

California  
**ARTS** *Advocates*

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February 10, 2010

The Honorable Anthony Portantino  
Member of the California State Legislature  
State Capitol Building  
Sacramento, CA 95814

**Re: AB 1777**  
**Position: SUPPORT**

Dear Assembly Member Portantino:

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 1777 and supports its passage. Since 2003, California has ranked last among all the states in per capita investment in the arts—allocating just three cents per person from the General Fund, when the national average is one dollar. AB 1777 will leverage the arts as a proven and powerful catalyst for spurring local economies and for preparing California's workforce to prosper in the global creative economy. The arts are a major player in our state's economy, generating billions in total economic activity and fundamentally impacting California's core creative industries.

Arts-related sector statewide supports:

- 86,000 arts-related businesses
- 485,000 jobs for people in California

Non-profit arts specifically generate:

- \$5.4 billion in total economic impact
- 66,000 full-time and 95,000 part-time jobs
- \$300 million in state and local taxes

Additionally, the arts:

- Spur cultural tourism
- Revitalize depressed neighborhoods
- Attract creative workers and industries of all kinds
- Provide an infrastructure for innovation and imagination that drives California's creative industry which generates more than 500,000 jobs as of January 2008 (Dun & Bradstreet)
- Serve as a crucial corollary to California's entertainment industry
- Unite our communities, celebrating diversity and building bridges of tolerance and understanding

The arts are vital to the quality of life that we are so very proud of in California. Your legislation will provide a stable revenue source for the California Arts Council's granting programs to non-profit arts organizations, leveraging the arts as a significant contributor to California's economic recovery through tourism, job creation, social services and educational outreach. AB 1777 proposes a sound investment for California. Thank you for your commitment to a better California.

Sincerely,

Brad Erickson  
President

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