



# FEDERAL & STATE ARTS ADVOCACY UPDATE

MARCH 27, 2020



It's been one long weekend....

**IMPORTANT**



## NJ State Council on the Arts COVID Survey - for Arts Organizations

\*Required Question(s)

\* 1. Please enter the information indicated below.

Organization:

Zip Code:

\* 2. How much cash does your organization need to continue operations (paying staff & benefits, rent, other operating expenses- less any cash on hand/reserves) if the COVID-19 related shutdown continues for 30 days. Please estimate to the best of your ability.



## CARES Act Provisions related to Nonprofit Arts

- **\$75 mil** NEA and NEH each – includes standard 40% \$ to SAA's, and language to waive matching requirement for these funds (but not current grants).
- **\$50 mil** IMLS
- **\$25 mil** Kennedy Center
- **\$7.5 mil** Smithsonian
- **\$75 mil** Corporation for Public Broadcasting
- About **\$5 bil** Community Development Block Grant (CDBG)

**Small Business Emergency Assistance Grant Program – A \$5 mil** program that will provide grants up to \$5,000 to small businesses in retail, arts, entertainment, recreation, accommodation, food service, and other services – such as repair, maintenance, personal, and laundry services – to stabilize their operations and reduce the need for layoffs or furloughs.

**Small Business Emergency Assistance Loan Program – A \$10 mil** program that will provide working capital loans of up to \$100,000 to businesses with less than \$5 million in revenues. Loans made through the program will have ten-year terms with zero percent for the first five years, then resetting to the EDA's prevailing floor rate (capped at 3.00%) for the remaining five years.

**Includes sole-proprietors, independent contractors, and other self-employed individuals as eligible for loans.**

A \$150,000 program that will support **technical assistance to New Jersey-based companies** applying for assistance through the U.S. Small Business Administration.

The organizations contracted will be paid based on SBA application submissions supported by the technical assistance they provide.



## Economic Assistance for Businesses

How is the State backing small business loans via the Small Business Emergency Assistance Guarantee Program?



Written by Business.NJ.gov Team  
Updated in the last 15 minutes

What grants are available for small- and medium-sized businesses via the Small Business Emergency Assistance Grant—Phase 1?



Written by Business.NJ.gov Team  
Updated in the last 15 minutes

As a small business, how can I access the Small Business Emergency Assistance Loan?



Written by Business.NJ.gov Team  
Updated in the last 15 minutes

What assistance is available for startup investors or entrepreneurs via the Start-Up Entrepreneur Guarantee Program?



Written by Business.NJ.gov Team  
Updated in the last 15 minutes



**Charitable Giving Incentive:** Includes a new above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300. The incentive applies to contributions made in 2020 and would be claimed on tax forms next year. **Section 2204.**

The bill also lifts the existing cap on annual contributions for those who itemize, raising it from 60 percent of adjusted gross income to 100 percent. For corporations, the bill raises the annual limit from 10 percent to 25 percent. Food donations from corporations would be available to 25 percent, up from the current 15 percent cap. **Section 2205.**

**Direct Payments** to adults of \$1,200 or less and \$500 per child (\$3,400 for a family of four) to be sent out in weeks. The amount of the payments phases out based on earnings of between \$75,000 and \$99,000 (\$150,000 / \$198,000 for couples).

**Expanded Unemployment Insurance:** Includes coverage for workers who are furloughed, gig workers, and freelancers. Increases payments by \$600 per week for four months on top of what state unemployment programs pay.



