



# Earmarks Are Back!

Understanding How “Member-Directed Spending” Can Serve the Arts

# Webinar Program

- I. Narric > Introductions, Background on earmarking: pre-2010 and now
- II. Callia > Examples of arts-related earmarks in FY 2022 House bills
- III. Brian > Insights on how Members of Congress and their staff consider earmarks
- IV. Lauren > Outreach strategies for local arts leaders to develop relationships with congressional offices on earmarking
- V. Questions & Answers

# Arts Earmarks in 2006



## CONGRESSIONAL EARMARKS

Part of the Federal Resource Guide Series for Arts Organizations

EARMARKS

### SNAPSHOT

Resource Guide 6  
2006—2<sup>nd</sup> Edition

#### Legislation:

Funding earmarks can be attached to most appropriations bills. Earmarks are generally housed within one of the departments or agencies contained in the particular bill. Earmarks can also be attached to multiyear authorizing legislation, such as last year's highway bill which had over 6,000 of them.

#### Type of Assistance:

Federal funding for an infinite variety of programs.

#### Who May Apply:

In effect, Members of Congress on behalf of constituents may apply. The process of applying to Congress for direct funding is difficult and complex, differing substantially from applying to federal agencies. Successful seekers of earmarks usually need political connections and professional assistance in working with their Member of Congress.

#### Activities Funded:

Nearly any type of project or program, from infrastructure to services, may be funded.

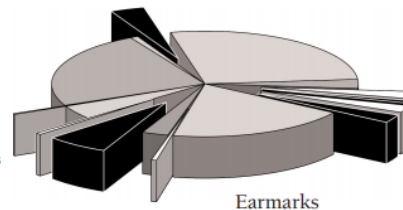
#### FY 2005 Earmarks to Cultural Organizations:

We have identified cultural earmarks in excess of \$180 million. However, earmarks are sometimes disguised, making the exact total difficult to calculate.

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Detailed Lists of Cultural Earmarks, by federal agency	5

FY 2006 Federal Budget



Source: Americans for the Arts, June 2006.



# Arts Earmarks in 2008



EARMARKS

## CONGRESSIONAL EARMARKS II

*Part of the Federal Resource Guide Series for Arts Organizations*

### SNAPSHOT

Resource Guide 10  
2008

#### Legislation:

Funding earmarks can be attached to most appropriations bills. Earmarks are generally housed within one of the departments or agencies contained in the particular bill. Earmarks can also be attached to multiyear authorizing legislation.

#### Type of Assistance:

Federal funding for an infinite variety of programs.

#### Who May Apply:

In effect, members of Congress, on behalf of constituents, may apply. The process of applying to Congress for direct funding is difficult and complex, differing substantially from applying to federal agencies. Successful seekers of earmarks usually need professional assistance in working with their member of Congress.

#### Activities Funded:

Nearly any type of project or program, from infrastructure to services, may be funded.

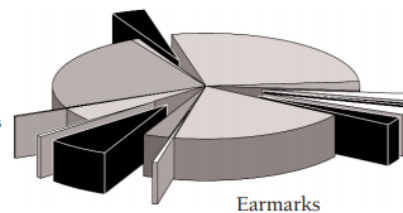
#### FY 2008 Earmarks to Cultural Organizations:

We have identified cultural earmarks in excess of \$41 million. However, earmarks are sometimes disguised, making the exact total difficult to calculate.

