

Date of Hearing: April 11, 2023

ASSEMBLY COMMITTEE ON ARTS, ENTERTAINMENT, SPORTS, AND TOURISM

Sharon Quirk-Silva, Chair

AB 1382 (Quirk-Silva) – As Amended March 27, 2023

SUBJECT: State-designated cultural districts

SUMMARY: Directs the California Arts Council (CAC) to create an interdepartmental advisory group to support state-designated cultural districts, and to designate a permanent ongoing staff person to develop, support, and strategically plan the program.

Specifically, **this bill:**

- 1) Defines “Program” as the competitive state-designated cultural district certification and technical assistance program established by CAC
- 2) Requires CAC to designate a permanent ongoing staff person to develop, support, and strategically plan the program. The ongoing staff person will enable the council to do all of the following:
 - a) Provide technical assistance.
 - b) Serve as a resource to state-designated cultural districts.
 - c) Guide best practices for the program.
 - d) Conduct regular and updated program evaluations.
 - e) Study the program’s impacts.
 - f) Provide the ability to build upon and maintain interagency agreements.
- 3) Upon appropriation by the Legislature, allows CAC to expend program funding for any of the following:
 - a) Program staff.
 - b) Program analysis.
 - c) Planning grants.
 - d) Evaluations.
 - e) Building out the program.
 - f) Providing guidance to emerging cultural districts.
- 4) Requires CAC to create an interdepartmental advisory group to support state-designated cultural districts.

- a) Requires the interdepartmental advisory group to work with other agencies, including the Department of Parks and Recreation and, particularly, the Department of Transportation to facilitate signage for state-designated cultural districts.
- b) Requires the interdepartmental advisory group to work with the California Travel Association and Visit California to promote state-designated cultural districts as tourism destinations and to highlight California's richly diverse cultural communities.
- c) Requires the California Travel Association and Visit California to feature state-designated cultural districts in at least one publication per calendar year.
- d) Requires the California Travel Association and Visit California to work with the CAC to develop an online interactive map and visitor's guide for each state-designated cultural district.

EXISTING LAW:

- 1) Creates the CAC, consisting of 11-members who serve four-year, staggered terms. Nine members are appointed by the Governor, subject to Senate confirmation, and the Speaker of the Assembly and the Senate Committee on Rules appoint one member each. (Government Code (GOV) Section 8751)
- 2) Directs CAC to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; to provide for exhibition of artistic works in public buildings; and, to enlist the aid of all state agencies in the task of ensuring the fullest expression of artistic potential. (GOV 8753)
- 3) Authorizes CAC to hold hearings, execute agreements, and perform any acts necessary and proper to carry out their designated purposes. (GOV 8753)
- 4) Authorizes CAC to accept federal grants and unrestricted gifts, donations, bequests, or grants of funds from private sources and public agencies (GOV 8753)
- 5) Defines a "state-designated cultural district" as a certified geographical area with a concentration of cultural facilities, creative enterprises, or arts venues that do any of the following:
 - a) Attracts artists, creative entrepreneurs, and cultural enterprises.
 - b) Encourages economic development and supports entrepreneurship in the creative community.
 - c) Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
 - d) Fosters local cultural development.
 - e) Provides a focal point for celebrating and strengthening the unique cultural identity of the community.

- f) Promotes opportunity without generating displacement or expanding inequality. (GOV 8758)
- 6) Directs CAC to establish criteria and guidelines for state-designated cultural districts. In executing its powers and duties under this chapter, the council shall do all of the following:
 - a) Establish a competitive application system by which a community may apply for certification as a state-designated cultural district.
 - b) Provide technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and provide promotional support for state-designated cultural districts.
 - c) Collaborate with other public agencies and private entities to maximize the benefits of state-designated cultural districts. (GOV 8758)
- 7) A geographical area within the state may be certified as a state-designated cultural district by applying to the council for certification. Certification as a state-designated cultural district shall be for a period of five years, after which the district may renew certification every three years. (GOV 8758)

FISCAL EFFECT: Unknown. This measure has been keyed fiscal by the Legislative Counsel.