# NJ Survey Responses to Date (3.26.20) --Dashboard by State

**-\$1,553,819**

Total reported financial impact to date

State: New Jersey, Discipline: All, Budget: All, Legal Status: All

**280**

Organizations have responded

**\$1,310,319**

Total financial loss

*(average of \$4,680 per organization)*

*(includes both admissions and non-admissions-related losses)*

**92%**

Percent of organizations that canceled events

**\$243,500**

Total unanticipated expenses

*(average loss of \$13,528)*

**53,443**

Number of lost audience members

*(average of 2,056 people per organization)*

**-\$5,549**

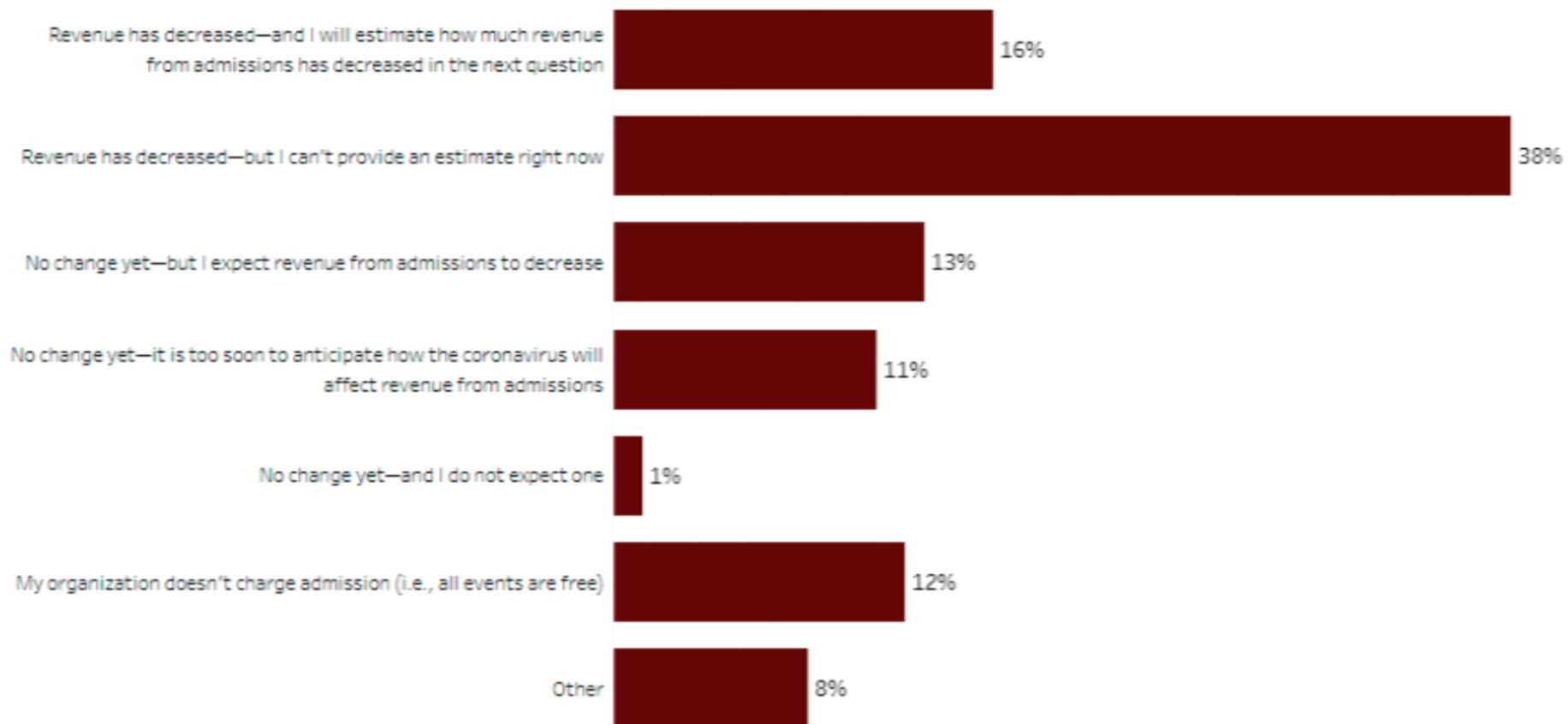
Average financial impact per organization

*(January 20 to 3/25/2020 7:40:02 PM UTC)*

<https://surveys.americansforthearts.org/s3/CoronavirusImpactSurvey>

Click for Data Tables

Has your organization experienced a change in revenue from admissions?

