

Date of Hearing: May 3, 2016

ASSEMBLY COMMITTEE ON ARTS, ENTERTAINMENT, SPORTS, TOURISM, AND
INTERNET MEDIA

Kansen Chu, Chair

ACR 124 (Calderon) – As Introduced January 21, 2016

SUBJECT: Arts Council: 40th anniversary.

SUMMARY: Would declare the importance of the arts to the state and the essential role of the Arts Council in promoting the arts throughout the state, and would congratulate the Arts Council on 40 years of service to the state and honor the Art Council's rich history and celebrate a bright future for the arts in our state. Specifically, **this Resolution** makes the following findings:

- 1) Our state arts agency, the California Arts Council, was established by Governor Edmund G. Brown and came into being on January 1, 1976.
- 2) Governor Brown created the California Arts Council on the basis that the arts are central to the lives of Californians.
- 3) Since the 1970s, the Arts Council, also known as the California Arts Council, has served the state by strategically promoting increased access to the arts for all Californians, particularly for residents living in communities that lack sufficient and convenient opportunities to experience the benefits of the arts in their lives.
- 4) In 2016, California's state arts agency celebrates its 40th anniversary. During its four decades of existence, the California Arts Council has awarded thousands of grants with a total investment of \$368,000,000. California is home to more artists than any other state, and the creative industries account for one in 10 jobs statewide.
- 5) The arts are fundamental to our human experience. The arts inspire us to see our human potential by fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring people together, regardless of perceived differences in ethnicity, religion, or age. As a well-known idiom reminds us, "When times are tough, art is salve for the ache."
- 6) The arts invigorate the state and national economies. The creative sector has become one of the state's most important drivers of economic growth. The 2013 OTIS Report on the Creative Economy, analyzing the economic impact of the creative economy in the state, concluded that 9.7% of jobs in the state are connected, directly or indirectly, to the creative industries. A recent report by the U.S. Bureau of Economic Analysis concluded that the arts and culture sector represents 3.2% of the nation's gross domestic product in 2011.
- 7) The arts bolster small and large businesses and the nonprofit sector. Local merchants directly benefit when people attend art events in their community because attendees make purchases related to the event, including, among other things, meals and parking. Nationally, in 2011, exports from the United States of art-related goods, including, but not limited to, movies, paintings, and jewelry, substantially increased and resulted in a trade surplus within the arts

industry. The national nonprofit arts industry annually generates billions in economic activity and provides millions of jobs.

- 8) The arts increase tourism and travel. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences than other types of travelers. Reports show that the percentage of international travelers visiting museums and attending concerts and theater performances have steadily grown since 2003.
- 9) The arts spark creativity and innovation in the workforce. Creativity is recognized as one of the top five applied employee skills sought by business leaders. Nobel Laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
- 10) The arts enhance our society. A recent study demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, improved child welfare, and lower poverty rates. A vibrant arts community ensures that young people are not left to experience their society through a pop culture and tabloid marketplace.
- 11) The arts improve health care. Nearly one-half of the nation's health care institutions provide arts programming for patients, families, and staff on the basis that art programs promote healing in patients, resulting in shorter hospital stays, better pain management, and less medication.
- 12) The arts improve academic performance. Students with an education rich in the arts have higher grades and standardized test scores and lower rates of dropping out of school. Students with four years of arts or music in high school average 100 more points on their SAT scores than students with just one-half of a year of arts or music. While arts education is mandated by state law, California is failing to provide a sufficient arts education. For the past 30 years arts education in schools has been disappearing at an alarming rate. Between 1999 and 2004, student enrollment in music education declined by almost half. The state's recent fiscal crisis has resulted in still more dramatic cuts to visual and performing arts education programs for students throughout the state.

FISCAL EFFECT: None. This Resolution is keyed non-fiscal by the Legislative Counsel.

COMMENTS:

- 1) *Author statement and support: The California Arts Council has been exceptional for 40 years.* In celebrating the 40th anniversary of the California Arts Council, Governor Brown offered the following comments, "As Governor in 1976, I created the California Arts Council on the basis that the arts are central to the lives of Californians. Government investment in the arts is critical to support the expression of new ideas and cultural diversity across our society. The arts and creativity play a key role in ensuring California remains a vibrant, thriving state to live in and visit-our state's artists and creative communities are among the many features that make California so unique. On the occasion of the California Arts Council's 40th anniversary, I congratulate the artists, organizations, Council members, staff, and all those whose dedication and creativity has contributed to the success and growth of our state."

According to the author, "During its four decades of existence, the California Arts Council has awarded thousands of grants— a total investment of \$368 million, California is home to more artists than any other state, and the creative industries account for 1 in 10 jobs statewide. But citing mere numbers does not give a sense of how this investment 'paid off' in California, where dollar amounts large and small have transformed blight into beauty, stagnation into change, and hopelessness into inspiration. The California Arts Council's grantees and partners—past and present—carry with them countless stories of community transformation, social prosperity, cultural exchange, individual discovery, and educational growth. As this Resolution says, the arts are fundamental to our human experience. The arts inspire us to see our human potential by fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring people together, regardless of perceived differences in ethnicity, religion, or age."

The California Arts Council, the Resolution's sponsor, adds the following, "Many things have changed about this agency over the past four decades—from our size to our programs—but one thing remains true to this day: the California Arts Council has heart. Your state arts agency has passion, vision, and affection for the places and people of California—for our artists, our communities, our many cultures—and takes pride in working hard to serve every part of this golden state."

- 2) *Prior legislation:* ACR 46 (Calderon), Resolution Chapter 152, 2015, declared the importance of the arts to the state and the essential role of the Arts Council in promoting the arts throughout the state, and urged a unified effort between the Legislature and the Governor to provide a substantial increase in the General Fund appropriation to the California Arts Council.

REGISTERED SUPPORT / OPPOSITION:

Support

American Federation of State, County and Municipal Employees, AFL-CIO
California Alliance for Arts Education
California Arts Advocates
California Arts Council

Opposition

There is no opposition on file

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