

**REPORT BACK ON MOTION BY SUPERVISORS SOLIS AND HORVATH - THE CREATIVE JOBS
COLLECTIVE IMPACT INITIATIVE AND DECLARE ARTS, CULTURE, AND CREATIVITY MONTH (ITEM
NO. 21, AGENDA OF APRIL 4, 2023)**

On April 4, 2023, Supervisors Solis and Horvath introduced a motion instructing the Director of the Department of Arts and Culture, and the Director of the Department of Economic Opportunity, including the CEO of Arts for LA, to present a verbal report back to the Board of Supervisors on Arts for LA's Creative Jobs Collective Impact Initiative (CJCII).

Background

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 close to 15%, or \$508 billion 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 in 2021. Yet, the Los Angeles arts and culture sector is historically undercapitalized. To illustrate, the 2023 Arts Vibrancy Index ranked Los Angeles as the #1 city for arts providers (per capita) but #258 in government funding allocation. In fact, 41% of arts organizations have less than three months of cash on hand, leaving them vulnerable to financial crises, stagnant wages, employment insecurity or job loss for arts nonprofit employees, and even closure.

Additionally, the unemployment crisis exacerbated by the COVID-19 pandemic disproportionately impacted people 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.

The Board of Supervisors has responded with immense support for the arts in several motions passed over the last year, including support for striking workers and those workers and small businesses impacted by the strikes, increased support for the Arts Education Collective, investments in research identifying tax incentives for entertainment production companies to keep business in Los Angeles, and messaging campaigns that build public will. Despite this incredible progress, the fact remains that compensation for entry-level arts administrators in Los Angeles County does not meet a living wage standard – especially for arts administrators of color (entry-level wage of \$32,027).

Arts for LA

Arts for LA is a 501(c)3 nonprofit organization that leads communities, artists, and organizations to advocate for an equitable, healthy, and vibrant Los Angeles through the arts. We are the region's only cross-sector and cross-discipline arts advocacy organization and our powerful community includes 75,000 supporters, 400 Member Advocates, and 185+ Member Organizations. Over the last few years, they have helped secure over \$100 million in relief and recovery funding for regional practitioners and arts and culture organizations, co-sponsored and helped pass the California Creative Workforce Act of 2021 to create living wage jobs for underrepresented workers, helped secure \$1 billion for arts education programming and arts educators across California schools through Proposition 28, and advocated for passage of the Los Angeles County Public Art in Private Development Ordinance, an innovative expansion of existing arts and culture funding that will work towards greater equity across the region. The organization also offers a wide range of leadership development programs that aim to empower local advocates with the skills, knowledge, and networks required to effect change in their communities.

Department of Arts & Culture

The Los Angeles County Department of Arts and Culture (Arts and Culture) 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 arts sector, which is inextricably linked with part of, and core to the broader creative economy in Los Angeles County. Specifically, it administers the Arts Internship Program which is the County's flagship creative workforce development and the nation's largest paid internship program in the arts, leads coordination of the Arts Education Collective public-private impact initiative to achieve scale and equity in arts

education for all LA County youth, 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. Finally, Arts and Culture conducts and commissions research to measure diversity, equity, and inclusion in the arts in the County including landmark reports on the demographic diversity of the nonprofit arts workforce, a field scan of pathways to careers in the creative economy, and a report on wage equity for arts workers, to name a few.

Department of Economic Opportunity (DEO)

