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MID-AMERICA ARTS ALLIANCE

Testimony to the Ways and Means Committee

Mary Kennedy McCabe, Executive Director

March 8, 2012

Good morning, ladies and gentlemen of the Ways & Means Committee. I am Mary Kennedy McCabe, Executive Director of Mid-America Arts Alliance. I am honored and pleased to be testifying before you today in support of public funding for the arts.

We Kansans are at a crucial moment: if federal funding is not secured within a mere 29 weeks, Kansas will face TWO AND A HALF MORE YEARS without federal public arts support. Thanks to your committee work on behalf of your constituents, you have the opportunity to provide access to quality arts experiences and arts education to Kansans of all ages, in counties of all sizes and economies, from one corner of the state to the other.

Mid-America Arts Alliance is Kansas' Regional Arts Organization. For 40 years, we have been the only Regional Arts Organization representing Kansas to the nation and providing Kansas arts organizations with grants, programs and services. We did this through a partnership agreement with the Kansas Arts Commission. When the Commission was defunded and the staff laid off, the partnership agreement with both Mid-America Arts Alliance and the National Endowment for the Arts that ensured continued service and funding to Kansas arts organizations ended abruptly.

I ask today that you ensure Senate Bill 440 contains language that will enable Kansas to pursue a new partnership agreement with the NEA and with Mid-America Art Alliance. Perhaps the most compelling piece of this request relates to staffing of the Kansas Arts Commission, and I'll tell you why.

The NEA and Mid-America Arts Alliance both require that a state arts agency partner employ a minimum of one designated, qualified, professional staff person to develop a statewide arts plan and shepherd it through the various channels needed to meet the other partnership requirements. These requirements include gathering public input for the state arts plan, developing a budget and strategic plan in order to implement the plan, and administering all NEA partnership funds.

The statewide arts plan is the vehicle that is used to ensure that the federal and state monies allocated to the state arts agency are fairly and responsibly distributed for programs that Kansans themselves have indicated they need for arts activities that are so vital to the economic health and quality of life in Kansas communities.

Senate Ways and Means

Date: 03-08-2012

Attachment: 8

The Bill before you indicates that an Executive Director will be appointed to the Creative Arts Commission, but do not stipulate that a position dedicated to administering the business of the arts commission must be included as well. I ask that you amend the Bills to allow for at least this dedicated position. Without qualified, professional staff, the Commission will not be able to move forward with any kind of partnership agreement with either the NEA or Mid-America Arts Alliance.

Furthermore, it is imperative that suitable legislative appropriations are made to support the staffing and programmatic needs of the state arts plan. In Fiscal Year 2011, the Kansas Arts Commission had an appropriation of more than \$815,400 and a professional staff of seven. Without appropriate funding and staffing, Kansas will not meet the minimum eligibility requirements for partnership with the NEA and Mid-America Arts Alliance. What this loss represents is more than \$1.2 million in direct grants, subsidies, and services from outside Kansas to support Kansas arts activities.

I stress to you again that time is of the essence. A statewide, publically vetted arts plan, as well as an agency budget and strategic plan for administering it, must be submitted to the NEA by October 1 – just thirteen weeks after the start of Fiscal Year 13 on July 1. Should this critical deadline be missed, the next time to apply for federal funds is October 2013, which means funds would not be available until July 2014. That's nearly two and a half more years that many Kansans – especially those in smaller, more rural communities - will go without opportunities that foster community pride, celebrate cultural heritage, enrich lives, and leverage tourism revenue through quality arts experiences.

In communities like Topeka, Lawrence, Wichita, and Kansas City, private monies can still be raised to support larger cultural institutions such as art museums, orchestras, professional theatres, and major arts festivals. But how will communities like Newton, Colby, or Salina continue to provide community theater, festivals, art classes at community centers, or educational art exhibitions at libraries? There is no substitute for what state and federal funding can do: ensure that Kansas communities of all economic means have access to quality art and arts education opportunities for their citizens. The only way to even entertain the possibility of a federal or regional partnership is ensure the inclusion of language in these Bills for appropriate funding and paid, professional staff dedicated to the Arts Commission, who can then move rapidly to assemble the resources and information necessary to complete a statewide arts plan and a rigorous federal partnership application, all before October 1.

