



## Arts for Colorado's Arts Advocacy Day

### How to do a Legislative Meeting

#### Opening

- "I am pleased to have this opportunity to meet with you today to discuss the impact of the arts in your district AND the importance of the creative economy. Thank you for taking the time to meet with me."

#### Tell Your Personal Story

- Organization
  - Provide a brief description of what your organization does.
  - Comment on the overall number of jobs at your organization, including full-time and part-time staff.
  - Detail the impact of the current economic situation on your organization.
  - If your organization received a grant from Colorado Creative Industries, elaborate on that.
    - What were the grant funds used for?
    - How do those funds support jobs and or/youth education?
  - Tell your legislator why investing in the creative economy matters in terms of economic development in Colorado.
- Individual
  - Tell your legislator how you are involved in the arts.
  - Detail the impact of the arts in your community.
  - Tell your legislator why investing in the creative economy matters to the community they represent.

#### Talk About the Value of the Creative Economy to Colorado\*:

- In the 2015 fiscal year, Colorado Creative Industries awarded over \$2.4 million in grants to 243 organizations and individuals throughout the state of Colorado.
- Within Colorado, creative industries were responsible for approximately 170,794 jobs with an average salary of \$40,572 (a 3% increase in salary for workers in the creative industry since last year).
- The economic impact of the creative industries is significant. Creative industries have important relationships with other industries in the economy. The creative industries generated 207,842 jobs in other industries throughout Colorado in 2015. Every creative job creates two new jobs in our economy.
- Photographers, graphic designers, interpreters, musicians, and interior designers contributed the greatest number of new creative economy jobs between 2014 and 2015.



- There were more than 979 arts related nonprofits in Colorado, which generated \$680 million in revenues in 2015.

### **Make the Ask**

- “Thank you again for meeting with me today. I understand that the budget situation has been challenging over the last few years, but I ask for your continued support for the creative economy, the arts, and arts education in Colorado.”

### **Remember**

- Present your position in a concise manner to convey how your issue impacts the legislator's district and use data from a reliable source as much as possible.
- Address your legislator's concerns directly; try to anticipate questions and be prepared to answer them.
- Follow up with a visit, phone call, or thank-you letter.

\*Data for these talking points are provided by the Creative Vitality™ Suite. To learn more about the creative economy in your area, please contact the Creative Vitality Suite at [cvsuite@westaf.org](mailto:cvsuite@westaf.org).