The Los Angeles County Department of Economic Opportunity (DEO) was created by the Board of Supervisors in July 2022 to: better align economic and workforce development policy, programs and services, and resources 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. DEO sets regional economic strategy and invests in high-growth and opportunity industries like entertainment and the broader creative economy to ensure that Los Angeles County remains the entertainment capital of the world. The department houses the Los Angeles County Film Office, which serves as the County liaison and intermediary for the ecosystem of industry stakeholders, providing County and other public sector navigation services as well as supporting system change that promotes growth across the creative economy. DEO oversees one of the nation's largest public workforce systems, including 18 America's Job Centers of California (AJCCs) that connect tens of thousands of Angelenos to jobs each year and piloted the Film and Digital Media High Road Training Partnership (H RTP) and pre/apprenticeship programs. Further, the department administers the County's Office of Small Business, offering 1:1 counseling on business start-up and expansion and connection and the County's certification programs and other capital, including the \$6-8 billion in annual County procurement opportunity. The department also invests in place-based community development through its direct investments in commercial corridors and underutilized real estate poised for revitalization and innovation. Since its launch and in the wake of the pandemic, DEO is investing \$160+ million in recovery programming for businesses and workers with an emphasis on sectors like arts and entertainment. DEO partners closely with Arts and Culture to support the sector's workers, entrepreneurs, service providers, and sector companies with training and hiring practices.

The Creative Jobs Collective Impact Initiative (CJCII)

To build on the County's support for the creative economy, the Creative Jobs Collective Impact Initiative (CJCII) is a 7-year effort that envisions a thriving and equitable arts and culture sector through the building of 10,000 living wage job placements in Los Angeles, the widespread availability of a living wage for entry-level jobs, and new pathways into the sector for youth and adults from communities most impacted by systemic inequity and COVID-19 job loss. In response to the April 4 motion, Arts for LA assembled a steering committee of 19 cross-sectoral partners, with representation from the following entities:

- Business: DreamWorks Animation, Hollywood Chamber of Commerce
- Education: Otis College of Art and Design, LA Community College District, UC Riverside, Cerritos College & Saddleback College Dance Faculty
- Research & Philanthropy: CVL Economics, Perenchio Foundation
- Non-profit: BRIC Foundation
- Labor Organizing: IATSE Local 80, Youth Justice Coalition, LA County Youth Commission, 3B Collective, Entertainment Equity Alliance
- Independent Artists
- CA Film Commission
- Academy of Motion Picture Arts and Sciences
- Department of Economic Opportunity
- Department of Arts and Culture

The committee convened four times between July and November, participated in one-on-one interviews, and hosted a "World Cafe" listening session attended by 80+ artists, arts administrators, educators, and entertainment professionals that helped contextualize priority areas and inform a list of recommendations. Arts for LA commissioned CVL Economics to synthesize existing workforce data that analyzes disparities in entry-level and median hourly wages by occupation. The data paints a stark picture of current entry-level wages across occupations in the arts and culture sector – including W2 employees, gig workers, and independent

contractors – which remain below a living wage (some as little as \$4/hr.). As a result of the committee’s work thus far, an initial set of themes emerged:

- Invest in Ongoing Research Studies
- Expand Equitable Pathways and Pipelines to Creative Careers
- Streamline Opportunities for Arts Educators
- Facilitate Frequent Cross Sector Convenings and Opportunities for Collaboration
- Invest in Creative Infrastructure and Public Messaging
- Sustain Funding for Impactful Programs

Attached is the list of recommendations and strategies developed by the CJCII committee and submitted by Arts for LA for the Board of Supervisors’ consideration. As the Board looks to implementation, it is recognized there will be a need to assess the need for additional staffing, funding, and other resources, both to launch the specific CJCII strategies and to increase the capacity of the Departments of Arts and Culture and DEO overall given their key roles and work supporting the arts and creative economy sectors in the County.

ATTACHMENT I

1. Fund additional research and data collection in the arts and creative economy that builds on current studies and develops measurable metrics for diversifying the workforce.

- A. The County should administer funding for ongoing studies that bridge and build upon reports like the SMU Data Arts Workforce Demographics Study and the Otis Report on the Creative Economy. This should include examining workforce demographics with an emphasis on the hiring/retention of historically underserved communities of color (including women and members of the LGBTQIA+, Disabled, and Veterans communities); identifying revenue streams for the arts and entertainment nonprofit sector, including those that build resiliency and capacity; examining the impact of existing tax incentives on creative employment and the need/potential for additional incentives; and defining and measuring gig work outside of the traditional LMI data systems to examine frequency, composition, correlation between finances and number of days worked, and sustainability. This recommendation builds on motions by Supervisors Barger and Horvath in July and September of 2023 to study the economic impacts and implement a Business Interruption Fund for strike-impacted businesses.
- B. Improve systems at DEO and Arts and Culture that effectively track and evaluate the impact of County investments in economic and workforce development, with an emphasis on hiring and retention from underrepresented communities in the creative economy, including in nonprofit organizations and small local businesses. This includes DEO's Economic Development Scorecard.