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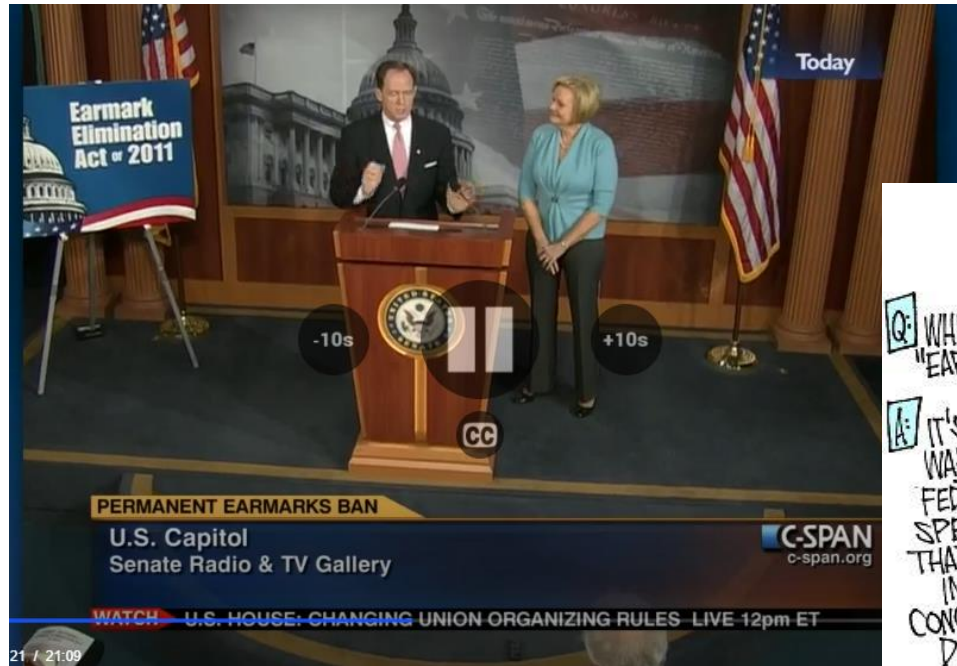
FY 2008 Federal Budget



Source: Americans for the Arts, June 2008.

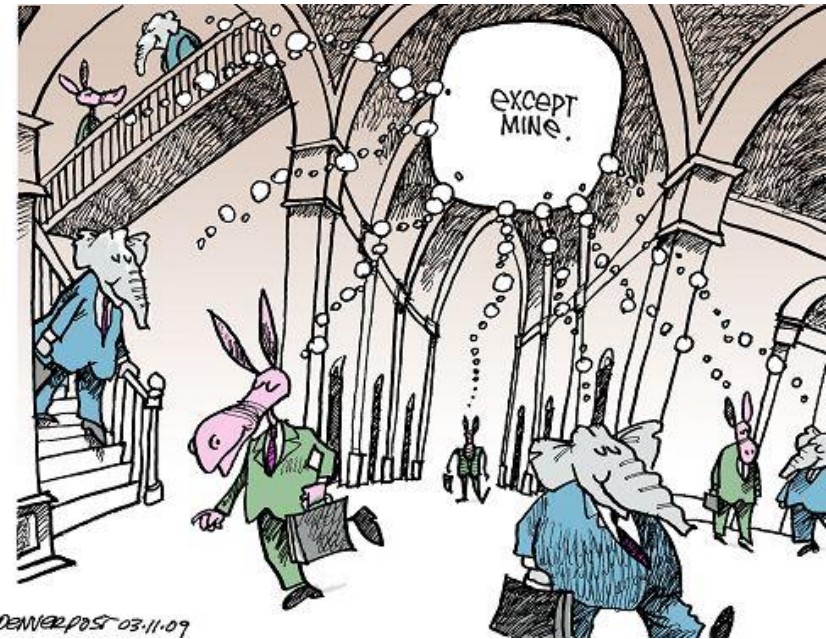


# Earmarks Banned 2011-2021



Q: WHAT IS AN "EARMARK"?

A: IT'S THAT WASTEFUL FEDERAL SPENDING THAT OCCURS IN EVERY CONGRESSIONAL DISTRICT.



# Earmarks Return



HOUSE COMMITTEE on APPROPRIATIONS

CHAIR ROSA DELAURO

## COMMUNITY PROJECT FUNDING *Reforms for Transparency and Accountability*

### **New Reforms**

In addition to adhering to the House Rules (House Rules XXI and XXIII), the House Appropriations Committee is enforcing a series of important reforms to guarantee that Community Project Funding is dedicated to genuine need and not subject to abuse. These include:

### ***Public Transparency and Accountability***

- **All Requests Online:** Members are required to post every Community Project Funding request online simultaneously with their submission to the Committee. The website must be searchable. The House Appropriations Committee will establish an online “one-stop” link to all House Members’ project requests.
- **Early Public Disclosure:** To facilitate public scrutiny of Community Project Funding, the Committee will release a list of projects funded the same day as the Subcommittee markup, or 24 hours before full committee consideration if there was no Subcommittee markup.
- **No Financial Interest:** Members must certify to the Committee that they, their spouse, and their immediate family have no financial interest in the projects they request. *This is an expansion beyond the underlying requirements in House Rules in order to cover immediate families of Members.*





