

TEMPLATES FOR ADVOCACY

CALLS TO MAYOR'S OFFICE: 916-808-5300

Hi. My name is _____ and I am (Tell him where you live and how you're associated with arts and culture) I'm calling to thank you and to express my support for your commitment to direct \$20 million dollars of the federal stimulus money to arts and culture. I am grateful for the first \$6.9 million already being distributed through grants to local artists and arts organizations. I know you already understand that the creative economy and tourism and the jobs and revenue they produce will be essential as we rebuild the city's economy. I respectfully ask that the second \$6.9 million be approved at the September 1st City Council meeting. I also want you to know why I, personally, feel so strongly about the need for the city to protect and grow the arts and arts education in our city. *(Add here a SHORT but emotionally persuasive personal comment about why the arts and cultural activity in which you are involved are so important to you, your family and the city).*

CALLS TO COUNCIL OFFICES

Hi. My name is _____ and I am (Tell him/her where you live and how you are associated with arts and culture.) I am calling you to express my strong support for the Mayor's proposal to direct the second \$6.9 million of the federal stimulus money to arts and culture and tourism. The shut down that came with COVID-19 has had a devastating effect on the city's artists, nonprofits and our cultural institutions and many will not survive if the city does not intervene. I know you have been a steadfast supporter of the arts and understand the role they will play in rebuilding our economy, but I also want you to know why I, personally, feel so strongly about the need for the city to protect and grow the arts and arts education in our city. *(Add here a SHORT but emotionally persuasive personal comment about why the arts and cultural activity in which you are involved are so important to you, your family and the city).*

CM Angelique Ashby

916-808-7001

CM Allen Warren

916-808-7002

CM Jeff Harris

916-808-7003

CM Steve Hansen

916-808-7004

CM Jay Schenirer

916-808-7005

CM Eric Guerra

916-808-7006

CM Rick Jennings

916-808-7007

CM Larry Carr

916-808-7008

TEMPLATES FOR ADVOCACY

EMAILS TO THE MAYOR'S OFFICE: DSTEINBERG@CITYOFSACRAMENTO.ORG

(Personalize from the beginning if you are known to the councilmember and especially if you live in his/her district)

Thank you for your approval of the first \$6.9 million of the federal stimulus funds to the arts and culture industry in our community. Just wanted you to know that I am a big supporter of the Mayor's proposal to allocate the second \$6.9 million of the federal stimulus grant to ensure the survival and future growth of the badly wounded arts, culture and tourism industries in our city. These industries contribute thousands of jobs and millions in revenue for the city while enriching the quality of life for our people. But I strongly urge your support of this proposal for another reason. We need to continue to identify and fund programs that bring children from underserved neighborhoods into our theatres and museums and other cultural institutions. And we need to support artists and nonprofits that bring arts related instruction, exposure and fun into the lives of our children through the schools, libraries and community centers where they live. *(Add here a compelling personal anecdote or reason for why you are so involved in and devoted to the arts.)*

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CM Rick Jennings

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CM Larry Carr

lcarr@cityofsacramento.org

LETTERS TO MAYOR AND COUNCIL MEMBERS

(Letters should be addressed to the Mayor and individual members of the council and sent to City Hall, Fifth Floor, 915 J St. Sacramento, CA 95814)

Dear Mayor or Councilmember

I *(or organization)* am writing to support the Mayor's proposal to allocate \$20 million dollars of the federal stimulus funds to the arts, culture, creative economy and tourism.

The arts, our cultural institutions and tourism are the basic elements of our creative economy which was flourishing until just a few weeks ago. But now these important industries are among the hardest hit by the COVID-19 shutdown and their recovery will continue to be challenged because of the understandable diversion of funding to pressing health, safety and medical needs.

Ultimate decisions about specific investments will no doubt be made when city staff proposes a transparent process for decision making and funds distribution.

But I support the Mayor's proposal to emphasize grants to the city's arts and cultural institutions most critical to the rebuilding of the creative economy, grants to artists and nonprofits focusing on underserved populations, corridors and neighborhoods, grants to arts education initiatives that bring instruction and enrichment activity back to our kids and investments in Visit Sacramento which is tasked with bringing conventions, festivals and other cultural events back into a post COVID-19 environment. This will be vital to the reinvigoration of the many businesses dependent on arts and culture related activity and tourism.

(Personalize your letter with a persuasive close that highlights why you are so supportive of the arts and how you are connected. And don't forget to end with the ask, I urge you to vote for the \$20 million dollar allocation to arts, culture, tourism and the creative economy they fuel.)