

# MORE FUNDING FOR MORE ART FOR MORE PEOPLE

*California Arts Advocates, a nonprofit organization,  
believing in the deep public value of the arts in California.*



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## ACR 85, Relative to Arts Month

JANUARY 9, 2008 – ACR 85, as introduced by Assembly Member Jones (D-Sacramento) Arts Month. This measure would proclaim the month of February 2008 as Arts Month. This measure also would declare the intent of the Legislature to seriously address how the state can better organize itself to preserve and foster the state's world-class arts and cultural environment. This measure would recognize the economic, educational, and civic value of preservation, public presentation, and promotion of the arts, culture, and cultural heritage that provides access for all Californians. This measure would declare that the Legislature welcomes recommendations on additional actions, as appropriate, to preserve the state's cultural and historic resources and to strengthen administrative structures in state government responsible for administration of those resources.

WHEREAS, California has more arts-related businesses and more people employed in the creative industries than any other state. The "Creative Industries Study" compiled by the Americans for the Arts in January 2007, found that creative industry businesses provide the essential fuel that drives the information economy and that the state, as home to 86,534 arts-related businesses, institutions, and organizations that employ 426,222 people, ranks first in the nation with more firms within this economic sector than any other state; and

WHEREAS, California's nonprofit arts organizations attract an audience of 71.2 million annually and generate a \$5.4 billion impact on the state's economy, including the creation of 66,000 full-time and 95,000 part-time jobs; and

WHEREAS, The state's nonprofit arts organizations currently generate nearly \$300 million in state and local taxes; and

WHEREAS, The arts in the state are a strong magnet for cultural tourists, contributing to the state's ranking as the most visited state in the nation, with the arts serving as a primary reason for visiting the state for six million of the state's 44 million annual tourists; and

WHEREAS, Economist Richard Florida, in his book "The Rise of the Creative Class," concludes that today's economy is shifting from an information economy to an economy powered by human creativity and innovation; and

WHEREAS, A recent study by the Center for Arts and Culture finds that providing all students with a complete education in the arts and humanities is proven to help students think creatively, communicate effectively, and work collaboratively in today's fast-paced, technologically advanced global economy; and

WHEREAS, The arts develop essential skills, such as creativity, perception, and imagination, that fuel the state's high-tech and entertainment industries, which are the state's most economically lucrative sectors; and

WHEREAS, Arts programs give at-risk and underprivileged youth access to the resources needed for lifetime success in the workplace, universities, schools, churches, businesses, and social service agencies; and

WHEREAS, Research by The California Endowment finds that involvement in the arts is an unparalleled means for young people to develop the strength, resiliency, and self-image that allow them to participate in society on healthy terms; and

WHEREAS, According to the "Strengthening Rural Economies through the Arts," a 2005 report by the National Governor's Association, the arts are important to states for two primary reasons: the arts stimulate economic growth and job creation, and improve quality of life; and

WHEREAS, The arts give voice to the state's diverse communities and serve as a cultural bridge, promoting tolerance and building understanding while celebrating our many heritages; and

WHEREAS, California, the world's eighth largest economy, has been ranked lowest of the 50 states in per capita state investment in the arts and culture since 2003; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature proclaims February 2008 to be Arts Month; and be it further

Resolved, That the Legislature intends to seriously address how the state can better organize itself to preserve and foster the state's world-class arts and cultural environment; and be it further

Resolved, That the Legislature recognizes the economic, educational, and civic value of preservation, public presentation, and promotion of the arts, culture, and cultural heritage that provides access for all Californians; and be it further

Resolved, That the Legislature welcomes recommendations on additional actions, as appropriate, to preserve the state's cultural and historic resources and to strengthen administrative structures in state government responsible for administration of those resources; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.