I urge you to read through the partnership requirements attached to this testimony to further clarify what's necessary for this process to begin. Thank you for your time and attention to the arts today. I'm happy to take any questions at this time.



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MID-AMERICA ARTS ALLIANCE STATE ARTS AGENCY PARTNERSHIP POLICY

Mid-America Arts Alliance values its public partners in helping to carry out its mission of strengthening communities and improving lives through extraordinary cultural experiences. The state arts agencies play a major leadership role at Mid-America as well as provide financial assistance to the organization. In response, Mid-America offers programs and services that broaden and deepen the arts experiences of the communities in the states we serve.

Mid-America Arts Alliance partnership relationship with our state arts agencies is further enhanced and supported through support from the National Endowment for the Arts. This long-standing partnership model of the NEA, regional arts organizations, and state arts agencies originated with Mid-America and has continued for 40 years, allowing the people of our region access to more art for more people.

The following criteria define the partnership relationship between Mid-America and state arts agencies in our region. Some of these criteria are replicated within NEA criteria for determining federal partnership eligibility.

Mid-America Arts Alliance Partnership Criteria

- Demonstrated state government commitment to the state arts agency through a 1:1 match of NEA partnership agreement with state appropriated, designated or controlled funds. *
- An NEA-approved state arts plan, developed as a result of a comprehensive and inclusive planning process that addresses the state's cultural priorities and a professional staff to implement the state arts plan.*
- Fair funding decisions based on criteria that take into account artistic excellence and merit, usually determined through a panel process. *
- Maintenance of sound fiscal and administrative procedures. *
- Demonstration of leadership in arts education and in strategies for making the arts available and accessible to those in underserved communities throughout the state. *
- Active participation by state arts agency chair and executive director in the leadership of Mid-America Arts Alliance through board participation and informed representation of the arts community of their home state.
- Payment of the annual partnership fee based on equal shares coupled with population totals, commensurate with their budget and expectations for programs, services, and benefits.

*Comparable to NEA criteria

NATIONAL ENDOWMENT FOR THE ARTS

ELIGIBILITY REQUIREMENTS FOR STATE ARTS AGENCIES



State arts agency Partnership Agreements are limited to the fifty state and six jurisdictional arts agencies. In order to enter into a state arts agency Partnership Agreement and receive federal funding from the National Endowment for the Arts, a state arts agency must comply with the following requirements:

Legal: The state arts agency must:

- Comply, at the time of application, with the legal requirements outlined in the NEA's authorizing legislation **20 U.S.C. § 954 (2010)** and found on the agency's website at <http://www.nea.gov/about/Legislation/Legislation.pdf>.

Organizational Entity and Capacity: The state arts agency must:

- Be domiciled within the State.
- Be designated by its State government as programmatically and administratively responsible for developing a statewide arts plan and establishing arts and cultural policy having a statewide impact.
- Be designated as officially responsible for coordinating and administering all financial support received from the NEA and the State in conjunction with the state arts agency Partnership Agreement.
- Have designated staff with relevant experience; a designated budget; and an independent board, council, or commission whose members serve in an advisory or policy-making capacity.

Financial Support, Matching Funds, and Financial Reporting: The state arts agency must:

- Be financially supported by its State government.
- Match NEA Partnership Agreement funds at least 1 to 1.
- Use Partnership Agreement funds to supplement and not supplant non-federal funds. (Non-federal funds cannot be replaced with federal funds with the intention or effect of reducing State financial support for the state arts agency.)
- Have submitted acceptable Final Report packages by the due dates for all NEA awards previously received, and report on funded activities in accordance with the National Standard for Arts Information Exchange.

Planning, Programming, and Evaluation: The state arts agency must have developed a state arts plan that:

- Resulted from an inclusive, public process that solicited and represented the perspectives of arts constituencies throughout the State.
- Reflects the state arts agency's operating environment, mission, goals, strategic directions, action plans, recommendations from the public process, and timelines and metrics for both accomplishing goals and measuring progress.
- Demonstrates the state arts agency's commitment and its capacity to implement the arts-related programs and services reflected in the plan.
- Bases program funding decisions on criteria that rely primarily upon artistic excellence and merit.



