

ARTS FOR LA

POLICY FRAMEWORK | CHARTING THE COURSE FOR THE ARTS IN LOS ANGELES | 2011-2013



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 artists and arts organizations
- 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

VISION

Arts for LA 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

Arts for LA affirms that the arts are critical to a healthy, prosperous society. Access to 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 arts and cultural experiences, both in the major arts institutions and in neighborhood cultural centers and programs.
- Arts education is central to the development of all children and to ongoing and creative engagement for people of all ages.
- Artists and arts organizations require a social environment that values and supports their contributions and encourages excellence.
- The breadth, depth, and diversity of its artistic and cultural life is a critical measure of the vitality of Los Angeles.

FRAMEWORK

Arts for LA developed this policy framework as a tool to build awareness, increase empowerment and enable quick action as issues arise.

Three major issue areas guide Arts for LA's collective advocacy during 2011-2013 by providing a policy framework for campaigns and strategic activities: Arts Education, Cultural Economy and Civic Engagement. Arts for LA's overarching objectives are to retain cultural infrastructure in LA County at its existing levels and to engage an ever-increasing number of people in this effort.

Additional regional objectives are developed in conjunction with community teams and are aligned with Arts for LA's vision and mission. These teams provide tactical support to achieve objectives at the local level.

Success indicators are stated where appropriate. However, as Arts for LA undertakes specific campaigns related to these issue areas or to the organization's overarching objectives, appropriate indicators will further be developed and refined.

2011-13 FRAMEWORK

ISSUES

Arts Education

- Fund state categorical arts and music block grant.
- Allocate categorical Arts and Music Block Grant exclusively to arts and music programs in each LA County school district.
- Advocate for the use of Title I Funds to augment Arts and Music Block Grant in districts with an arts policy, plan and arts coordinator.
- Advocate for the adoption and implementation of arts education policies and plans in each school district.

Cultural Economy

- Advocate for the retention of existing government cultural resources at all levels.
- Support policies and activities that create or retain jobs in the creative sector.
- Support cultural tourism, including the promotion of the region's diverse arts and cultural activities.

Civic Engagement

- Expand voter participation among arts and cultural stakeholders.
- Advocate that the offices of elected and appointed officials publicly disseminate policy positions on arts and arts funding.
- Appoint at least one artist or arts leader to every significant public commission.

TARGETS

State Legislators
School Boards
Superintendents

County Board of Supervisors
City Councils
Developers
Redevelopment Agencies
Planning Commissions
Local Commissions
CVBs

County Board of Supervisors
LACOE
Candidates running for school board and city council
City Councils & School Boards
Artists
Arts Managers
Arts Providers

MESSENGERS

Los Angeles County Office of Education (LACOE)
Arts for All
Arts Providers
Parents
Teaching Artists
Students
Arts for LA Members

Arts Managers
Arts Providers
Cultural Institutions
LA Inc.
Arts for LA Members

Arts Consumers
Parents
Students
Arts for LA Members

TACTICS

- Maintain five pilot arts education Advocacy Teams.
- Convene, train and build three additional arts education Advocacy Teams in Los Angeles Unified School District, Pasadena Unified School District, and Long Beach Unified School District; add two additional in 2013.
- Develop local arts education advocacy plans with clear objectives, success indicators and tactics.

- Work with regional arts organizations to establish a benchmark level of resources.
- Mobilize advocacy teams to have presence at city council budget hearings.
- Meet with representatives from county and municipal transportation departments semi annually.
- Meet with representatives from local Convention and Visitor Bureaus (CVBs) semi-annually.

- Partner with the California Participation Project to offer training seminars for nonprofit arts organizations.
- Survey website subscribers on their voting participation.
- Create a pathway for member organizations to receive voter registration materials.
- Survey & document arts leaders on public commissions, through Advocacy Teams' efforts, in 2011-12.

SUCCESS INDICATORS 2013

- Categorical funding continues.
- AEPPI* reflects that the majority of Arts for All school districts are using the Arts and Music Block Grant funding in the manner in which it was intended.
- State policy for use of Title I Funding for arts education is clarified and communicated to Arts for All districts.
- Number of Los Angeles County school districts with arts policies increases from 39 to 45 (15%) and number of districts with arts plans increases from 35 to 41 (15%).
- Ten active arts education advocacy teams in LA County.

- Report of benchmark level of resources in LA County by 2013, using CDP analysis along with other government resources, is disseminated to field.
- Otis Report on the Creative Economy shows an increase in creative sector jobs in the region, 2010 vs. 2013.
- 10,000+ stakeholders are engaged on local policy issues related to arts and culture through the online advocacy center.
- Arts and culture information is included in five regional transportation hubs.
- Relationships established with CVBs in each of the five regional advocacy team communities.

- 20% of Arts for LA's members include voter registration information at their events.
- Voter participation among Arts for LA website subscribers is tracked and reflects an increase.
- Local policy statements from candidates running for election in districts with active advocacy teams are collected and published on website.
- Arts leaders serving on public commissions are tracked and reported on website.



ARTS FOR LA c/o KUSC | 1149 S. Hill Street Suite H-100 | Los Angeles, CA 90015
 Ph: 213.225.7580 | Fax: 213.225.7581 | www.ArtsForLA.org | info@ArtsForLA.org

ARTS FOR LA works in strategic partnership with Arts for All, the dynamic, county-wide collaboration working to create vibrant classrooms, schools, communities and economies through the restoration of all arts disciplines into the core curriculum for each of our 1.6 million public K-12 students.



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