



2022 Policy and Advocacy Agenda

# **SOLIDARITY FOR A JUST AND SUSTAINABLE CREATIVE SECTOR**





# CREATIVE COMMUNITIES ACROSS THE LA REGION ARE INCREASINGLY SEEKING NEW APPROACHES THAT SUPPORT AND GROW THE ARTS & CULTURE SECTOR.

As the COVID-19 pandemic continues to impact the sector, it is clear that this moment requires a rethinking of our cultural infrastructure and an unprecedented investment in the collaborative, solidarity-based models that will ensure a diverse, vibrant and world-class creative ecosystem.

## OUR VALUES

# ARTS FOR LA CALLS FOR

A Just and Sustainable Creative Sector that:

Works in **solidarity**  
to **unify arts advocacy**.

Continues to  
**acknowledge that**  
**the pre-pandemic**  
**status quo was not**  
**sufficient** for our  
creative communities.

Centers the **low-**  
**income, BIPOC,**  
**undocumented and**  
**underrepresented**  
**creative**  
**communities,**  
**organizations, and**  
**workers** that are  
disproportionately  
impacted by the  
pandemic and  
systemic inequity.

Prioritizes **mutuality,**  
**social wellbeing,**  
**cooperative decision**  
**making,** and  
**collective action.**

## 2022 POLICY ROADMAP

# DEFINING OUR POLICY VISION & PATH

### Why do we need solidarity-based strategies?

The ongoing crisis and imperative needs of this moment require that we work in collaboration and through collective action. The pandemic has revealed our sector's interdependence. The resilience of creative practitioners and institutions is entirely dependent on our commitment to each other, to pooling resources and knowledge, and to ensuring that everyone has the tools they need to navigate unprecedented circumstances and address interconnecting issues.

### How do we embed solidarity into arts advocacy?

From investment to collaboration to resources - the sustainability of a just arts & culture sector is directly linked to its commitment to solidarity. In addition to recognizing the need for solidarity within the arts and culture sector, Arts for LA believes that the goals and concerns of the creative sector are inextricably linked to broader issues and values seen across the region. For this reason, we understand our advocacy efforts exist within, and in alignment with, overarching policy frameworks that directly address prevalent issues while acknowledging their root causes.

### **Arts community issues = public policy issues**

From affordable space to jobs to education, and the equitable distribution of resources – widely known issues in the public realm are inherently interconnected with arts & culture issues. For these reasons, we commit to keeping arts advocacy “front and center” as we work alongside and in solidarity with other advocates, community activists and civic leaders. Lastly, we understand that solidarity keeps the arts & culture sector aligned, unifying our community and leveraging shared efforts that serve to uplift and advance the sector as a whole.

# A LOOK BACK AT ARTS FOR LA'S 2021 POLICY IMPACTS

In 2021, Arts for LA embarked on a range of policy efforts that culminated in the following progress and achievements.

## CREATIVE JOBS

- Sponsored and helped pass the **California Creative Workforce Act of 2021** to create living wage jobs for underrepresented workers.
- Envisioned the **Creative Jobs Collective Impact Initiative** - a collaborative effort to bring 10,000 living wage jobs to the creative sector.
- Advocated for **equitable hiring practices** by requiring employers to list salary ranges on the Arts for LA job board.

## AFFORDABLE SPACE

- Joined the Healthy LA Coalition to address the impacts of the **affordability crisis** on creative communities.
- Strengthened partnerships with community-based organizations, leveraging arts & culture to **combat gentrification and displacement**.
- Identified and researched models that combine arts, culture, and strategies to **increase community control over land use** decisions.

## EDUCATION EQUITY

- Created the **Arts Ed Rapid Response Network** to fight cuts to in-school arts programs proposed by district leaders.
- Supported student leaders forming the **Student Organizing Committee** to lead a regional push for increased arts funding.
- Hosted **community trainings** to equip advocates with tools they need to ensure their districts' Local Control & Accountability Plans include the arts.
- Held local school decision makers accountable with **monthly action alerts**.

## RESOURCES & CAPITAL

- Helped secure over **\$100 million dollars** in relief and recovery funding for regional practitioners and arts & culture organizations.
- Helped increase funding for **hyperlocal funding** sources including the Los Angeles Department of Cultural Affairs.
- Supported passage of the **Public Art in Private Development Ordinance** - an innovative expansion of existing arts & culture funding that will work towards greater equity across the region.



# OUR POLICY DEVELOPMENT PROCESS

The Arts for LA policy development process is a community-driven effort that aims to understand the diversity of needs and goals of the arts & culture sector in order to generate meaningful policy strategies that foster collective action and measurable impact. Moving from broad visioning to more narrow key questions and themes, the policy development process is Arts for LA's roadmap for 2022 advocacy efforts.

**This document is  
your voice distilled into an  
action-oriented agenda.**



# OUR PROCESS

This document is the culmination of Arts for LA's **community-driven policy development process**, a multi-month-long listening and engagement process in which hundreds of **artists, arts workers, arts advocates and civic leaders** from across the region participated in conversations and surveys on **policy priorities for the creative sector**. Arts for LA's policy development process is ongoing and builds upon the efforts and outcomes of previous years. Below is an overview of the unique elements in this iterative process.

