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Assembly California Legislature



ANTHONY J. PORTANTINO
 ASSEMBLY MEMBER, FORTY-FOURTH DISTRICT

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 HUMAN SERVICES
 LABOR AND EMPLOYMENT
 REVENUE AND TAXATION

February 18, 2010

To: Members of the California Legislature

From: Assemblymember Anthony J. Portantino

Re: REQUEST FOR COAUTHORS
 AB 1777 (Portantino)
 Creative Industries and Community Economic Revitalization Act

According to the National Governors Association 2008 report, the arts "create jobs, attract investments, generate tax revenues, and stimulate local economies." This report asserts that the arts "infuse other industries with creative insight" and "prepare workers to participate in the contemporary workforce, create communities with high appeal to residents, businesses, and tourists, and contribute to the economic success of other sectors."

The 2009 Creative Industries Report for California, prepared by Americans for the Arts, showed 110,840 arts related business throughout the state, employing 438,912 Californians.

Despite the clear evidence of arts' important contributions to our economy and quality of life, the budget for the California Arts Council was cut in 2003 by 97 percent. Since then, California has ranked 50th in the nation in public investment for the arts, spending just three cents per capita for the arts from the state's General Fund when the national median is \$1.12.

California's last-place status in arts investment limits our ability to:

- Provide equal access to the arts for our constituents;
- Leverage the arts to attract more tourists to the state;
- Utilize the arts to spur the economies of local communities—from rural towns to major metropolitan areas;
- Renew and revitalize local downtown developments as well as neglected neighborhoods;
- Invest in local community groups, in-school and after-school programs and multi-cultural organizations serving underserved communities;
- Provide arts services to children, at-risk-youth, seniors, prisoners, and public school students;
- Celebrate California's diversity and build bridges of tolerance and understanding between the state's many demographic communities; and
- Enhance the quality of life for all California citizens.

Representing Cities

Altadena, Arcadia, Duarte, East Pasadena, La Cañada Flintridge, Los Angeles, Mayflower Village, Monrovia, Pasadena, South Pasadena, and Temple City



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AB 1777 (Portantino)
Request for Coauthors

To increase California's investment in the arts, AB 1777 would do the following:

- Establish the Creative Industries and Community Revitalization Fund (CICRF)
- Transfer 20% of sales tax collected on specific arts-related lines of business, identified by two Board of Equalization categories, to the CICRF
- Authorize local assistance program grants for organizational support
- Encourage joint partnerships between applicants
- Provide oversight by the Legislature
- Direct the CAC to administer the grants program and allocate funds from the CICRF.

This measure is the reintroduction of AB 700 (Krekorian) from last year. I hope you will join me and the sponsors (California Arts Advocates, Theater Bay Area and Theater West, Los Angeles) in this effort by your coauthorship of this measure.

Print Name

Signature

Please return by fax at 319-2144 or deliver to Room 2003
Attention: Diane Shelton