

Dear «Senator/Congressman» «Last Name»:

I am writing to ask you to support funding for media and arts nonprofits as part of COVID-19 relief and economic stimulus packages.

Arts organizations, which are currently contending with extraordinary economic challenges, are essential to our economy, as well as the enrichment and education of our nation. During times of crisis, our arts organizations become community hubs and will be crucial to reinvigorating local economies and reestablishing social ties.

In 2015, nonprofit arts and culture industries generated \$166.3 billion in total economic activity, supported 4.6 million jobs, and generated \$27.5 billion in revenue to local, state, and federal governments. The arts also drive the success of other industries. The typical arts event attendee spends \$31.47 per person, per event, beyond the cost of admission. Nationally, total event-related spending was an estimated \$102.5 billion during 2015 and supported 2.3 million jobs, provided \$46.6 billion in household income, and generated \$15.7 billion in total government revenue.¹

Within the arts sector, film festivals and art cinemas have a far reaching impact, driving their local economies and income for surrounding small businesses, and supporting a network of independent filmmakers, distributors, and independent service providers. It is important that our government invest now so that independent film production, distribution, creative workers, and arts organizations can continue to thrive and reinvest in our economy.

*<<Optional Personal Paragraph for Local Legislatures, Arts Councils, and Chambers of Commerce>>
Locally our art cinema/ film festival generates <<dollar amount>> in economic impact for our neighbors, attracts <<number of people>> annually, and hosts <<number of programs>>. We also currently work with <<number of organizations>> local organizations including universities, libraries, and restaurants. By supporting our organization you are reinvesting in the economy of our city as a whole, and ensuring that we can withstand this difficult period.*

Media and performing arts organizations are currently enduring temporary closures, reduced attendance, and canceled events. For cinemas and film festivals, earned revenue accounts for approximately 40% of our income, and organizations are struggling to navigate this sudden loss while also recognizing a decline in philanthropic contributions might follow.²

I am reaching out to remind you that Americans need the arts more than ever, and that economic stimulus relief will be instrumental to our resilience and recovery.

Sincerely,

«Your Full Name»

«Organization Name»

«Location»

¹ Americans for the Arts “Arts & Economic Prosperity 5 Report”

² SMU DataArts 2018 Theater Operations Survey