CREATIVE JOBS
COLLECTIVE IMPACT INITIATIVE
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 responsible for 14.9% of the state’s $3.4 trillion economy in 2021.
In 2020 the total job loss was 678,000 jobs.

The recovery trajectories have varied significantly. As an example, a recent CVL Economics Study found that California's Performing Arts sector fell one decade behind in job growth in 2021.
LA County’s creative sector does not reflect the diversity of the region.

A 2019 report from the LA County Department of Arts and Culture Workforce Demographic Study Results found that 26% of the population identifies as white yet this demographic accounts for 59% of the arts workforce.³
The nonprofit creative sector is largely undercapitalized resulting in employment structures that push out low-income youth (16-24 years old).

The nonprofit sector in LA is largely undercapitalized; 50% of all arts nonprofits in LA County began the pandemic with less than two months of operating cash on hand. This financial precarity translates into stagnant wages and employment insecurity for arts nonprofit employees. A forthcoming study from the LA County Department of Arts + Culture outlines how the sector’s low entry-level wages can preclude low income youth from entering and/or remaining in the creative workforce. Important to note that low wages in the arts sector push out BIPOC workers into other sectors.
The massive unemployment crisis created by Covid-19 is disproportionately impacting youth of color.

The COVID-19 pandemic has exacerbated these inequities, disproportionately affecting youth of color (ages 16-24). A recent study from the Economic Policy Institute found that overall unemployment rate for young workers ages 16–24 jumped from 8.4% to 24.4% from spring 2019 to spring 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 respond to this crisis, its impacts could be felt for decades to come.
Why is Arts for LA proposing a Collective Impact model for solving this problem?
These issues cannot be solved by the arts sector alone.

This is a complex, society-level problem that requires systems-level change. We need to partner with organizations that share Arts for LA’s goals, but which add essential, additional competencies and capabilities.
Through the development of CJCII's Strategic Plan for the LA Region’s arts + culture sector, we aim to achieve three goals by 2030.
Achieve parity between the regional demographics and creative workforce representation.

Establish 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.

Build 10,000 creative sector job placements centering youth and adults from historically underrepresented communities.
The CJCII is centering Lived Experience of QTBIPOC artists and culture bearers throughout LA.

**Tauheedah Shakur (Juvenile Justice)**
- District 1 & 9
- Pivotal Poet
- Youth Justice Coalition - Director of Organizing

**Patricia "Patty" Huerta (Dance Career Pipelines)**
- District 1 & 10, Inland Empire
- Established Dance Artist
- UC Riverside Dance Faculty, ShowBox LA Board Member, and Primera Generación Dance Collective Founder

**La'Toya Cooper (Social Services)**
- District 2
- Emergent Poet
- LA County Youth Commissioner for District 2

**Steve Rosa (Community College)**
- District 15 and Cerritos
- Established Dance Artist
- CTE Advisory Committee
- Adjunct Dance Faculty - Cerritos, Cypress, CSU Long Beach

**Britney Mendez (Animation)**
- District 9 & 14
- Emergent Illustrator
- Community College Student and part time Animator

**Oscar Magallanes (Public Art + Museum Exhibits)**
- District 14
- Established Muralist
- UC San Diego VAPA Lecturer, 3B Collective - Founder
Arts for LA is at the intersection of multiple arts and culture sectors throughout LA.

Government
- LA County Department of Arts and Culture
- LA County Department of Economic Opportunity

Business
- DreamWorks Animation
- Hollywood Chamber of Commerce

Postsecondary and Higher Education
- OTIS College of Art and Design
- Los Angeles Community College District

Research and Philanthropy
- CVL Economics
- Perenchio Foundation

Non Profit Sector
- BRIC Foundation
- JVS SoCal

Labor
- IATSE (International Alliance of Theatrical Stage Employees)
PHASE ONE: Research, Recruitment, Sectoral Analysis

0 - 12 months

- Facilitated meetings each quarter will allow SCs to collectively analyze challenges, explore potential policy prescriptions, and determine goals for the project's second phase.

- Research and evaluation team will conduct an initial analysis of the regional creative economy to determine baseline metrics and define key criteria.

- Facilitated meetings will nominate individuals to the Working Groups and Lived Experience Committee to ensure diverse perspectives and expertise.
PHASE TWO: Community Outreach & Strategy Development
Part One: 13 - 18 months

July 25, 2023
Reconvene Lived Experience + Steering Committee
Invitations to Work Groups Sent Out

August 15, 2023
Steering Meeting #2
Ongoing Policy Integration & Co-Strategizing

September 8, 2023
WORLD CAFE + Initial Research Findings

October 1, 2023
Steering #3 Finalize Work Groups and BOS Recommendations

Steering Committee + Lived Experience Committee will review Phase II plan, identify key stakeholders + pre-existing coalitions, and strategize solutions for implementation

October 17th
Report Back
10,000 job placement recommendations including key employers, budget, county support, and research needs

Host LEC, SC, and Cross-sectoral thought leaders. CVL will present preliminary research. Focus groups will answer qualitative research questions.

Steering Committee + Lived Experience Committee will nominate individuals to be on the Working Groups, and CJCII interns to ensure diverse perspectives and expertise.
PHASE TWO: Community Outreach & Strategy Development
Part Two: 19 - 24 months

January
Onboard CJCII interns + convene Work Groups
LEC + Steering + AFLA Policy Committee refine strategy

February
Ongoing RESEARCH + DATA completed?

March
Finalize 2nd set of Recommendations + Needed Support

April
Finalize 2nd set of Recommendations + Needed Support

Convene five Work Groups for 1st Meeting tentatively: Workers, Pathways, Employers, Advocates, and Funders.
Lived Experience + Steering Committee will begin prepping recommendations

2nd Convening of the five Work Groups.
Diving deeper into solutions guided by initial quantitative and qualitative research findings.

Lived Experience + Steering Committee will synthesize information and finalize initial recommendations. 3rd Convening of the five Work Groups to refine recommendations

May
Advocacy Asks
Phase III needs + Phase II policy amendments if any, and progress check-in
THANK YOU