COMMENTS:

- 1) Author's statement. According to the author, "In 2017, the California Art Council announced the first 14 state-designated cultural districts. In addition to being recognized for highlighting the cultural legacy of our state, these districts receive the benefit of technical assistance and branding materials that increase the visibility of local artists and communities. By creating an interdepartmental advisory group to support state-designated cultural districts, and dedicating a permanent ongoing staff person to help grow the program, this bill seeks to help other areas of the state by providing them with the tools and resources needed to sustain and promote their own thriving cultural diversity and unique artistic identities."
- 2) Background. CAC was created in 1975 under then Governor Jerry Brown to increase access to the arts for all Californians. CAC's impact has grown over the years, especially through efforts that brought arts programming to underserved communities and populations across the state (such as rural communities, inner city neighborhoods, prisons and schools).

Examples of programs the CAC has offered over the years include:

- Artists in Schools – Support for arts organizations that partner with schools and/or school districts to facilitate artists-in-residence activities in the classroom and after-school programs.
- Creating Public Value – Support for arts organizations in rural or underserved areas to implement projects making a positive contribution to their communities.
- Statewide Service Networks – Support for discipline-based arts service organizations and statewide arts networks to strengthen their constituencies and promote the public value of

the arts in their communities.

- State-Local Partnership – Support for local arts agencies designated by county boards of supervisors to provide arts in local communities.
- My California Story Slam – Encourages educators to explore creative writing in their high school classrooms and to draw upon the expressive skills of their students.
- Poetry Out Loud – National recitation contest that encourages high school students to experience poetry through memorization, performance, and competition. Poetry Out Loud is an initiative of the National Endowment for the Arts (NEA).
- California Music Project – To help restore music education in public schools, K-12.
- Convenings – Annual statewide arts conference, professional development sessions, with the multicultural infrastructure (9 discipline-based arts service organizations) and statewide service network organizations (6 organizations).
- Poet Laureate – Overview, nomination process, eligibility and criteria for two-year gubernatorial appointment to the position of Poet Laureate and related literary tour.
- Marketing: Public Awareness – Using social change models, marketing & advocacy to reframe the arts as a public value--essential to a healthy society, as critical as free speech.
- Cultural District Programs – Marketing program for local cultural districts which are well-recognized, labeled areas of a city and in which a high concentration of cultural facilities and programs serve as the main anchor of attraction and business development.

3) Existing state-designated cultural districts. In July 2017, CAC announced the 14 districts that became California’s inaugural state-designated cultural districts, highlighting thriving cultural diversity and unique artistic identities within local communities across California. No additional cultural districts have been designated since that time. Governor Gavin Newsom’s 2023-24 state budget proposal included \$10 million in one-time funding to support California’s existing Cultural Districts.

California’s 14 inaugural state-designated cultural districts:

Balboa Park Cultural District, San Diego Region
Barrio Logan Cultural District, San Diego Region
The BLVD Cultural District, Lancaster – Deserts Region
The Calle 24 Latino Cultural District, San Francisco Bay Area Region
Downtown San Rafael Arts District, San Francisco Bay Area Region
Eureka Cultural Arts District, North Coast Region
Grass Valley-Nevada City Cultural District, Gold Country Region
Little Tokyo, Los Angeles Region
Oceanside Cultural District, San Diego Region
Redding Cultural District, Shasta Cascade Region
Rotten City-Emeryville Cultural Arts District, San Francisco Bay Area Region

San Pedro Waterfront Arts, Cultural & Entertainment District, Los Angeles Region
SOMA Pilipinas – Filipino Cultural Heritage District, San Francisco Bay Area Region
Truckee Cultural District, High Sierra Region

4) Prior and related legislation:

- a) AB 189 (Bloom), Chapter 396, Statutes of 2015, required CAC to establish criteria and guidelines for state-designated cultural districts, as defined, and established a competitive application system by which a community may apply for certification as a state-designated cultural district.

REGISTERED SUPPORT / OPPOSITION:

Support

There is no support on file.

Opposition

There is no opposition on file.

Analysis Prepared by: Brian Anderson / A.,E.,S., & T. / (916) 319-3450