

**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.



# PROBLEMS WE NEED TO SOLVE

## 1

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.<sup>3</sup>



# PROBLEMS WE NEED TO SOLVE

## 2

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.<sup>4</sup> 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.





# PROBLEMS WE NEED TO SOLVE

## 3

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.<sup>5</sup>



**Why is Arts for LA proposing  
a Collective Impact model  
for solving this problem?**





An aerial photograph of a city skyline at dusk or dawn. The sky is a deep, hazy orange-brown, and the city buildings are silhouetted against the light. In the background, a range of mountains is visible under the same sky. The overall mood is contemplative and serious.

**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.**

# OUR GOALS



**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 CJCI 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



## Steve Rosa (Community College)

District 15 and Cerritos  
Established Dance Artist  
CTE Advisory Committee  
Adjunct Dance Faculty - Cerritos, Cypress, CSU Long Beach

## 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



## Brittney Mendez (Animation)

District 9 & 14  
Emergent Illustrator  
Community College Student  
and part time Animator

## La'Toya Cooper (Social Services)

District 2  
Emergent Poet  
LA County Youth Commissioner  
for District 2



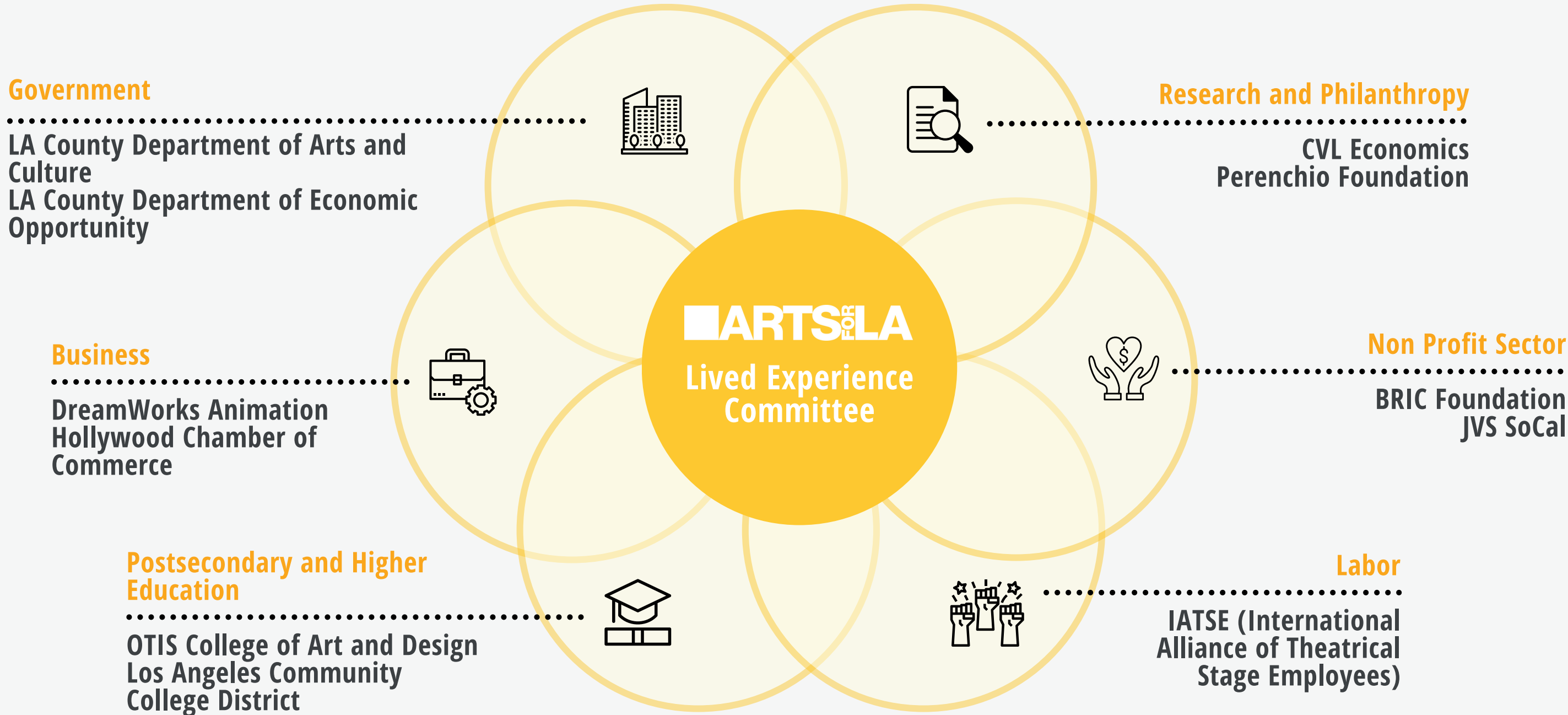
## Oscar Magallanes (Public Art + Museum Exhibits)

