

California ARTS Advocates

STRENGTHENING THE VOICE OF THE ARTS

Issue No. 1

February 2009

Dear Arts Advocate,

Along with the California Arts Advocates board of directors, I'm happy to write to you in our first e-newsletter- a monthly digest of news and narratives designed to keep you updated on all that we are doing for our state to increase arts funding. If you know of someone who would like to receive this publication, please forward this issue to a friend by using the links at the bottom of this email.

Last week, the board of California Arts Advocates met in Sacramento with the offices of 20 legislators. Despite the state's looming budget worries, the meetings were notably positive. **Our message was simple: Now, more than ever, is the time to invest in the arts and arts education, to leverage the arts as a catalyst to jump-start local economies and to prepare California to retain its place at the forefront of the global creative economy.**

Specifically, we emphasized three main points:

- 1.) We asked legislators to include the arts in any economic stimulus legislation coming from Sacramento. California Arts Advocates is developing a bill to leverage the arts in spurring local economies-the bill draft title is "The Creative Industries & Community Economic Revitalization Act." We are seeking bi-partisan support for this bill when it is introduced.
- 2.) We urged legislators to sustain funding for arts education (for the past several years, arts ed has received annual funding of more than \$100 million, helping to bring the arts to hundreds of thousands of California public school children). We also stressed the importance of retaining arts education as a separate line item in the state budget-a "categorical" in Capitol-speak-rather than being bundled into block grants, where arts funding would be an easy target for diversion.
- 3.) Finally, we asked legislators to urge Speaker Karen Bass to name members from the Assembly to the Joint Committee on the Arts (the Senate already has their members in place). The Joint Committee holds hearings to gather data to inform arts policy. The Committee has not convened in a number of years, hampering the development of legislation that could utilize the arts to spur California's economy and enrich local communities.

The day of legislative visits ended with a reception hosted by the

California Arts Council, which had just finished a day-long meeting of its Council members. Malissa Feruzzi Shriver was introduced as the newly-elected Chair of the Council, and Governor Schwarzenegger joined the event to receive congratulations from the Council for receiving the 2009 Award for State Arts Leadership from Americans for the Arts and the US Conference of Mayors, "for championing support for arts education in California. The Governor (pictured at right with CAC Council Member Karen Skelton) told the advocates and legislators at the reception that they could count on his continued support of the arts and arts education.

In the weeks and months ahead, California Arts Advocates will be asking you to help us hold the Governor and our legislators to their supportive words.

Sincerely,

Brad Erickson
President, Californian Arts Advocates

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California Arts Advocates is Working for the Arts, Working for You!

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California Arts Advocates (CAA), is the official statewide arts advocacy organization providing advocacy services for California's arts community. CAA provides professional advocacy for all arts stakeholders in California, from the smallest troupe to the largest institution, from the solo artist to the largest organization... [\[read more\]](#)



Feb.7.2009
[11th Annual Sacramento Museum Day](#): Free admission to 26 museums throughout Sacramento.

March.2009
California Arts Education Month

April.2009
[National Poetry Month](#)

May.2009
[California Museum Month](#)

LOCAL PARTNER PROFILE

Never waste a crisis. A California Arts Advocates

local partner, the **City of San Jose Office of Cultural Affairs** (OCA) is taking advantage of the current economic downturn to embark on several planning initiatives to lay down a strategic vision for the next decade.



This spring, in partnership with the Center for Cultural Innovation and Dr. Ann Markusen, the OCA will complete the Creative Entrepreneur Project (CEP) aimed to improve the opportunity landscape for individual artists of all disciplines. The CEP consists of an artist survey, needs assessment, town hall convening, a "Business of Art" 10 week training with follow up encouragement grants, and a report of policy and program recommendations.

For the first time, an arts and cultural element will be integrated into the 30 year General Plan entitled *Envision San Jose 2040*. The OCA is undertaking an Arts Education Strategic Plan in consultation with the Cultural Planning Group. The OCA is looking at how to strengthen its role in arts education, lifelong learning and workforce development.

The San Jose Public Art Program recently completed several planning initiatives including a Downtown Focus Plan and a 5 Year Work Plan, outlining \$15 m in city-wide projects. The plan includes an innovative curatorial program for the renovation of the San Jose International Airport with the theme of art and technology.

The OCA has developed a Recession Tool Kit, a multi-prong approach to assist organizations during the economic crisis. The toolkit includes: in depth organizational assessments; financial planning training with follow up encouragement grants; and participation in the Northern CA Grantmakers Arts Loan Fund.

For more information about the San Jose Office of Cultural Affairs, visit www.sanjoseculture.org

Find out more about what other CAA local partners are up to your area [here](#).

Arts Facts: The Arts Can Play a Fundamental Role in California's Economy

Governors increasingly recognize the importance of the creative sector to their states' economy and ability to compete in the global marketplace. The National Governors Association raised the importance of the arts to economic stability with the release last month of its report [Using Arts & Culture to Stimulate State Economic Stability](#). A number of factors underscore the connection between economic competitiveness and creativity.

For example:

- Creative and new media industries are growing in number and playing increasingly prominent economic and social roles;
- Companies' decisions about where to locate their businesses often are influenced by factors such as the ready availability of a creative workforce and the quality of life available to employees;
- Arts and culture can play a major role in community development and redevelopment by creating new jobs as well as fostering an environment and amenities that attract talented young workers; and
- Tourism centered on arts and culture can contribute to state and local economic growth by providing a diversified and sustainable means for creating jobs and attracting revenue.

The arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates.

Source: [National Conference of Mayors Strong Cities... Strong Families for a Strong America Mayors' 10-Point Plan](#)

May.5.2009

[Museum Advocacy Day](#)

Oct.2009

National Arts & Humanities Month

Oct.2.2009

California Arts Day

CAA Resources

[Advocacy Toolkit](#)

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Feedback

Have an idea for an article? Know of an event the arts field should be aware of? Let us know- we'd be happy to hear from you. [Email us](#) today.



MARK YOUR CALENDAR

California Association of Museums Annual Conference
[Building Bridges: Collaboration * Innovation * Risk](#)
February 25 - 28, 2009 in San Francisco

UCLA Extension Department of the Arts
presents [Arts Day LA](#)
March 7, 2009 on the UCLA Campus in Los Angeles

Arts Orange County
[ARTS CAN Feed the Hungry & Feed the Soul](#) Food Drive
March 10 - 31, 2009 in Orange County

Americans for the Arts
[2009 National Arts Action Summit](#)
March 30 - 31, 2009 in Washington DC
California Arts Advocates is the official
Americans for the Arts State Arts Advocacy
Captain for California and CAA president Brad
Erickson is leading a the delegation of Californians
going to Washington DC for the Americans for the
Arts 2009 National Arts Action Summit. Last year more than 400 arts advocates
from across the nation walked the halls of Congress on Arts Advocacy Day.
[Register here](#)



**California County Superintendents Educational Service Association and the
California Alliance for Arts Education** presents
[The State of the Arts Educational Leadership Conference](#)
April 20 - 21, 2009 in Sacramento

California Presenters
[25th Annual Artist Information Exchange Conference & Annual Meeting](#)
May 27 - 29, 2009 in San Francisco

Americans for the Arts Annual Convention
[Renewable Resources: The Arts in Sustainable Communities](#)
June 17-20, 2009 in Seattle

Association of California Symphony Orchestras 41st Annual Conference
[Surfing the Waves of Change: Keys to Keeping Afloat](#)
August 6 - 8, 2009 in San Diego

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