

Please lead all comments with a spirit of gratitude and a thank you for past support.

Your personal testimony of the impact of the arts as well as the impact of the pandemic on the arts in the region is powerful testimony of the need for this funding support.

EXAMPLES...

1. Thank you for your past support! I support Mayor Steinberg's proposed 10 Million Arts allocation for the City's American Rescue Plan Funds. The Arts & Culture sector is one of the hardest hit and has a plan to cultivate workforce development and get people engaged in the community through the Arts.
2. Thank you for your past support of the Arts sector! I urge you to support Mayor Steinberg's proposal for 10 Million of the American Rescue Plan funds to go to the Creative Economy and the Arts & Culture Sector. We know (prior to the pandemic) over 3.5 million people attended arts and cultural events every year, in the county, with an average event related expenditure of approximately \$30. When people engage in the arts, everyone gains including the economy and the enhancement of the community.
3. Thank you for your past support! Please support Mayor Steinberg's proposal for funding for the Arts & Culture sector. Before the pandemic, the total industry expenditures by arts and cultural institutions and their audiences in Sacramento County was more than \$167 million dollars annually. The Arts & Culture sector is a major player in the creative economy and we can help stimulate the economy and get the heart of the city beating again.

FACTS to weave into your comments:

The federal government has recognized arts and culturally related nonprofits as small businesses and dubbed them eligible for relief under the CARES Act.

Nonprofit arts and cultural organizations and their audiences have an enormous impact on the economy of Sacramento County and the City which hosts most of the drivers of the creative economy.

Total industry expenditures by arts and cultural institutions and their audiences in Sacramento County is more than \$167 million dollars annually.

- The arts and culture sector supports over 6,000 full time jobs in the City and county.
- Household income generated by the sector is over \$135 million dollars annually.
- Revenue to the local government is over \$9 million annually.

Over 3.5 million people attend arts and cultural events every year with an average event related expenditure of approximately \$30.

The Mayor, who has been leading a renaissance in arts and culture since his election in 2016, responded with a letter to his council colleagues and city management proposing, among other things, that \$10 million of the \$89 million federal stimulus grant to the City be devoted to the arts and creative economy

WHAT CAN YOU DO TO SHOW SUPPORT OF MAYOR STEINBERG'S PROPOSAL?

Every artist/creative, nonprofit leader/staffer/board member/donor, previous grantee, business owner and other arts supporters should:

- Fill out the form on SARA's website where there is a section to personalize your comments from your own experience and including relevant data from the attached fact sheet and your own sources.
- Submit e-comment for Tuesday's City Council meeting. Instructions on SARA website
- Call your city Councilmember's office (Contact info for mayor and Councilmembers is on the City website) Tell him/her your name, where you live in the district, and how you are involved in the arts/culture sector. Briefly, express your support for the \$10 million allocation proposed by the Mayor to help stimulate the re-emergence of the creative economy. Personalize your plea from a personal or organizational perspective.

- Speak! Be prepared to register to speak for 2 minutes at the Council meeting (to be on-line) where the decisions will be made. Script your 2 minutes in advance to make your most persuasive points and a strong close. Ad libbers often ramble without desired effect.