

How the arts and creativity impact our state's success

- » Creativity is the top attribute sought by today's CEOs.
- » Arts education results in higher grades and increased graduation rates.
- » A high concentration of arts in a city leads to less poverty, more civic engagement, and social cohesion.
- » Arts travelers stay longer and spend more money than the average tourist.
- » Arts programs in prisons help reduce recidivism rates.
- » Arts' healing benefits result in shorter hospital stays and better pain management.



California Arts Council grantee, Berkeley Symphony, Music in the Schools Program.

The Mission of the California Arts Council, a state agency, is to advance California through the arts and creativity.

Members of the California Arts Council include: Chair Wylie Aitken, Vice Chair Susan Steinhauer, Michael Alexander, Christopher Coppola, Donn K. Harris, Charmaine Jefferson, William Turner, and Rosalind Wyman.

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CREATIVE CALIFORNIA



ADVANCING CALIFORNIA THROUGH
THE ARTS AND CREATIVITY

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Creativity is big business in California

The 2013 Otis Statewide Creative Economy Report

Released February 6, 2014, this report measures, benchmarks, and assesses trends of the creative economy across the state.

- » Artistic services and intellectual capital are inarguably essential to the 21st century economy, which is dynamic, knowledge-based, and increasingly global.
- » California is arguably home to one of the highest concentrations of creative individuals in the world.
- » Creativity is one of California's greatest economic assets. Having a creative edge supports economic prosperity.
- » Creativity is fundamental to economic growth and prosperity in California.
- » High concentrations of cultural workers and cultural attractions make an area more attractive by improving overall quality of life, and they draw visitors to the area.

Creative industries account for 7.8% of California's GDP

- » 1 in 10 jobs in California is part of the creative industries.
- » The creative industries of California generated \$273.5 billion in total (direct, indirect, and induced) output.
- » They employed 1.4 million workers who earned \$99.3 billion in labor income.
- » The direct, indirect and induced workers paid nearly \$13.0 billion in property taxes, personal income and sales taxes into the state general fund and to local governments.



California Arts Council grantee, Dancers' Group at San Francisco City Hall. *Photo credit: Wayne Hazzard*

Now is the time for California to invest in the arts and creativity

- » California Arts Council – the state's arts agency – currently ranks among the lowest states in arts funding per capita.

From Governor Brown:

“As Governor in 1976, I helped form the California Arts Council on the basis that the arts are central to the lives of Californians. My belief in the arts is still strong today – as our state's artists and creative communities are among the many features that make California a great place to live and to visit.”

An excerpt from the California Arts Council's 2012-13 Annual Report