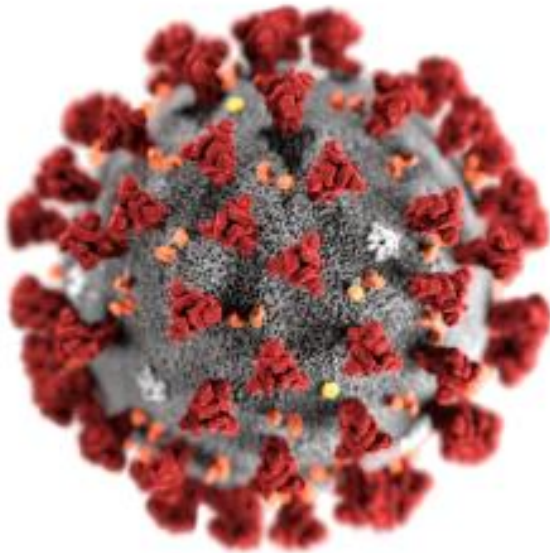


Average estimated decrease in revenue from admissions is \$22,085

"Perfect storm. More need, less resources (people and lost revenue from events, etc.) and no end in sight. Help!"

—Survey respondent

**RAPID RESPONSE SURVEY:  
The COVID-19 Crisis and New Jersey's  
Non-Profit Community**



**March 2020**

**Center**   
FOR NON-PROFITS  
Helping organizations build a better New Jersey  
[www.njnonprofits.org](http://www.njnonprofits.org)

<https://njnonprofits.org>



## **COVID-19 RELIEF FUNDS**

(Check Center's website often for new funds)

New Jersey Pandemic Relief Fund  
<https://njprf.org/>



South Jersey COVID-19 Response Fund from the  
Community Foundation of South Jersey  
<https://www.communityfoundationsj.org>



Princeton Area Community Foundation  
COVID-19 Relief & Recovery Fund  
<https://pacf.org/>



OceanFirst Foundation Rapid Response Grants  
and Good Neighbor Grants  
<http://www.oceanfirstfdn.org/>



[www.njnonprofits.org/COVID-19.html](http://www.njnonprofits.org/COVID-19.html)

## Meanwhile in Trenton...under consideration

([A3844](#)): Concerns business interruption insurance during coronavirus disease 2019 state of emergency.

*This bill provides a mechanism by which certain businesses that suffer losses due to interruption as a result of the coronavirus disease 2019 pandemic may recover those losses from their insurer if they had a policy of business interruption insurance in force on March 9, 2020, the date on which the Governor declared a Public Health Emergency and State of Emergency in Executive Order 103.*

*The bill would apply to businesses covered by such a policy with less than 100 eligible employees in the State of New Jersey. "Eligible employee" is defined as a full-time employee who works a normal work week of 25 or more hours.*



FY21 appropriations for arts, history, and tourism **fall \$5 mil short** of the new minimum levels specified in P.L. 2019 c.333 (formerly known as A3101), signed by the Governor on January 13.

This means an appropriation of **\$19.858 mil** for the NJ State Council on the Arts instead of **\$22.68 mil** (the new minimum by law).

It will be important for advocates to keep this on the minds of the New Jersey state legislature, since only they can make changes in the budget to assure the law is honored.

# art matters

Remind your legislators that the nonprofit arts sector in New Jersey is an important economic driver to our state's economy:

- Nearly **19,000 jobs**
- Economic impact of more than **\$500 mil**
- **\$25.3 mil** in taxes and fees to local governments
- **\$33.2 mil** in additional taxes and fees to the state budget

[ArtMattersNJ.org](http://ArtMattersNJ.org)



## Statewide Impact

The arts bring pride to New Jersey, are an important economic driver, and play a critical role in improving the academic performance of students. Our state's nonprofit arts sector supports nearly 19,000 jobs and has an economic impact of more than a half billion dollars! That's a dollar return on every three cents of public investment, sparking local economies in every corner of the state.