District 14  
Established Muralist  
UC San Diego VAPA Lecturer, 3B  
Collective - Founder

**ARTS**LA

Lived Experience  
Committee

**Arts for LA is at the intersection** of multiple arts and culture sectors throughout LA.







**Inez Bush**  
*Arts Educator & Administrator*



**La'Toya Cooper**  
*LAC Youth Commission*



**Morenike Dosu**  
*DreamWorks Animation*



**DeJon Ellis**  
*IATSE Local 80*



**Mark R Edwards**  
*JVS SoCal*



**Allison Frenzel**  
*Entertainment Equity Alliance*



**Nicole Hendrix**  
*BRIC Foundation*



**Patty Huerta**  
*Primera Generación Dance Collective*



**Meia Johnson**  
*LA County Dept of Arts & Culture*



**Kelly LoBianco**  
*LA County Dept of Economic Opportunity*



**Oscar Magallanes**  
*9B Collective Chicano Muralist*



**Brittney Mendez**  
*Illustrator & Animator*



**Stephania Ramirez**  
*Perenchio Foundation*



**Steve Rosa**  
*Saddleback College Dance Dept*



**Kristin Sakoda**  
*LA County Dept of Arts & Culture*



**Tauheedah Shakur**  
*Youth Justice Coalition*



**Katrina Vanderwoude**  
*LA Community College District*



**Adam Fowler**  
*CVL Economics (Research Partner)*



**Uday Ram**  
*CVL Economics (Research Partner)*



# PHASE ONE: Research, Recruitment, Sectoral Analysis

*0 - 12 months*



**convene Steering Committee**

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



**commission RESEARCH**

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



**RECRUIT key partners**

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**

**Merge Lived Experience + Steering Committee  
Invitations to Work Groups Sent Out**

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

**August 15, 2023**

**Steering Meeting #2  
Ongoing Policy Integration & Co-Strategizing**

**LEC + SC convene and prep for World Cafe  
facilitation**

**September 8, 2023**

**WORLD CAFE + Initial Research Findings**

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

**October 1, 2023**

**Steering #3 Finalize Work Groups and BOS  
1st Draft Recommendations**

**Steering Committee + Lived Experience Committee will  
nominate individuals to be on the Working Groups, and CJCI  
interns to ensure diverse perspectives and expertise.**

**October 17th  
Initial Report**

**10,000 job placement  
recommendations  
with key employers,  
budget, county  
support, and research  
(postponed)**



# PHASE TWO: Community Outreach & Strategy Development

## Part Two: 19 - 24 months

**January 2024 (6 hours of work group meetings)**

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

Convene four Work Groups for 1st Meeting tentatively: NonProfit Systems Change, For Profit Systems Change, Pathways and Pipelines, and Equitable & Robust Arts Education. Steering Committee will begin prepping recommendations

**February 2024 (6 hours of work group meetings)**

Strategies & Ongoing RESEARCH + DATA refinement

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

**March 2024 (6 hours of work group meetings)**

Finalize 2nd set of Recommendations + Needed Support

Steering Committee & Work Groups will synthesize information and finalize initial recommendations.

**April 9, 2024**

BOS Report Back and Implementation asks

CJCI Strategies, Phase III, and additional research asks. Initial Report Back (April 9, 2024) to LA County BOS and Implementation Plan will be completed.

**April & May  
Strategy  
Updates**

Phase III needs +  
Phase II report  
back, and progress  
check-in



THANK YOU

