It’s been one long weekend....
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.
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.
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Total reported financial impact to date</td>
<td>-$1,553,819</td>
</tr>
<tr>
<td>Organizations that responded</td>
<td>280</td>
</tr>
<tr>
<td>Percent of organizations that canceled events</td>
<td>92%</td>
</tr>
<tr>
<td>Number of lost audience members</td>
<td>53,443</td>
</tr>
<tr>
<td>Average financial impact per organization</td>
<td>-$5,549</td>
</tr>
<tr>
<td>Total financial loss (average of $4,690 per organization)</td>
<td>$1,310,319</td>
</tr>
<tr>
<td>Total unanticipated expenses (average loss of $13,628)</td>
<td>$243,500</td>
</tr>
</tbody>
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https://surveys.americansforthearts.org/s3/CoronavirusImpactSurvey
<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue has decreased—and I will estimate how much revenue from admissions has decreased in the next question</td>
<td>16%</td>
</tr>
<tr>
<td>Revenue has decreased—but I can't provide an estimate right now</td>
<td>38%</td>
</tr>
<tr>
<td>No change yet—but I expect revenue from admissions to decrease</td>
<td>13%</td>
</tr>
<tr>
<td>No change yet—it is too soon to anticipate how the coronavirus will affect revenue from admissions</td>
<td>11%</td>
</tr>
<tr>
<td>No change yet—and I do not expect</td>
<td>1%</td>
</tr>
<tr>
<td>My organization doesn't charge admission (i.e., all events are free)</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Average estimated decrease in revenue from admissions is $22,085
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.communityfoundationsnj.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
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.
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
Statewide Impact

The arts living 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 91,000 jobs and has an economic impact of more than half a billion dollars! That’s a wild 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 art 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 menus to see the arts as much as 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 #ArtMatters.

Resources

Art Matters Infographics National Economic Impact Study State Arts Grants Federal Arts Grants Arts Education Data

ECONOMIC IMPACT $576,752,922
Total economic impact considers spending by nonprofit arts organizations and output-related spending (dining, parking, retail, etc.) in the local economy.

STATE INVESTMENT $15,842,320
State government supports the arts through competitive grants awarded directly by the New Jersey State Council on the Arts and indirectly by designated agencies in each county.

STUDENT PARTICIPATION 81%
Percentage of elementary, middle, and high school students enrolled in at least one arts program.

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 1,000,000 of its citizens, educates over millions of its students, and generates more than $1 billion dollars in economic impact. That’s a dollar return on every 3 cents of investment!
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.

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https://ArtPrideNJ.org