New Jersey is also a national leader in arts education, engaging more than one million students in one or more arts disciplines. Young people who participate in the arts are more likely to excel academically and learn the skills that prepare students to become 21st century leaders.

Use the dropdown menu to see the arts at work in your community and explore videos that go beyond the numbers to tell the stories of how the arts impact New Jerseyans every day.

### County Statistics

-- Select a County --



Jobs

18,857



Economic Impact

\$576.7 Mil



State Investment

\$15.8 Mil



Student Participation

81%

### Share Your Stories

Share your stories on social media about how the arts have impacted your life using #ArtMattersNJ.

### Resources

[Art Matters Infographic](#)

[National Economic Impact Study](#)

[State Arts Grants](#)

[Federal Arts Grants](#)

[Arts Education Data](#)



PRESENTED IN PARTNERSHIP WITH



## STATEWIDE IMPACT



The arts are integral to what makes New Jersey a special place to live, work, and raise a family. The nonprofit sector employs nearly 19,000 of its citizens, educates one million of its students, and generates more than a half billion dollars in economic impact. That's a dollar return on every three cents of investment!

Population: 8.88 Mil

# 18,857 JOBS

The number of local full-time equivalent (FTE) jobs supported by nonprofit arts organizations that receive direct or indirect county funding from the New Jersey State Council on the Arts and/or their audiences.



## ECONOMIC IMPACT \$576,752,922



Total economic impact considers spending by nonprofit arts organizations and patron-related spending (dining, parking, retail, etc.) in the local economy.

## \$15,842,320 STATE INVESTMENT

State government supports the arts through competitive grants awarded directly by the New Jersey State Council on the Arts and indirectly by designated arts agencies in each county.



## STUDENT PARTICIPATION

# 81%

Percentage of elementary, middle, and high school students enrolled in at least one arts program.\*

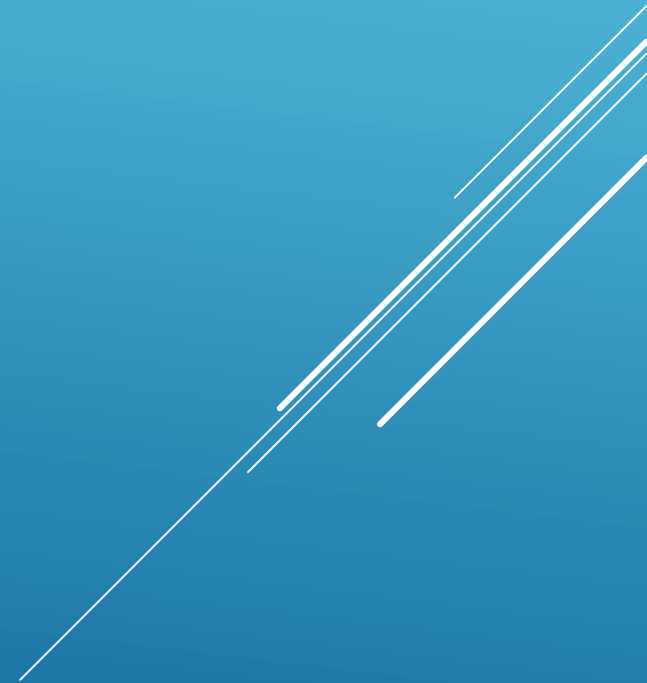


Source: FY2017 NJSCA grant data applied to Americans For The Arts AEPS Calculator  
\*Source: 2017 New Jersey Arts Education Annual Survey Report



Folks just remember,  
when this is all over,  
How Netflix, iTunes,  
Spotify, Amazon Prime  
Video, audiobooks, solo  
concerts, etc ...got you  
through this.

Remember how THE  
ARTS got you through  
this time, then tell us  
again how non-essential  
they are.



**Please stay in touch! And be safe and well!**  
**Call in next week same time.**

Adam Perle  
President & CEO  
adam@artpridenj.org

Ann Marie Miller  
Director of Advocacy & Public Policy  
amiller@artpridenj.org  
609-313-4541 (cell)

<https://ArtPrideNJ.org>