# Coming Soon...


Federal Resource Guide #4


## Congressional Earmarks

An earmark is a sum of money that, upon request of one or more representatives or senators, Congress directs to a specific project such as a building, transportation project, or cultural program or service. This resource guide provides background on the history and process of receiving earmark funding as well as examples of arts organizations that have received earmark funding in the past.

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 Updated July, 2021





# Arts and Culture Earmarks FY 2022

**WHAT WE'VE LEARNED THIS CYCLE**

*Callia Chuang*

*Government & Public Affairs Intern, Summer 2021*



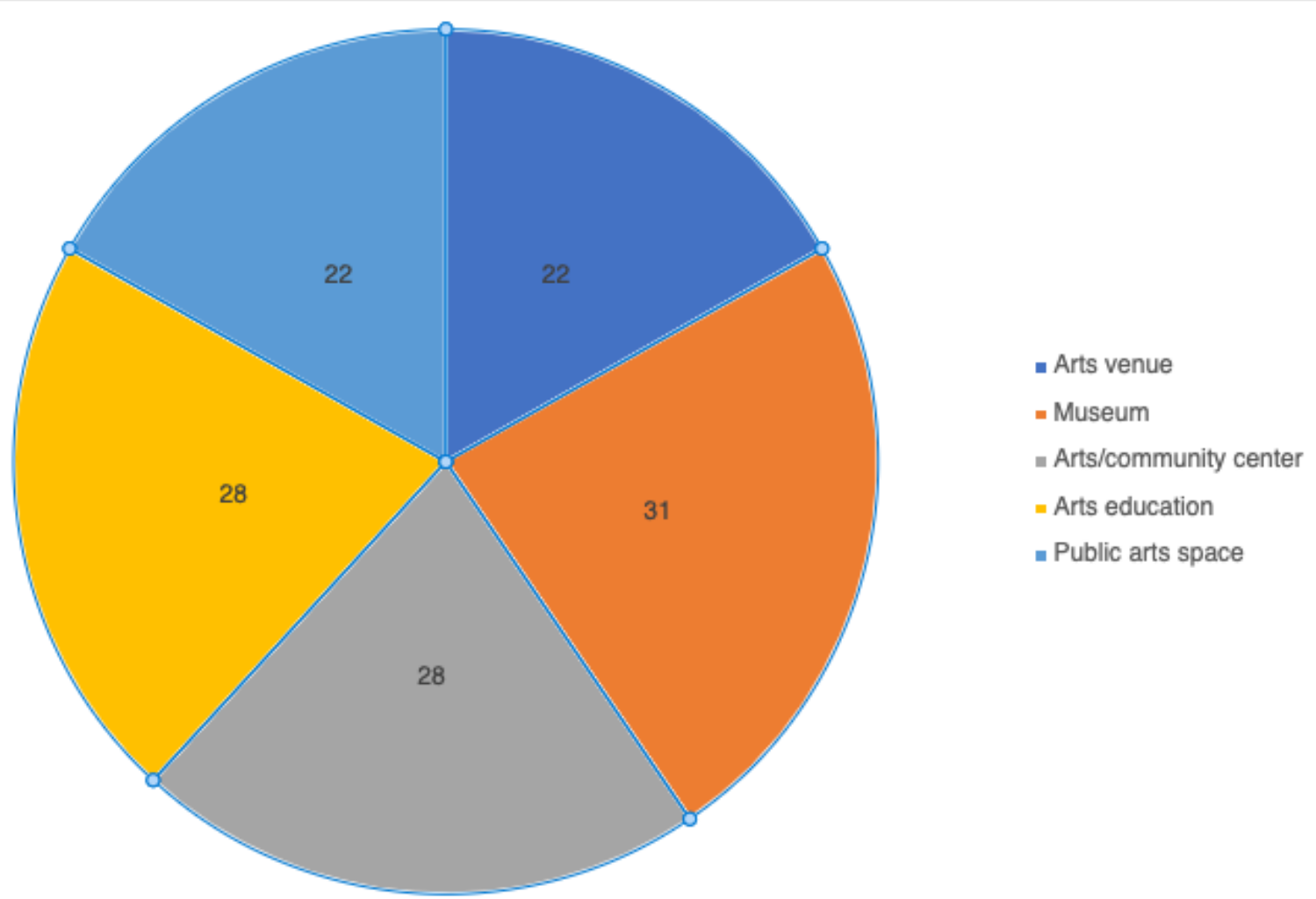
# Research Methods

- Sorted through 3,012 earmark requests from House members into the Arts and Culture Earmark Tracker
- 2 categories:
  - Arts and Culture Earmarks (e.g. funding for museums, local theaters, arts education programs, etc.)
  - Arts Adjacent Earmarks (e.g. historical local landmarks, public libraries, culinary programs, etc.)
- Tracked earmark approval in House Appropriations bills