2. Increase and sustain public funding to support arts organizations, AME workforce organizations, and administration.

- A. Implement Strategy 1 of the County's Cultural Policy Strategic Plan: Double Arts and Culture's Organizational Grant Program from \$4.5 to \$9 million. The Board has unanimously supported this increase for several years via numerous motions as this program plays a significant role in sustaining the arts ecosystem, career pathways, and jobs for artists and creative workers in the nonprofit arts sector via general operating support. Arts and Culture has distributed \$40 million in grants from the CARES Act, American Rescue Plan, and other sources to over 650 nonprofit organizations to support relief and recovery of the arts and culture sector, creative career pathways programs, and the sustainability of the field. As these funds come to an end, increasing Arts and Culture's existing programs is a key need to continue to support, retain, and grow the sector.
- B. Implement Strategy 6 of the County's Cultural Policy Strategic Plan: This strategy would re-launch the LA County Free Concerts in Public Sites program and make it permanent through an ongoing allocation of general fund dollars. The program would fund artists, production, and promotional activities at parks, libraries, beaches, community centers, street festivals, cultural venues, plazas, and other public sites. By funding free concerts across the LA region in County, nonprofit, and municipal sites, the program creates and sustains jobs for musicians and work opportunities for artists, production personnel, and other creative workers. It will also include technical assistance and professional development opportunities. There is also an opportunity to establish new and supporting pre/apprenticeship programs with Arts and Culture and DEO that lead to County and industry jobs.
- C. Provide funding to the DEO to expand programming and capacity within DEO and/or the LA County Film Office to focus on crafting innovative ways to attract and retain film and television production to the region, and to develop strategies to support entertainment-related career pipeline programs and infrastructure with the goal of connecting underrepresented communities to training and job opportunities within the creative economy. DEO has leveraged approximately \$2.7g Million in American Rescue Plan funds to invest in High Road Training Partnerships (HRTPs) in the creative sector to support 150+ workers in paid work experiences, apprenticeships, and jobs. In addition, DEO has invested \$4.8 Million in a Business Interruption Fund to support sector and worker recovery. There is an opportunity to continue to advance this evidence-based work.
- D. As part of the Equity in County Contracting initiative, direct County departments to expand certifications and benefits to the arts nonprofits sector, streamline RFP processes to better support arts nonprofits, incorporate upfront payments for grant and service programs to help stabilize the field and consider

common grant applications (intended to minimize the burden on nonprofits completing divergent applications for multiple grants).

3. Expand workforce development programs and work with studios, unions, and employers to implement an annual career convening that builds networks with youth, nonprofit organizations, and funders and provides specialized services.

- A. Implement a local expansion of the Arts, Media, & Entertainment – High Road Training Partnership: [AME-HRTP](#) is the first large-scale, multi-year initiative to bridge training and education programs with employment. The \$3.5 million project is contracted by the California Workforce Development Board, managed by the BRIC Foundation, and helps build a more diverse and inclusive workforce through various collaborative strategies, such as providing funding to participating unions and community-based organizations to create accessible inroads through registered apprenticeship and training.
- B. Implement Strategy 2 of the Countywide Cultural Policy Strategic Plan: This would expand professional development, technical assistance, capacity building, and training opportunities for individual artists, arts organizations, teaching artists, school district staff, municipal arts agencies, and creative professionals. Expansion may include programs related to marketing, portfolio design, cultural equity, ADA inclusion, and anti-racism, nonprofit and arts business management, budgeting, grant applications, emergency management, navigating government partnerships, cross-sector work, wage equity, workshops for artists as entrepreneurs, resource events, support to attend conferences, technical assistance, and toolkits. This programming should also connect freelance arts and entertainment workers to cooperatives like Tribeworks and leverage existing models like the IATSE Local 80 five-year mentorship program which supports early career union and non-union workers.
- C. Build upon the [motion](#) authored by Supervisor Barger, “Galvanizing Communities in Support of the Arts,” which passed on October 3, 2023, by funding the training of career navigators to connect students of color to paid internships, dual enrollment for public workforce opportunities and programs, and entry-level creative careers. An exemplary model would be the Covered CA [Navigators Program](#).