RESTORING PARTNERSHIPS FOR THE KANSAS ARTS COMMISSION: Key Points

March 8, 2012

- The deadline to file for partnership (and therefore, federal monies) from the National Endowment for the Arts is in just 29 weeks: October 1, 2012.
- Time is of the essence: if the October 1, 2012 deadline is missed, the next opportunity to apply for partnership is October 2013, with funds not available until July 2014.
- The bills before the House and Senate must include language that ensures designated, qualified staff and adequate legislative appropriations to meet the partnership criteria of the National Endowment for the Arts (NEA) and Mid-America Arts Alliance (M-AAA).
- An investment in public funding for the arts is an investment in Kansas: in Fiscal Year 2011 our partnership with the Kansas Arts Commission stimulated more than \$830,000 in direct economic impact in Kansas. The NEA partnership with the Kansas Arts Commission yielded more than \$778,000 in direct federal support to the arts in Kansas.
- As Kansas' Regional Arts Organization, Mid-America Arts Alliance represents Kansas to the nation and provides Kansas arts organizations access to programs and services it cannot otherwise enjoy.
- Monies from and partnership agreements with the NEA and M-AAA ensure that Kansas communities of all economic means, sizes, and populations (particularly underserved communities) have access to quality arts experiences.

MID-AMERICA ARTS ALLIANCE PARTNERSHIP IMPACT: FY2011



IN KANSAS

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **45,131** individuals in Kansas

M-AAA programs reached a total of **20** communities delivering **40** individual projects

Kansas performing artists obtained **\$19,550** in artists' fees from touring in our other regional states

Kansas artists and museums benefited from **\$81,580** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$830,696** in direct arts and cultural economic impact to Kansas

The total value of Mid-America Arts Alliance programs and services in Kansas is **\$425,003**

IN ARKANSAS

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **46,513** individuals in Arkansas

M-AAA programs reached a total of **16** communities delivering **32** individual projects

Arkansas performing artists obtained **\$5,500** in artists' fees from touring in our other regional states

Arkansas artists and museums benefited from **\$112,913** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$646,774** in direct arts and cultural economic impact to Arkansas

The total value of Mid-America Arts Alliance programs and services in Arkansas is **\$395,700**.

IN NEBRASKA

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **58,761** individuals in Nebraska

M-AAA programs reached a total of **19** communities delivering **39** individual projects

Nebraska performing artists obtained **\$2,500** in artists' fees from touring in our other regional states

Nebraska artists and museums benefited from **\$87,884** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$1,037,506** in direct arts and cultural economic impact to Nebraska

The total value of Mid-America Arts Alliance programs and services in Nebraska is **\$434,505**

IN OKLAHOMA

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **86,069** individuals in Oklahoma

M-AAA programs reached a total of **18** communities delivering **52** individual projects

Oklahoma performing artists obtained **\$5,500** in artists' fees from touring in our other regional states

Oklahoma artists and museums benefited from **\$94,089** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$671,308** in direct arts and cultural economic impact to Oklahoma

The total value of Mid-America Arts Alliance programs and services in Oklahoma is **\$356,862**

IN MISSOURI

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **82,047** individuals in Missouri

M-AAA programs reached a total of **16** communities delivering **95** individual projects

Missouri performing artists obtained **\$127,142** in artists' fees from touring in our other regional states

Missouri artists and museums benefited from **\$112,117** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$2,025,282** in direct arts and cultural economic impact to Missouri

The total value of Mid-America Arts Alliance's programs and services in Missouri is **\$427,359**

IN TEXAS

Exhibitions and related educational activities, Performing Arts activities and Professional Development activities impacted a total of **161,603** individuals in Texas

M-AAA programs reached a total of **39** communities delivering **101** individual projects

Texas performing artists obtained **\$20,000** in artists' fees from touring in our other regional states

Texas artists and museums benefited from **\$226,683** in direct grants and exhibition discounts

M-AAA programs stimulated a total of **\$1,885,623** in direct arts and cultural economic impact to Texas

The total value of Mid-America Arts Alliance programs and services in Texas is **\$886,047**