The Arts and the American Rescue Plan Act 2021
Key Messaging Points – State

The Opportunity
- $2.183 billion going directly to Kentucky state government from the American Rescue Plan Act (ARPA)
- U. S. Treasury Dept. has developed guidelines - Coronavirus State and Local Fiscal Recovery Funds - Interim Final Rule - for the uses of these dollars and has indicated that eligible industries are those most impacted by the COVID-19 pandemic
- Louisville Fund for the Arts and Kentuckians for the Arts, the statewide arts advocacy organization, are leading a statewide coalition to request state ARPA funds.

KY statistics on Creative Economy and COVID-19 impact
- $5 billion generated annually in Kentucky by the creative economy pre-COVID
  $742 million in lost revenue for creative economy businesses in 2020
- 5,991 creative businesses in KY pre-COVID
  68% of Kentucky creative businesses severely impacted by COVID
- 52,547 creative workers pre-COVID
  27,722 (43%) creative workers now unemployed
  61% of creative workers have experienced a drastic decrease in work
  $530 million total loss of revenue for creative workers
- On average nonprofit performing arts organizations are 40% smaller, without these funds it could take 5 or more years to reach 2019 revenues and overall economic impact
- Small Business Association Paycheck Protection Program funds were leveraged to assist organization in paying employees---not all organizations were able to obtain these funds; funds received did not make up for funds lost during this period
- Save Our Venues Grant (SVOG) funds – helping some, particularly venues but not most nonprofit arts and creative organizations of all sizes, SVOG funds focused on “relief, survival”

The Ask
- Designate a portion of the ARPA funds to arts and creative nonprofits to recover and rebuild
- Including operating funds to rehire staff, capital maintenance deferment, new public health measures, new productions, exhibits and events
- Funds needed to assist arts and creative nonprofits in rebuilding to pre-COVID economic impact and quickly jumpstart community economies, entertainment, restaurants, local spending and attract out of town visitors
- Help recover a portion of the near $742 million total revenue loss for creative economy businesses in 2020

What are we asking of state coalition members?
- Align around shared messaging and ask
- Educate your board and influencers about the critical need and the ask
- Actively advocate with elected officials; see the script and email drafts to use as you contact legislators
- Celebrate a BIG win when we secure funding!