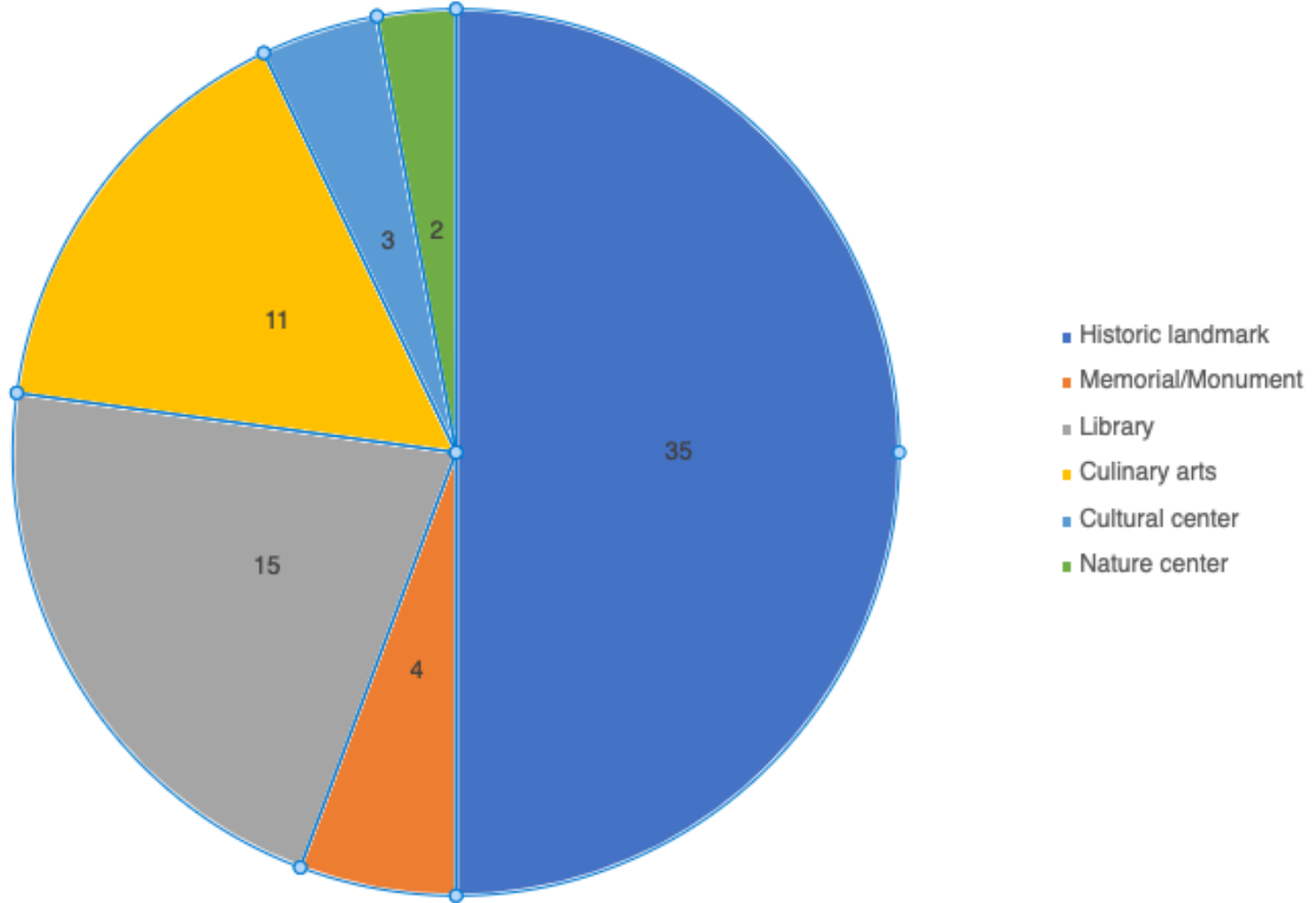
# Results

- Members requested a total of **141 arts and culture earmarks**, amounting to **\$203,928,615** in funding
- Members requested **80 arts-adjacent earmarks**, amounting to an additional **\$87,415,378** in funding
- **127 arts and culture** earmarks were approved, **71 arts-adjacent** earmarks were approved
  - **143 House members** from **41 states and territories** requested arts and culture and/or arts-adjacent earmarks
  - Members from both the Democratic and Republican parties requested arts and culture and/or arts-adjacent earmarks

# Categories of Arts and Culture Earmark Requests



# Categories of Arts-Adjacent Earmark Requests



# Earmark Example 1

## Historic Lansdowne Theater Initiative: Lansdowne, Pennsylvania

- Requested by Rep. Mary Scanlon (D-PA)
  - Appropriations subcommittee: Transportation, Housing, and Urban Development
  - Amount requested: \$1,500,000
- “The purpose of this request is to preserve the historic Lansdowne Theater. The reopening of the theater holds great promise for economic and community development and preserves a unique historic landmark. The construction project anticipates creating **short-term employment for approximately 100 local tradespeople.** [...] When reopened, the theater anticipates it will **attract more than 100,000 concert patrons** annually to Lansdowne’s central business district.
  - “The influx of patrons will provide **extra demand for retail and restaurant establishments** in surrounding communities to serve this new pool of visitors to eastern Delaware County. As quantified in Urban Partners’ 2020 report “Economic Impact of the Historic Lansdowne Theater,” the Lansdowne Theater will generate an **annual economic impact of \$10.83 million** and 20-year cumulative economic impact of \$284.25 million.”

# Earmark Example 2

## Oakland Symphony MUSE Education Program: Oakland, CA

- Requested by Rep. Barbara Lee (D-CA)
  - Appropriations subcommittee: Labor, Health and Human Services, Education
  - Amount requested: \$500,000
