

MOTION BY SUPERVISORS HILDA L. SOLIS

April 4, 2023

AND LINDSEY P. HORVATH

The Creative Jobs Collective Impact Initiative and Declare Arts, Culture, and Creativity Month

The creative economy is home to 7.6% of California’s jobs, but its workforce has an outsized impact on overall economic output. According to the 2023 Otis Report on the Creative Economy, the five creative sectors were collectively responsible for 14.9% of the state’s \$3.4 trillion economy in 2021. Each job supported by creative economy activity resulted in \$37,717 in additional tax revenue, generating over \$194.1 billion in federal, state, and municipal taxes.

The creative economy plays a critically important role in our regional and state economy, yet the effects of the COVID-19 pandemic continue to reverberate throughout creative sectors. Since the onset of the pandemic, the nation’s creative industries have faced unprecedented financial pressures and the recovery trajectories among creative sectors have varied significantly. As an example, the Fine & Performing Arts sector was hit the hardest by the pandemic, as employment levels in 2021 remained 18.9% below where they were in 2018.

The County through the Department of Arts and Culture (Arts and Culture),

MOTION

SOLIS _____

MITCHELL _____

HORVATH _____

BARGER _____

HAHN _____

provides leadership, services, and support in areas including grants and technical assistance for nonprofit organizations, countywide arts education initiatives, commissioning and care for civic art collections, research, and evaluation, access to creative pathways, professional development, free community programs, and cross-sector creative strategies that address civic issues. The Department of Arts and Culture has proven itself to be a leader and the County's primary support to the broader arts sector. Specifically, it administers the Arts Internship Program which is our flagship creative workforce development and the nation's largest paid internship program in the arts, is growing the links between arts education and creative career pathways for underrepresented and systems-impacted youth both locally in Los Angeles County and with statewide partners, creates jobs by commissioning individual artists for County Civic Art projects, and provides grant funding to hundreds of arts nonprofits that allows them to create and sustain thousands of creative jobs. Additionally, Arts and Culture conducts and commissions research to measure diversity, equity, and inclusion in the arts workforce in the County.

Additionally, the Los Angeles County Department of Economic Opportunity (DEO) was created by the Board of Supervisors in July of 2022 to better align economic and workforce development policy, programs, and services in the County and for businesses and workers in the region, prioritize support for historically disinvested communities and high-growth sectors and high-road employers offering quality jobs, and support a vision of a more equitable economy with inclusive and sustainable growth, especially as we recover from the pandemic. DEO invests in high-growth and opportunity sectors like film and digital media that lift the creative economy and ensure

that Los Angeles County remains the entertainment capital of the world. The department oversees the LA Film Office as a liaison to the industry and its stakeholders and an intermediary for the department's investments in sector-specific economic and workforce development, including streamlined business permits and incentives as well as workforce development and apprenticeship programs like the Film and Digital Media Training Program that inspire a more diverse and qualified talent pipeline for traditional and non-traditional creative pathways, piloted in 2020 and expanded with American Rescue Plan (ARP) funds in 2022. DEO partners closely with Arts and Culture to support the sector's entrepreneurs, service providers, hiring partners, and existing and emerging workforce.

The Los Angeles County Board of Supervisors made critical emergency funding investments in innovative Arts and Culture programs through the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), the American Rescue Plan (ARP), and the Public Art in Private Development Ordinance, to support recovery and greater equity across the region. Furthermore, the County introduced and passed report-back motions in 2020 and 2022 with the aim to double the Organizational Grant Program (OGP) budget to create a more equitable cultural future for Los Angeles County.