1.

## IDENTIFYING 4 KEY ISSUE AREAS

In 2019, Arts for LA began to have conversations with our network of advocates about the most pressing challenges facing creative communities across the region. **Four distinct issue areas emerged as a result of this process: 1) Creative Jobs 2) Affordable Space 3) Education Equity 4) Resources & Capital.** The pandemic has intensified already existing adverse pressures on the creative sector, reinforcing the centrality of these challenges.

2.

## LAURA ZUCKER FELLOWSHIP FOR POLICY & RESEARCH

Each year, Arts for LA selects a Laura Zucker Fellow to conduct research into an underexplored aspect of one of our four policy areas. Our 2022 platform is informed by the research produced by Laura Zucker Fellows past and present.

3.

## COMMUNITY STRATEGY SESSIONS

Each fall, Arts for LA hosts four strategy sessions, each focused on one of our issue areas. Hundreds of community members gathered to discuss our sector's most urgent challenges and opportunities.

4.

## STATE OF THE ARTS SUMMIT

In October, Arts for LA hosts its annual State of the Arts Summit. This day-long digital conference serves as an essential community touchpoint, updating stakeholders on proposed policy and advocacy directions, soliciting community feedback, and engaging cross-sector experts to lend a broader context to the policy development process.

5.

## POLICY WORKING GROUPS

Following the State of the Arts Summit, Arts for LA hosts four issue-specific Policy Working Groups, during which subject-area experts analyze the community conversations, identify common themes, and begin to articulate potential policy solutions and advocacy strategies.

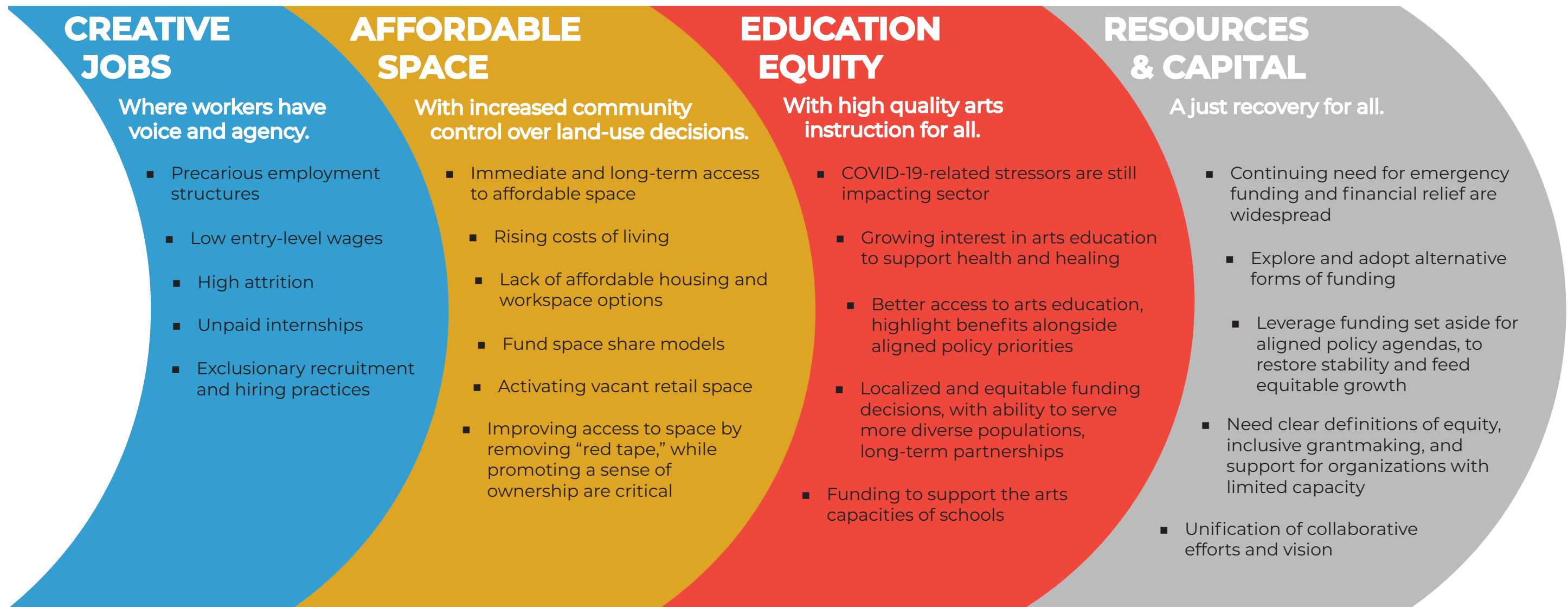
6.

## POLICY & ADVOCACY AGENDA RELEASE

In the months after the State of the Arts Summit, the Arts for LA team works to roll-up the concerns and ideas expressed during the Community Strategy Sessions, the Policy Working Groups, the State of the Arts Summit, and ongoing conversations with community members. This document identifies this year's concluding policy goals for each of Arts for LA's four main issue areas.

