

1 [Supporting California State Assembly Bill 700, the Creative Industries and Community
2 Revitalization Act.]

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4 **Resolution supporting California State Assembly Bill 700, the Creative Industries and**
5 **Community Revitalization Act; supporting creation of the Creative Industries and**
6 **Community Economic Revitalization Fund; and urging passage of Assembly Bill 700 in**
7 **the current legislative session.**

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9 WHEREAS, The January 2009 “Creative Industries Report” compiled by the
10 Americans for the Arts found that creative industry businesses provide the essential fuel that
11 drives the 21st Century economy; and

12 WHEREAS, California, home to 110,840 arts-related businesses, institutions, and
13 organizations that employ 438,912 people, ranks first in the nation with more arts related
14 businesses and more people employed in the creative industries than any other state in the
15 nation; and,

16 WHEREAS, California’s nonprofit arts organizations generate nearly \$300 million in
17 state and local taxes annually; and

18 WHEREAS, According to the California Arts Council’s April 2004 report titled “The Arts:
19 A Competitive Advantage for California,” California’s nonprofit arts organizations attract an
20 audience of 71.2 million annually and generate a \$5.4 billion impact on California’s economy,
21 including the creation of 66,300 full-time and 95,100 part-time jobs; and

22 WHEREAS, According to the National Governors Association 2009 report “Using Arts
23 & Culture to Simulate State Economic Stability,” Governors increasingly recognize the
24 importance of the creative sector to their states’ economy and ability to compete in the global
25 marketplace, and tourism centered and arts and culture can contribute to state and local

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1 economic growth by providing a diversified and sustainable means for creating jobs and
2 attracting revenue; and

3 WHEREAS, The National Conference of Mayors' 10 Point Plan states that the arts,
4 humanities, and museums are critical to the quality of life and livability of America's cities and
5 that governments which support the arts on average see a return on investment of more than
6 \$7 for every \$1 that the government appropriates in these areas; and

7 WHEREAS, Nonprofit arts organizations contribute to California's ranking as the most
8 visited state in the nation and are a primary reason for visiting California for six million of the
9 state's 44 million annual out-of-state tourists; and

10 WHEREAS, A 2002 book entitled "The Rise of the Creative Class," by Richard Florida
11 concludes that today's economy is shifting from an information economy to an economy
12 powered by human creativity, and that the core of the creative class in the United States,
13 which is 38 million workers strong, is architects, artists, designers, educators, engineers,
14 entertainers, and scientists whose economic function is to create new ideas, new technology,
15 and new content; and

16 WHEREAS, California, the world's eighth largest economy, has been last among the
17 50 states in per capita state investment in the arts and culture since 2003, providing little
18 more than \$1 million from the General Fund; and

19 WHEREAS, The City and County of San Francisco supports the nonprofit arts
20 community and individual artists in a variety of ways, including Grants for the Arts/Hotel Tax
21 Fund, the San Francisco Arts Commission, Cultural Equity Grants, and other programs
22 totaling more than \$40 million each year, representing a greater investment per capita than
23 any other city in the nation and, according to the most recent study from Americans for the
24 Arts, generating some 28,000 jobs and over \$1 Billion in economic activity for the City of San
25 Francisco; and

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1 WHEREAS, Assemblymember Paul Krekorian has sponsored Assembly Bill 700 that
2 would direct 20% of sales and use tax revenues levied on arts-related purchase to the
3 Creative Industries and Community Economic Revitalization Fund to invest in the economic
4 revitalization of California’s communities by encouraging joint partnerships to enhance
5 investment of public resources and to enable the growth of the creative economy throughout
6 California; and

7 WHEREAS, Assembly Bill 700 would establish the Creative Industries and Community
8 Economic Revitalization Act of 2010, which would create in the State Treasury, the Creative
9 Industries and Community Economic Revitalization Fund; now, therefore, be it

10 RESOLVED, That the City and County of San Francisco supports Assembly Bill 700
11 which is being considered in Sacramento in this legislative cycle; and, be it

12 FURTHER RESOLVED, That the City and County of San Francisco supports
13 California creating the Creative Industries and Community Economic Revitalization Fund that
14 would be administered by the California Arts Council for local assistance program grants for
15 the nonprofit arts organizations; and, be it

16 FURTHER RESOLVED, That the City and County of San Francisco urges the
17 California State Legislature to pass and the Governor to enact Assembly Bill 700 in the
18 current legislative session.

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