4. Support and identify opportunities that extend health and safety protections, unemployment insurance, and paid leave programs to freelance arts and entertainment workers.

- A. Assess a Countywide Freelance Worker Protection [Ordinance](#) commensurate with the LA City Ordinance passed in February 2023. The law requires any agreement for work performed by a freelancer, valued at \$600 or more, within the City of Los Angeles, to be set out in a written contract. The hiring party (the freelancer’s client) must pay the freelancer by the time specified in the contract. If there is no contract, or the contract doesn’t specify the time for payment, the freelancer must be paid within 30 days after services are performed. The freelance worker is also granted the power to file a complaint based on contract violation and receive relevant payments in damages. In NYC, these complaints resulted in more than [\\$2.1 million](#) in unpaid fees.
- B. Convene Arts and Culture, DEO, and any other relevant County departments, to identify opportunities to expand worker protections and health benefits to freelance arts and entertainment workers.

5. Work with regional education institutions to meet the promise of Prop 28 by connecting teaching artists and industry professionals to credential/certification programs, residencies, paid internships, and pre/Registered Apprenticeship Programs (RAPs) given the importance of arts as foundational to creative careers.

- A. Convene community colleges, regional universities, funders, workforce development boards, and community-based organizations to:
 - Introduce a pilot certification program specific to teaching artists;
 - Raise awareness of existing credential pathways;
 - Connect arts and entertainment experts to Career Technical Education (CTE) credential programs;
 - Consider fully funded scholarships for teaching artists to obtain CTE credentials.

- B. Support County level pathways for teachers with a background in the arts to add supplemental authorization to their multiple subject credentials.
- C. Fund Strategy 10 of the Countywide Cultural Policy Strategic Plan, for which the Board unanimously passed a [motion](#) authored by Supervisors Barger and Hahn on April 4, 2024. This would stabilize and make permanent the Advancement Grant program by providing County funds to match philanthropy's contributions, increasing the size of grants provided to school districts. This could be leveraged by districts to continue partnering with community-based organizations and investing in the professional development of arts teachers and educators which would complement Prop 28.

6. Assess the potential benefits and risks of a wage ordinance to increase the LA County living wage for the creative economy.

- A. The County, with Arts and Culture, DEO, and CEO in collaboration, should review the MIT living wage calculator (which determines a living wage for LA County to be \$26.63/hr. for a single person with no children). An assessment should account for inflation, varied impacts on the entertainment industry, small businesses, and nonprofit organizations, and ensure all County investments in paid work in the industry have sufficient funds to meet living wage standards. This includes Youth@Work, the Arts Internship Program, and paid work-based learning and transitional work programs.

7. Advocate at the state and federal levels for policy changes that support creative workforce development, creative worker protections, and social insurance programs for creative workers.

- A. Support legislation at the federal and state levels that advance the goals of CJCII to extend health and safety protections, unemployment insurance, and paid leave to freelance arts and entertainment workers, combat the misclassification of employees as independent contractors, and support the retention of creative workers and businesses (such as the CREATE Act, Creative Workforce Investment Act, and an increase for the CA Film Tax Credit program from \$330 to \$600 million).

8. Support reduced costs and explore hiring incentives that keep business in LA County and maximize the benefits of hiring local, underrepresented communities.

- A. Reduce the high cost of film and television production by removing red tape such as parking or permit fees. In 2023, the Board unanimously adopted the Countywide Fee Waiver Policy for Film and Television Productions as proposed by DEO and directed by Supervisors Barger and Horvath in their [motion](#) on long-term support for the industry. We recommend an expansion of the program for independent films and low-budget television.