

**ART FOR ALL**



**ALL FOR ART**

Minnesota's Clean Water, Land and  
**Legacy** Amendment 2008

# What Was It?

- **New Revenue**
- Increased state sales tax
- by 0.375%
- by an amendment to the state constitution.



**COALITION OF:  
ARTS ORGANIZATIONS +**



**CONSERVATIONISTS**



**HUNTERS & ANGLERS**



**HISTORY & PARK ADVOCATES**



# What We Brought:

- Arts Community:** Sophisticated statewide grassroots network of thousands of arts advocates, political savvy, leadership
- + **Conservation Community:** Experience in ballot campaigns, polling & messaging, national resources, political savvy, leadership
- + **Hunters and Anglers:** Brought the original idea, enthusiasm, passion, and persistence

# VOTE YES



PROTECT THE MINNESOTA YOU LOVE

[www.YesForMN.org](http://www.YesForMN.org)

# Leading Organizations:



**CONSERVATION  
MINNESOTA**  
Voter Center

...and 300 other arts, cultural and conservation groups.





# Forum arts

of regional arts councils of mn

200+ of these were arts organizations organized through MCA...





7th  
Green

VOTE YES  
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2008 5 10



# Overview:

- After a 10-year legislative effort, the State Legislature passed the bill to place the *Clean Water, Land and Legacy Constitutional Amendment* on the ballot.
- **Election Date:** November 4, 2008
- **Outcome:** YES: 56%      NO: 39%



# Created 4 New Legacy Funds:

- ① Land: 33% \$80M/yr
- ② Water: 33% \$80M/yr
- ③ Parks: 14.25% \$34M/yr
- ④ Arts: 19.75% \$47M/yr

Total: \$241M

# Arts Fund must be spent on:

**“art, arts education, arts access,  
and the preservation of our history  
and cultural heritage.”**



# GREAT RIVER A



VOTE YES  
HUNTING & FISHING

SPORTSMEN VOTE YES  
SPORTSMEN VOTE YES  
SPORTSMEN VOTE YES  
SPORTSMEN VOTE YES

VOTE YES  
LAKES & RIVERS

VOTE YES  
ART & CULTURE

A "NO VOTE"  
IS A  
VOTE NO



IN  
PR  
VOTE YES



# Where the Arts Fund Goes:

- **47% ARTS**
- **24% HISTORY**
- **29% TO OTHER CULTURAL:**

*\*\*for arts or history programming\*\**



# NOT A SUBSTITUTE

for donations and volunteers:

- ✧ represents only about 5% of arts organization's budgets
- ✧ expands reach and access



# How has MCA changed the landscape for the arts with the Legacy Amendment?



**In 1974**

Only...

**\$300,000**

in state arts funding was available to  
169 grantees.



**In 2015**

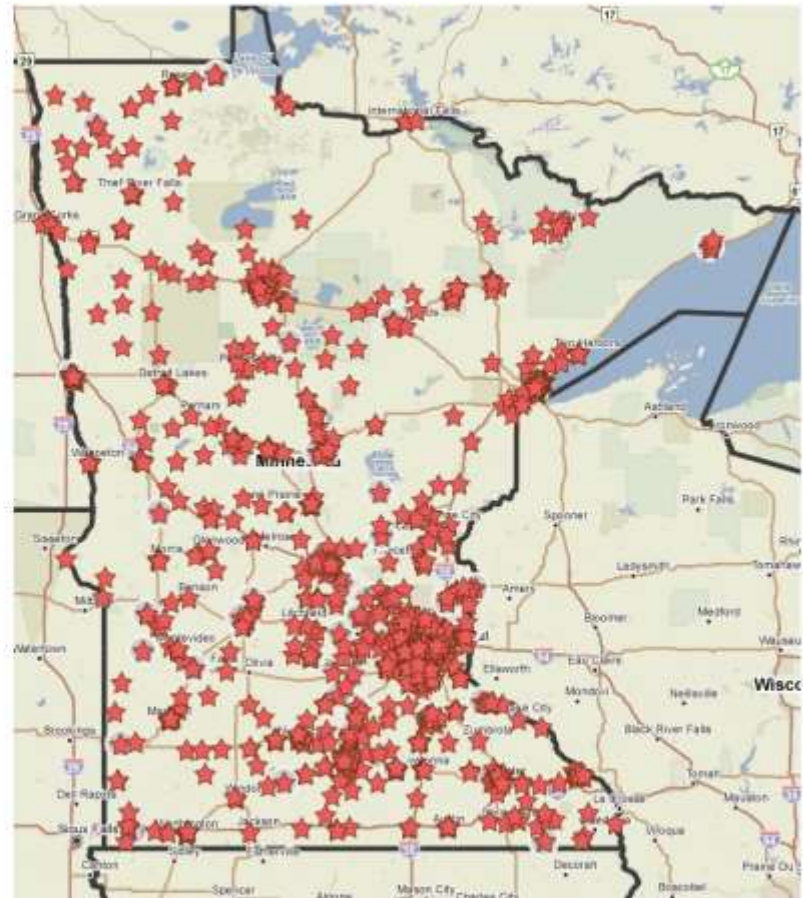
**\$34 million**

in state arts funding goes to  
2500 grantees.

# Arts Grants Awarded In Minnesota



**1974**  
**167 MSAB Grants**



**2013**  
**2,407 MSAB/RAC Grants**

# Lessons Learned #1:

- **Finding common ground is step #1**
- Unconventional partners: more votes from more people
- Each partner brings different strengths to the table

# Lessons Learned #2:

**The arts should do more referendums!**

90% pass, according to Americans for the Arts





# Lessons Learned #3:

## Use Professionals:

- For messaging and communications, based on professional polling
- Hire political professionals

- And finally...

For the widest possible support, use the word **“Legacy”** instead of the word “heritage.”



# MINNESOTA CITIZENS FOR THE ARTS

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