



March 5, 2009

The Honorable Paul Krekorian
Member of the California State Assembly
State Capitol Building
Sacramento, CA 95814

Position: **SUPPORT**

Re: AB 700 (Krekorian) Creative Industries and Community Economic Revitalization Act of 2010.

Dear Assemblymember Krekorian:

California Arts Advocates (CAA) represents artists, arts organizations, and Californians who support the Arts. Its membership is a broad spectrum of budget sizes, arts disciplines, diverse cultures, audiences and regions. Its membership also includes non-profit arts organizations who serve communities with the help of California Arts Council (CAC) funding and programs.

On behalf of its members, CAA thanks you for introducing AB 700 and supports its passage. California is in its sixth year spending three cents per capita from the General Fund on the arts, and it remains last in the nation for state spending. AB 700 will provide funding to invest in California's creative sector, which contributes to the state's economy and its ability to compete in the global marketplace.

- The non-profit arts community, large and small, that the CAC has nurtured over the years is a feeder to California's very profitable creative industry that employs 500,891 as of January 2008. (Dun & Bradstreet data.)
- Non-profit arts organizations are a proven economic driver for California's economy, a \$5.4 billion industry that generates \$300 million in state and local taxes.
- According to the National Conference of Mayors, governments which support the arts on average see a return on investment of more than \$7 for every \$1 that the government appropriates.
- Providing a designated funding stream for the CAC can help grow programs that help non-profit arts organizations and artists serve 37 million Californians and the millions of people who visit California every day.

The arts are vital to the quality of life that we are so very proud of in California. With your legislation providing a stable revenue source for the CAC and its programs, the arts can continue to be a significant contributor to California's economic recovery through tourism, jobs, social services and education outreach. AB 700 proposes a sound investment for California. Thank you for your commitment to a better California. Please contact our legislative advocate, Kathryn Lynch, at (916) 443-0202 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Erickson", written over a light blue horizontal line.

Brad Erickson, Board President

cc: Michael Pro시오, Legislative Secretary, Governor's Office
Kathryn Lynch, Legislative Advocate, Lynch & Associates
California Arts Advocates Board Members

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