative solutions to community challenges in rural and under served regions. Interest in this program has been exceptionally high, thus the Arts Commission seeks to extend this opportunity to additional communities.
  - AZ Creative Aging, bolstering arts-based services for Arizona's older adults. A three-year pilot program in Maricopa County, funded by Virginia G. Piper Charitable Trust, was recently completed. Interest in this program has also been powerful, thus the Arts Commission seeks to expand this program to communities outside of Maricopa County.

## Closing

- We believe the Arts Commission's work contributes immeasurably to making our state a place where all Arizonans can enjoy opportunities to prosper in healthy, vibrant communities.
- We respectfully encourage you to support a \$2 million allocation to the Arts Commission for FY19.

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## Background Talking Points

### What the Arts Commission Does

- The Arizona Commission on the Arts provides essential leadership and support to Arizona's nonprofit arts & culture sector.
- Arts Commission programs and grant making ensure greater access to a variety of high-quality arts experiences for Arizonans of all ages and backgrounds, throughout the state.
- Grants are awarded based on community benefit, quality of work, and fiscal responsibility.

### Signature Programs

- **Strengthening Schools Grants** support partnerships between under performing schools and local nonprofit arts organizations, improving academic outcomes through arts integration.
- **AZ Creative Aging** supports the development of arts and healthy-aging programs and is a nationally recognized model for cross-sector collaboration and private-public partnerships.
  - The program provides specialized training to artists, arts organizations, and elder-care service providers, then networks these stakeholders together in cooperative service.
  - Creative Aging programs harness the proven power of the arts to enhance well-being and quality of life for Arizona's older adults.
- **AZ ArtWorker** delivers high-quality professional development workshops and resources to artists living and working in rural and under served communities.
- **AZ Creative Communities** provides funding and intensive training to small teams representing nine Arizona communities: Barrio Anita in Tucson, Douglas, Casa Grande, Eastlake in Phoenix, Globe, Flagstaff, South Phoenix, Tempe, and Yuma.
  - Teams are composed of community and elected leaders, business owners, educators, and artists.
  - Teams develop creative strategies to enhance resident engagement, economic impact, and quality of life in their communities under the guidance of experts.

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# What To Do When You Meet Your Legislator

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

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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.

Be respectful if the legislator expresses any reservation about arts funding, or even suggests that he/she is opposed to it. Simply thank him/her for his/her time and assure them the Arizona Commission on the Arts is making a difference in your community, and arts programs it supports are an important part of your community life. (Please avoid any confrontational behavior.)

If possible, take a picture with your legislator of or your group meeting and share it on any social media platform using the hashtag, #ArtsCongress.

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

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# 2018 Arts Congress Workshop Descriptions

## Megaphone for your Mission: Advocacy 101

Are you looking for more public support for your arts mission? Do you need to make your case to elected officials? Assuming your answer is yes to either question, you need to understand how important advocacy is to your success. Think of advocacy as the megaphone for your mission. But what exactly do we mean by advocacy? For nonprofits, what is legal and what isn't? How can you employ strategies that raises the level of support for your mission? This lively session will answer those questions and engage you in discussion of how you can tune up the megaphone for your mission.

### **Presenter: Patrick McWhortor, Founder, Lead for Change**

Patrick McWhortor is the founder of Lead for Change, dedicated to challenging leaders to realize their greatest potential. A long-time change agent, Patrick has been involved in nonprofits and public affairs in Arizona for many years. He has also been involved in nonprofit advocacy and election reform. Prior to launching Lead for Change, Patrick was President and CEO of the Alliance of Arizona Nonprofits for ten years. He has a deep background in the nonprofit community, founding NPower Arizona, working as Assistant Director at Data Network for Human Services, and serving on many nonprofit boards of directors. He is past Chair of the Board of Directors of the National Council of Nonprofits and currently serves on the boards of Arizona Town Hall and Herberger Theatre. Patrick also teaches nonprofit, public policy and political science courses at Arizona State University and with Maricopa Community Colleges. A 2011 Flinn-Brown Civic Leadership Academy Fellow and a 2004 graduate of Valley Leadership, Patrick cut his teeth as an advocate in the late 1980s and early 1990s as a lobbyist for education and environmental causes. He earned both a B.A. in political science and M.P.A. in public administration from Arizona State University. An Arizona resident for more than 35 years, he and his family live in Cave Creek.

## Overview of the 2018 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.

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# 2018 Arts Congress Workshop Descriptions

## Arizona Commission on the Arts: Imagine Arizona's Brightest Future

In his recent "State of the State" address, Governor Ducey emphasized the importance of a Spirit of Service. "It's what got us here and it's what will lead us into the future." For over half a century, the Arizona Commission on the Arts has embodied this Spirit of Service. In this presentation, you will learn about some of the ways the Arts Commission partners with diverse community stakeholders, artists, and nonprofit arts organizations to serve Arizona residents and unleash the power of the arts in realizing Arizona's brightest future.

**Presenter: Steve Wilcox, Communications Director**

Steve Wilcox is Communications Director at the Arizona Commission on the Arts and an occasional theatre artist. After graduating with a Bachelor of Fine Arts degree in Theatre from Arizona State University, he cofounded Space 55 Theatre Ensemble in downtown Phoenix, acting as managing director and resident director of the small, nonprofit theatre company through its first 5 years. Wilcox previously worked for the State of Arizona's Department of Economic Security and Industrial Commission and spent two years in the private sector, managing marketing and communications for a Scottsdale-based tech start-up, before returning to the public sector and the Arts, joining the Arts Commission's staff in 2013. In his free time, Wilcox does crosswords puzzles and photographs his cat while it's sleeping.

## 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 what's new in the Arts Commission programming in arts education, and what's happening to arts education as the state continues to revise school accountability plans. Most importantly, learn what you can do to support arts education in your local school.

**Presenters: Catherine "Rusty" Foley, Executive Director of Arizona Citizens for the Arts; Elisa Radcliffe, Arts Learning Manager at the Arizona Commission on the Arts**

A New Mexico native, Elisa Radcliffe earned a Bachelor of Fine Arts in dance performance from Arizona State University and has been a prominent member of the Phoenix dance community in the years since. Prior to accepting the Arts Learning Manager position with the Arizona Commission on the Arts, Radcliffe worked as a dance educator for twelve years in the Phoenix Union High School District, one of the largest urban high school districts in the country. Through their involvement in public education, they've witnessed firsthand how important access to quality creative and cultural activities are for students. They have a strong belief that dance and art can and should be grounded in the community it serves.

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.

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# 2018 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: Liz Warren and Carly Davis of South Mountain Community College's 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."

Carly Davis has broad experience in Arizona's arts and culture organizations over her 15-year career. She is also a past storyteller with the Arizona Storytellers Project, which inspired her to reexamine the fundraising stories she employs in her work. She is presently on sabbatical with her young children and is crafting new stories every day as a Montessori based art teacher.

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# 2018 Arts Congress Sponsors

The 2018 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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A COLLEGE PREPARATORY AND PERFORMING ARTS TRADITION



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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 [KristynKozar@azcitizensforthearts.org](mailto:KristynKozar@azcitizensforthearts.org)

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