Building on the County's increasing support for the arts, the Creative Jobs Collective Impact Initiative (CJCII) is a 7-year effort that envisions a thriving and equitable arts and culture sector through the creation of 10,000 living wage jobs in Los Angeles, the widespread availability of median wages for entry-level jobs, and new pathways into the sector for youth and adults from communities most impacted by systemic inequity and COVID-19 permanent job loss. The initiative is being coordinated

by Arts for LA, with philanthropic funding support, and led by a steering committee that includes Arts and Culture among others in the arts, data, and creative economy. This initiative is an opportunity to address underinvestment in the arts and disparities in employment, wages, and pandemic recovery. It will cultivate necessary cross-sectoral partnerships – including colleges, K-12 schools, small arts nonprofits, government, business, labor, entertainment, and large-scale creative employers – for the betterment of the wider arts ecology

CJCII leads with data and accountability. It systemizes the need for Los Angeles County to regularly measure LA's arts workforce demographics to truly assess the amount of progress we are making toward a more diverse and sustainable workforce. The 2021 Make or Break report, co-published by the Los Angeles County Department of Arts and Culture with the Center for Business and Management of the Arts at Claremont Graduate University, was and is an important leadership step forward for data and accountability. The report found that compensation for entry-level arts administrators in Los Angeles County does not meet a living wage standard – especially for BIPOC arts administrators (entry-level wage of \$32,027) – or is just above the average cost of living (\$40,248) for white administrators (entry-level wage of \$43,437). This wage inequity parallels hiring inequities. The Los Angeles County Department of Arts and Culture 2019 Workforce Demographic Study Results reveal that 26% of the County's population identifies as white, yet this demographic accounts for 59% of the arts workforce.

The Los Angeles arts nonprofit sector is also largely undercapitalized. To illustrate, the 2022 Arts Vibrancy Index (SMU Data Arts) ranked Los Angeles as the #1 city for arts providers (per capita) but #52 in arts dollars and #259 in government

funding allocation. We know that at the start of the pandemic, 50% of all arts nonprofits in the County had less than two months of operating cash on hand. This financial precarity translated into stagnant wages and employment insecurity or job loss for all arts nonprofit employees. However, the unemployment crisis created by COVID-19 disproportionately impacted youth of color. A study from the Economic Policy Institute found that the overall unemployment rate for young workers ages 16–24 jumped from 8.4% to 24.4% from the spring of 2019 to the spring of 2020, with rates even higher for young Black, Hispanic, and Asian American/ Pacific Islander (AAPI) workers (29.6%, 27.5%, and 29.7%, respectively). The same study found that if policymakers fail to intentionally respond to this crisis, its impacts could be felt for decades to come, resulting in significant attrition within the creative economy and propagating racial disparities.

As a County, we recognize the need for historic investments in the creative workforce, our programs that support this sector, and our support of arts data. By centering cross-sectoral thought partnerships, funding, and culturally responsive practices for the betterment of all residents across diverse identities, we are prioritizing both intersectional and real-time responses to disparities in the creative sector exacerbated by the COVID-19 pandemic.

WE, THEREFORE, MOVE that the Board of Supervisors:

1. Declare April 2023 as Arts, Culture, and Creativity Month in the County of Los Angeles to celebrate and recognize the impact of our County's arts and creative industry and workforce in the State of California.

2. Support the goals of the Creative Jobs Collective Impact Initiative (CJCII) which aims to create:
 - a. Parity between the regional population demographics and creative workforce representation; and
 - b. A sector-wide median entry-level wage that is at or above the region's living wage as determined by MIT's living wage calculator; and
 - c. 10,000 creative sector jobs centering youth from historically underrepresented communities.
3. Direct the Chief Executive Office-Legislative Affairs and Intergovernmental Relations Division (CEO-LAIR) to support any state and/or federal legislation that supports this initiative.
4. Instruct the Director of the DEO to join the Director of Arts and Culture to participate in the CJCII Steering Committee – a committee of diverse arts/community leaders within the County, and led by Arts for LA, to develop recommendations to meet CJCII goals.
5. Request that the Directors of Arts and Culture and DEO, as well as the CEO of Arts for LA, return to the October 17, 2023, Board Meeting to present the opportunities identified by the CJCII Steering Committee.
6. Direct the Chief Executive Officer to explore the feasibility of funding Strategy 1: Expand Grants to Organizations Serving Diverse Communities in Arts and Culture's Cultural Policy Strategic Plan to increase funding for the Organizational Grant Program as previously directed by the Board. This strategy directly supports the aims of CJCII to increase creative job opportunities and drive more

equitable outcomes throughout the sector.

#

HLS:ko