# WHAT WE HEARD FROM THE COMMUNITY (Challenges and Opportunities)

A just and sustainable sector means creative workers have voice and agency, increased community control over land-use decisions, high quality arts instruction for all, and a just recovery for all.



**ARTS FOR LA'S 2022 POLICY AGENDA**

# **THE POLICY GOALS GUIDING OUR ADVOCACY FOR THE NEXT 12 MONTHS**

**CREATIVE JOBS**

**AFFORDABLE SPACE**

**EDUCATION EQUITY**

**RESOURCES & CAPITAL**

# CREATIVE JOBS

## THE VISION

Covid-19 has exacerbated deep structural inequities within the creative workforce: lack of racial diversity, low and stagnant wages, and employment insecurity due to chronic undercapitalization of arts & culture organizations.

Arts for LA understands the region's creative sector will not be healthy until it addresses these issues and so it is launching an eight-year effort: **Creative Jobs Collective Impact Initiative**, which will work to:

- Achieve parity between regional racial demographics and creative workforce representation.
- Partner with creative sector institutions to create 10,000 new living wage arts, culture, and entertainment jobs over the next decade.
- Prioritize youth and communities most impacted by the pandemic.

## THE WORK IN 2022

In 2022, Arts for LA will:

- Advance the **Creative Jobs Collective Impact Initiative** by securing key partners and a legislative champion.
- Advocate to secure funding for the **California Creative Workforce Act of 2021**.
- Advocate for the stabilization and advancement of equity in the performing arts field by supporting the establishment of an **Equitable Payroll Fund**.
- Advocate for public and/or private funding for **sustainable livelihood programs** in the creative sector.
- Continue to **research and internally implement equitable practices** including salary transparency and collective decision-making models.



# AFFORDABLE SPACE

## THE VISION

In dozens of convenings and conversations, our community made it unmistakably clear: the combined **lack of affordable housing and workspace** is driving practitioners, arts workers, and arts & culture organizations out of the Los Angeles region.

Our community also repeatedly expressed interest in solidarity- based structures that emphasize **resource-sharing** and **collaborative models**.

Over the coming years, Arts for LA will work with aligned partners to **build programs and policies that incentivize shared space**, a communal approach to shouldering the **increased costs of operating** safely in an ongoing pandemic, and **embed** community-led **arts & culture initiatives within** new and existing development projects.

## THE WORK IN 2022

**In 2022, Arts for LA will:**

- **Advocate for space share programs that provide affordable space access** to artists and arts organizations, **through partnerships** with public agencies, funders, developers and cultural and business districts.

# EDUCATION EQUITY

## THE VISION

California's public school system is massively underfunded, with **low-income students and students of color** far more likely to be **denied arts education**.

Our community is eager to pursue multiple strategies for achieving scale and equity in arts instruction. There is a sense that **community-based arts organizations have become critical** to the movement for arts education, **yet remain underutilized and underfunded** by many school districts. Arts for LA envisions an ecosystem that supports credentialed, full-time arts teachers working in tandem with community-based arts organizations to **ensure every student has access to the arts education that is their right**.



## THE WORK IN 2022

In 2022, Arts for LA will:

- Support the passage of the **Arts & Music in Schools - Funding Guarantee and Accountability Act** - a CA statewide ballot initiative to increase arts funding in schools by approximately \$800 million to \$1 billion annually, and advocate for its equitable implementation, including meaningful participation from community-based arts organizations.
- **Support students** in the Student Organizing Committee **in engaging leaders** running for school board and other local offices.
- Advocate for an increase in federal funding via the **Arts Education for All Act**.

# RESOURCES & CAPITAL

## THE VISION

Our community is calling for a creative ecosystem that centers the needs of its most important resource - **its people**. A just and sustainable creative sector requires equitable practices, more public funding, increased community control over cultural resources, and redressing the chronic undercapitalization of BIPOC artists and BIPOC-led organizations and cultural institutions.

## THE WORK IN 2022

In 2022, Arts for LA will:

- Work to **increase public funding for arts and culture agencies** across the region.
- Assist with building **widespread support for the performing arts** field by contributing to a regional movement that encourages LA residents to return to performances, and advocating for public and private funding to support arts organizations facing increased reopening costs and loss of revenue due to rolling shutdowns
- Advocate for **equitable funding practices, prioritizing low-income, BIPOC, undocumented and underrepresented creative communities, organizations, and workers.**

**READY TO GET INVOLVED?**

Take action [HERE](#) in support of

# **SOLIDARITY FOR A JUST AND SUSTAINABLE CREATIVE SECTOR**

**[www.artsforla.org](http://www.artsforla.org)**

**RE/SOURCES (2022)**

1. CNBC (According to a recent study, "an estimated 130,000 California residents left the state over a one year period from July 2019 to July 2020" - CNBC article. <https://www.cnbc.com/2020/12/16/californias-growth-rate-at-record-low-as-more-people-leave.html>
2. Legislative Analyst's Office, <https://lao.ca.gov/ballot/2021/210576.pdf>, December 21, 2021.
3. 2021 Laura Zucker Research Report