- Federal support will greatly enhance and expand the ability of Oakland Symphony to transform the lives of young people in Oakland and the East Bay through our educational and outreach programs. Our mission with these programs is to inspire children and young people, regardless of socioeconomic status, to achieve success in music, and experience unity and cultural awareness through music. Over a quarter of Oakland families with children under age 18 fall below the poverty line, and nearly three-quarters of K-12 students in district-run schools qualify for free or reduced price lunches. Over 80% of MUSE students are people of color, and many are learning English as a second language. Creativity, particularly through the emotional impact of music, inspires people to dream, to believe, and to achieve. [...] A recent special report by San Francisco Conservatory and the Getty Foundation, “Music for Every Child,” cites research by neuroscientists, educators and psychologists showing that music training can improve attention, memory, language, social skills, creativity, and executive function.

# Conclusions

- After a ten-year hiatus, the return of member-directed spending has amounted to over \$180 million in approved funding for the arts and culture sector for FY 2022.
- Earmarks can be a viable way to obtain federal funding for local arts organizations and programs in future years.
- We should encourage constituents to submit arts and culture earmark requests to their House members for FY 2023. Well-funded arts and culture organizations will benefit local economies and communities.



# Advocacy Strategies

- Connect with your Federal Arts Advocacy Captain for your state.
- Request a meeting with your members of Congress and their staff.
- Maintain a relationship with the arts policy staffer throughout the year.
  - For FY 2023, conversations about an earmark request should start this fall.
- Invite your member of Congress to visit the site of the community project in question and demonstrate how an earmark for that site could positively impact their district.