Arts & Culture Policy Framework
The Vision, Goals, and Strategies for the Arts in Los Angeles, 2013-2015
(Draft v.2.1)

About the Framework
Arts for LA has convened a coalition of arts, business, community, and civic leaders to develop the Arts & Culture Policy Framework biannually since 2008 as a tool to build awareness, increase empowerment, and enable quick action as issues arise.

The coalition’s overarching objectives are to sustain and grow cultural infrastructure at all levels in Los Angeles County and to engage an ever-increasing number of people in this effort. The Framework reflects underlying values and objectives of the community of arts and cultural managers, educators, practitioners, consumers, and investors.

Vision
The coalition envisions the greater Los Angeles region as one in which government, education, business, and residents value, support, and fully integrate the arts—in all their diversity—into the fabric of civic life.

Statement of Values
The coalition affirms the arts are critical to a healthy, prosperous society. Access to and participation in substantive arts and cultural experiences enriches the quality of life for both residents of and visitors to the greater Los Angeles region. We work to promote policies that uphold these values:

- The arts foster civic engagement, stimulate economic activity, and increase cultural empathy, and thus play a crucial role in sustaining thriving communities.
- Every resident deserves access to a variety of cultural and creative experiences, from neighborhood cultural centers to major arts institutions.
- Arts and cultural education is central to the development of all children and to ongoing and creative engagement for people of all ages.
- Arts and cultural organizations and artists require a social environment that values and supports their contributions and encourages excellence.
- The breadth, depth, and diversity of its artistic and cultural life are a critical measure of the vitality of Los Angeles.

The coalition works in strategic partnerships with a variety of business, nonprofits, private funders, public entities, elected officials, and community members to bolster a unified voice arts, culture, and arts education in Los Angeles County. The Framework is one outcome of these vibrant, collaborative partnerships.

The strategies included in this document are rooted in past challenges and successes to guide collective advocacy in the region during 2013-2015.

The framework’s structure combines three overarching issue areas: **arts education**, **cultural/creative economy**, and **civic engagement**. Arts for LA’s recent survey affirmed these issue areas continue to be of primary relevance for our region. The supporting issue area goals have been refined to better enable quick action in strategic and aligned campaigns as a comprehensive regional advocacy tool.

Within each issue, advocacy priorities, philosophies, and approaches clarify the current framework’s approach. Each issue area describes four core constituencies essential to successful advocacy:

- **Decision makers** are the people and entities whose actions our advocacy efforts will directly affect, causing change.
- **Advocates** are people who carry our messages to decision makers.
- **Partners** are organizations working in collaboration to build the groundswell of support for our messages.
- **Endorsers** are organizations and groups who have taken official or public action on behalf of our issue areas.

We seek input from leaders and stakeholders on the following three areas:
- Collective strategies for successful advocacy
- Advocacy opportunities underway and threats to successful change
- Identification of key partners to help establish our work as “a cause”
Arts Education
Arts education fosters creativity, innovation, critical thinking, and teamwork, skills needed to compete in a twenty-first century workforce. Studies affirm students who participate in the arts “[develop] the ability to innovate, communicate, and collaborate. Arts education in schools increases test scores across every subject area, lowers dropout rates and helps close the achievement gap regardless of socioeconomic status.”

To ensure all children, regardless of socioeconomic status, receive equitable access to arts education throughout their primary educational career, we will:

- Support efforts to adopt arts education policies and implementation plans in each of the 81 school districts in Los Angeles County
- Endorse legislation and policies that increase revenue for school districts
- Promote the use of Federal Categorical Funds to employ arts education strategies that reduce the achievement and opportunity gap for low-income students
- Advocate for school districts in Los Angeles County to adopt and protect arts as core curriculum
- Establish arts education as a priority in school finance reform

Decision Makers
State legislators
California State Superintendent
School board members
District superintendents
California Department of Education

Advocates
Parents
Business leaders
Students
Arts providers
Teaching artists
School administrators
Bloggers and journalists
Arts and culture consumers

Partners & Endorsers
Americans for the Arts
Arts for All
California Alliance for Arts Education
Social justice organizations
Education equity organizations
Relevant arts networks
Parent teacher associations

•  Partners and endorsers will be added by name on a rolling basis.
**  According to the California Alliance for Arts Education.
Cultural/Creative Economy

Cultural and creative businesses are the fourth largest business sector in Los Angeles County, generating $115 billion in revenues annually. These businesses—ranging from for-profit creative enterprises to nonprofit arts service organizations—stimulate the regional economy by providing jobs, fueling tax revenue, and enhancing the overall quality of life for Los Angeles County’s 10 million residents.

To build a strong foundation on which the cultural/creative economy will thrive, we will:

- Support policies and activities that create and/or retain jobs in the cultural/creative sector
- Garner support for sustained government cultural resources at all levels
- Grow foundation, corporate, and individual investment in the arts
- Endorse and promote policies that ensure equitable distribution of financial resources
- Support incentives for small creative venture businesses
- Encourage cultural tourism reflective of the region’s diversity of populations, communities, and art forms
- Advocate to formally include the arts in government planning and legislation

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<tr>
<th>Decision Makers</th>
<th>Advocates</th>
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<td>Creative entrepreneurs</td>
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<td>Bloggers and journalists</td>
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Partners & Endorsers

- Americans for the Arts
- Convention & visitor Bureaus
- Cultural institutions
- Alliances
- Networks
- Chambers of commerce
- Neighborhood councils
- Small business associations
- Homeowner associations

* Partners and endorsers will be added by name on a rolling basis.
Civic Engagement

Los Angeles County requires an informed, engaged, and involved society able to participate in their community and in their government. Participation in the arts is a crucial catalyst in fostering engaged residents, developing opportunities for public debate, volunteerism, and lifelong learning.

As leaders who embrace opportunities to help shape the future of Los Angeles County, we will:

- Support policies that facilitate increased access to arts and culture experiences
- Empower arts and culture stakeholders to be visibly and actively involved in the electoral process
- Promote policy positions on arts and culture from candidates and public officials
- Encourage artists and arts leaders to join public commissions, boards, and cross-sector policy committees and task forces
- Build support for arts and culture with, from, and by law enforcement, business, and health and human service providers

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<td>Candidates running for city &amp; county offices</td>
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<td>City councils</td>
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<td>County Board of Supervisors</td>
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<td>School boards</td>
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<td>Commercial galleries</td>
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<td>California Arts Advocates</td>
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About Arts for LA
Arts for LA is a 501(c)(3) nonprofit arts advocacy organization working to foster a healthy environment in which arts and culture may thrive and be accessible to all in Los Angeles County. Incorporated in 2006, Arts for LA:

- Advocates for increased support for communities to have access to rich arts and cultural experiences
- Fosters dialogue among policy makers and the public about important issues that affect the arts
- Provides individuals with clear and direct ways to advocate for the arts in their community
- Connects a diversity of arts stakeholders into a network of informed and mobilized arts advocates

Arts for LA receives generous support from Americans for the Arts, The Boeing Company, the California Community Foundation, Classical KUSC 91.5 FM, Department of Cultural Affairs – City of Los Angeles, The James Irvine Foundation, the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission, the Ralph M. Parsons Foundation, and the Rosenthal Family Foundation.

About the Process
The Arts & Culture Policy Framework was developed by a coalition of arts, business, community, and civic leaders in Los Angeles County, convened by Arts for LA in June 2012.