



RESOURCES THAT PRODUCE RESULTS

Join California Arts Advocates (CAA). Membership in CAA supports professional advocacy services provided by lobbyist, Kathryn Lynch of Lynch & Associates, recognized by lawmakers for more than 20 years at the State Capitol for her expertise in the arts, arts education and nonprofit issues.

Stay informed by receiving timely CAA Legislative Updates. Visit www.CaliforniaArtsAdvocates.org for current information about legislation that affects the arts, makes the case for the arts, and provides economic impact reports to help you to take action.

Respond to CAA Action Alerts by easily e-mailing your elected officials quickly. Visit the California Arts Action Center and send e-mails to your elected officials. It's takes two minutes and one more minute to tell a friend that you did. <http://www.capwiz.com/artsusa/ca/state/main/?lvl=L&state=CA>

Economic impact information resonates with elected officials. Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences. Nonprofit arts organizations in California add \$5.4 billion to the state's economy, create more than 160,000 jobs and generate nearly \$300 million in state and local taxes. As of January 2006, California is home to 86,012 arts-related businesses that employ 484,657 people. **Download the California Industries Report in your state legislative district to share with elected officials, policy makers and the media.** http://ww3.artsusa.org/information_resources/research_information/services/creative_industries/state_legislative_districts/california.asp

Obtain a Dun & Bradstreet number now to be included in next year's report. The source for the data compiled in the Americans for the Arts Creative Industry Report is Dun & Bradstreet. https://eupdate.dnb.com/requestoptions.asp?cm_re=Homepage*Resources*DUNSNumberLink

Use the Arts & Economic Prosperity Calculator provided by Americans for the Arts to estimate your nonprofit arts organization's economic impact on your community. Follow three easy steps based on population of your community, your organization's total expenses and total attendance to your organization's arts event. http://www.americansforthearts.org/information_resources/research_information/services/economic_impact/aepiii_calculator.html.

Begin a dialogue with elected officials and their staff in your community and in Sacramento. Add the names and contact information of your elected officials and their staff members to your data base. Keep them informed about your events, outreach programs, awards and contributions to the community. To find the names and contact information for local, state and federal officials: <http://www.capwiz.com/artsusa/ca/state/main/?state=CA&view=myofficials#0>.

Visit your legislators and their staff at their district office. State legislators usually leave Sacramento on Thursday afternoon and are in their district office on Friday. Make an appointment to discuss the arts and how it contributes to the economy, tourism, social services and the quality of life for constituents in the district and in California.

Attend CAA's Arts Advocacy Day at the State Capitol in Sacramento on March 5, 2008. The California Arts Council is presenting its annual statewide arts conference on March 4 followed by a morning advocacy training session and panel discussions presented by CAA to prepare arts advocates for meetings in the afternoon with state legislators and their staff at the State Capitol.