



To: Arts Action Fund Members
From: Americans for the Arts Action Fund
Date: August 2, 2018
Re: Martin Heinrich and the Arts, 2018 Candidate for New Mexico U.S. Senate



Name: Martin Heinrich
Party: Democrat
Occupation: United States Senator from New Mexico
Incumbent: Yes
Years Served: 2013-Present, 5 years
Born: October 17, 1971 (age 46 years), Fallon, NV
Previous Public Offices Held: Member of the U.S. House of Representatives from New Mexico's 1st district (2009-2013).
Other Positions: After a brief stint doing mechanical drawings, Heinrich worked as an AmeriCorps fellow in New Mexico. From 1996 to 2001, he served as executive director of the Cottonwood Gulch Foundation, a New Mexico non-profit organization dedicated to educating young people on natural science and the environment. In 2002, Heinrich founded his own public affairs consulting firm.
Educational Background: Received his Bachelor's Degree in Mechanical Engineering from the University of Missouri.

Contact Information:

- Website: <https://martinheinrich.com/>
- Campaign Email: brad.elkins@martinheinrich.com
- Campaign Mailing Address: 3817 Simms Avenue Southeast Albuquerque, NM 87108
- Campaign Phone Number: 626-512-3482

Social Media Platforms:

- Facebook: @TeamHeinrich 35.6K followers
- Twitter: @TeamHeinrich 3.3K followers
- Instagram: N/A

2018 General Campaign Predictions:

- Solid D (Source: [Cook Political Report](#))
- Heinrich ran unopposed as the Democratic Senator in the primary election. (Source: [Politico](#))

Personal Arts Background: N/A

Notable Quotes:

- *“Artists have shaped New Mexico’s heritage and traditions for centuries. From establishing museum exhibits to supporting theater productions, these grants will allow creativity to continue to flourish in New Mexico, support the local economy and draw visitors from around the world to the Land of Enchantment. I’m focused on ensuring that these vital programs receive the funding they need to support our state’s vibrant artist community.”* – Said Heinrich when announcing nearly \$1 million in funding for New Mexico Arts Programs from the National Endowment for the Arts (Source: [Press Release](#)).

Examples of Actions on the Arts

- **Funding for National Endowment for the Arts:**
 - Voted nay on amendment offered by Rep. Tim Walberg (R-MI) as part of the FY 2011 long-term Continuing Resolution to reduce funding for the National Endowment for the Arts by \$20.6 million. Amendment offered to the FY 2012 Interior Appropriations bill by Rep. Tim Walberg (R-MI) to reduce funding for the National Endowment for the Arts by \$10.6 million (Source: [Congressional Report Card, Arts Action Fund](#)).
- **Tax Cuts and Jobs Act:**
 - Voted no on *Tax Cuts and Jobs Act* (HR 1) sponsored by Rep. Kevin Brady (R-TX) which would double the standard deduction limiting specific incentives for income tax deductions of gifts to charity, becoming severely limited to only the top five percent of taxpayers who itemize their deductions. The Senate voted 51 to 48 on December 13, 2017 to pass the bill in a party-line vote. (Source: [New York Times](#))
- **Letters:**
 - Cosigned a “Dear Colleague” letter on March 16, 2018, asking Senate appropriators to fund the NEA and NEH at no less than \$155 million in FY 2019. The letter was led by late Representative Louise Slaughter. (Source: [Arts Action Fund](#))
 - Cosigned a “Dear Colleague” letter on April 8, 2014, asking Senate appropriators to fund the NEA and NEH at \$155 million. The letter was initiated by Senator Tom Udall (D-NM). (Source: [2014 Congressional Arts Report Card](#))
 - Cosigned a “Dear Colleague” letter on April 25, 2013, asking Senate appropriators to fund the NEA and NEH at \$154 million each. The letter was initiated by Senator Tom Udall (D-NM). (Source: [2014 Congressional Arts Report Card](#))
 - Cosigned a "Dear Colleague" letter on April 2, 2014, asking Senate appropriators to support "robust" funding for the Office of Museum Services in FY 2015. (Source: [2014 Congressional Arts Report Card](#))

Membership:

- Membership in the Congressional Arts Caucus as of August 15, 2012. The list is maintained by the offices of Caucus Co-Chairs Representatives Louise Slaughter (D-NY) and Todd Platts (R-PA) (Source: [Americans for the Arts](#)).

Arts Action Fund Congressional Report Cards:

- [2014 Congressional Report Card](#): Thumbs up
- [2012 Congressional Report Card](#): A+

Information on the Arts and the Economy in New Mexico:

- In New Mexico, arts and culture was a \$2.70 billion industry—equivalent to 2.9 percent of the state economy—in 2015. There were a total of 25,704 arts and culture industry jobs.¹
- A 2017 analysis of Dun & Bradstreet data found 4,362 businesses employed 15,678 people in New Mexico involved in the creation or distribution of the arts—4.6 percent of all businesses and 1.62 percent of all employees.²

Sample Advocacy Questions on the Arts:

- Senator Heinrich, the budget of the National Endowment for the Arts (NEA) was cut in half during the 1990s. With its current funding of \$153 million, the NEA spends just 47 cents per American—half the cost of a pack of gum. Would you support a plan to increase federal arts funding to the NEA to \$1 per American, so that arts organizations in your state or district can present even more accessible arts programs for all its residents?
- With the implementation of *Every Student Succeeds Act* (ESSA), states now have more responsibility for providing a well-rounded education – including the arts. Would you support full funding (\$1.6 billion) of the Well-Rounded Education provisions of ESSA, including data collection of arts education programs by the states and advocating for the integration of the arts into STEM education?
- Nonprofit arts organizations are charities, and on average, 25 percent of their annual budgets rely on donations made by individual taxpayers to serve the public good. The charitable tax deduction incentive is currently only available to individuals who itemize their tax returns. Would you support a Universal Charitable Deduction, so all taxpayers have the incentive to donate?

¹Arts and cultural production are defined as those industries that produce arts and culture related commodities and generally follow the North American Industrial Classification System (NAICS). Employment estimates for ACP-related industries are for “direct” employment. [Arts and Culture Production Satellite Account](#) (ACPSA), 2015; U.S. Bureau of Economic Analysis and National Endowment for the Arts, 2018.

²Findings count active U.S. businesses registered with Duns & Bradstreet in the following categories: museums and collections; performing arts; visual art/photography; film, radio, and television; design and publishing; schools and services. [Creative Industries: Business & Employment in the Arts](#), Americans for the Arts, 2017.

About ArtsVote2018:

- The mission of ArtsVote2018 is to advance the role of arts in the 2018 midterm elections by providing arts advocates, arts leaders, elected officials, and media with needed information to effectively advocate for the arts.