

# CALL TO ACTION

## JULY 30, 2020

### BACKGROUND

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When the City received an \$89 Million grant from the federal government to reimburse losses due to the pandemic induced shut down, Mayor Darrell Steinberg did what no other mayor of an American city did. He pledged that \$20M of the grant would be dedicated to the arts, culture, creative economy and cultural tourism.

With leadership from Councilmember Steve Hansen, the City Council unanimously backed the mayor's proposal and voted to distribute an early tranche of \$6.9M to the badly impacted arts and culture community, directing city staff to do all in their power to expedite the relief process.

That first \$6.9M is now in the process of being deployed to as many as possible of the approximately 425 applicants who have sought reimbursement from the CARES Act grant.

It is anticipated that on Tuesday, September 1st, the Mayor and Council will, as proposed, consider granting \$5M to Visit Sacramento to promote the re-emergence of cultural tourism as an important step in restoring the creative economy. At the same meeting, the mayor will propose that the council vote to approve the next \$6.9M to the arts, culture and creative economy community.

**Our objective is to thank the Mayor and lobby the City Council, urging them to fulfill the Mayor's \$20M pledge and direct city staff to equitably deploy the remaining \$6.9M to eligible applicants from the arts and culture community.**

### WHAT CAN YOU DO?

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- 1.** Write a letter to the Mayor- Write a letter to the Mayor thanking him for his pledge of \$20M to the arts community and urging him to pursue the support of the Council to distribute the remaining \$6.9M. From your perspective as an independent artist, a nonprofit or a for profit arts/music venue, describe what service you provide, describe the impact of the shut down on you and what you do and explain why you need a share of this relief fund as soon as possible in order for you to remain viable as a contributor to the city's creative economy. (Send copies of your letters to each city council member)
- 2.** Send emails and texts to the Mayor and Council Members-Send emails and texts to the Mayor and each member of the Council urging them to vote for the \$6.9M designated for the arts. (The more the better. Numbers count!) Describe with urgency your circumstances and the negative impact on the community if you cannot continue to pursue your art form.
- 3.** Make phone calls to the offices of the Mayor and Council Members-Call the offices of the Mayor and each Council Member and leave a voice mail message similar to the one in your letters and emails but with the passion and emotion that can be better conveyed by voice. If you have a relationship with your own or any other Councilmember, personalize your message and speak to the importance of this vote to the people in his or her district.
- 4.** Reach out to 10 or more like-minded friends-Call or email at least 10 of your friends, professional associates, board members or others and urge them to do all the above.

## **CONTACTS: MAYOR AND CITY COUNCIL**

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All letters to Mayor and City Council members may be sent via:

City Hall  
915 I St.  
Sacramento, CA 95814

Emails and phone calls may be directed as follows:

**Mayor Darrell Steinberg**

916-808-5300  
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