

Center for Cultural Innovation
2017 ANNUAL REPORT



WE ARE LIVING IN STRANGE TIMES...

PRESIDENT'S MESSAGE

Dear Friends,

It would be a gross understatement to say that we are now living in strange times, but here we are. On one hand, we're incredibly proud of the work Center for Cultural Innovation has accomplished over this 2016-2017 year. Graced with a terrific team, we have been supporting artists in a variety of much-needed ways—funding the production of artistic projects, investing in socially minded micro-artist enterprises, supporting artists and arts workers' professional development, as well as giving artists the kinds of knowledge they need to manage their careers and be productive in society.

On the other hand, we have been doing this work against a backdrop of stressful and often frightening change. CCI respects the perspectives of those on both the political left and the right—for artists are both—but we object to policies and messages that harm those who are already underserved. CCI's very reason for existing is to act as a conduit for resources to flow to individuals who are overlooked in formal nonprofit systems, which favor institution to institution support. In other words, artists are underserved, and there are many who share their conditions and needs for validation, knowledge, connection, employment, benefits, access to health, and financial security. We encourage you to visit our website, cciarts.org, to learn more about how CCI remains an important incubator of new ideas and practices that aim to lift the conditions of artists.

At the heart of all we do is an abiding desire to support individuals in the arts who make everything happen—studio artists, community-based arts practitioners, creative entrepreneurs, independent designers, cultural producers, and arts workers. But, at this moment in particular, we are also deliberately expanding what we offer—supporting artists' social enterprises, providing information on how artists can use their art to act as engaged citizens, incubating impact capital to transform arts organizations'

**“WE ARE COMMITTED TO
RECOGNIZING ARTISTS
FOR THEIR PLURALITY OF
IDENTITIES.”**

business models, and more. Why? Because we are committed to recognizing artists for their plurality of identities. Artists need to be recognized not only for being makers of art but also as community members, storytellers, our cultural conscience, social change agents, instigators, laborers, and business owners. We are firmly committed to helping artists deepen artistic practice, but we also want to expand how we value artists, because by doing so, artists can become an even more important contributor effecting the kinds of change we urgently need.

Angie Kim
President and CEO

MISSION AND VISION

The Center for Cultural Innovation (CCI) was founded in 2001 as a California 501(c)(3) nonprofit corporation. Its mission is to promote knowledge sharing, networking, and financial independence for individual artists and creative entrepreneurs by providing business training, grants, and by incubating innovative projects that create new program knowledge, tools, and practices for artists in the field.

CCI operates with a vision that by linking the natural creativity and tolerance for risk of artists and creative entrepreneurs to the latest business tools and practices, and by helping to connect them to new financial resources, and to one another, CCI can give artists the knowledge and economic independence needed to bring their work and ideas into the marketplace, and establish a new voice for artists based on their collective clout. In addition, CCI unfetters creativity and resources by partnering with investors, researchers, policymakers, and others in ways that generate innovative solutions to the challenges facing artists. This is our vision. Knowledge is power. Personal networks build community. And financial independence supports creative freedom.

GRANT FUNDING AND PROGRAMS

Providing artists and creative entrepreneurs with financial resources to help them advance their careers is cornerstone to CCI's work. Through our four innovative grant programs, **Investing in Artists**, **Creative Capacity Fund**, **California Arts Leaders Investments**, and the **Creative Industries Incentive Network**, artists and arts administrators have the opportunity to increase their sustainability, advance their professional development, and expand their art practice.



O'Brien, Genevieve Erin. *Sugar Rebels*. 2016 and 2017 Creative Economic Development Fund Grantee. 2017. Photo by Yen Nguyen.

GRANT FUNDING AND PROGRAMS

INVESTING IN ARTISTS

The **Investing in Artists** grants program was established by CCI in 2007 to enhance the working lives and strengthen the creative support system for California artists. Since that time, CCI has awarded \$2.19 million to 304 diverse artists working in various disciplines across the state.

Through the continued support of The William and Flora Hewlett Foundation, CCI is pleased to offer an additional three rounds of funding (2015–2017) for the Investing in Artists program for Bay Area performing and media artists demonstrating artistic innovation.

In September 2016, CCI awarded \$45,000 in Investing in Artists grants to seven California artists.

2016 INVESTING IN ARTISTS GRANTEES:

Lark Buckingham (Media)

Amie Dowling (Dance)

Isak Immanuel (Multidisciplinary)

Jubilith Moore (Theater)

Dennis Stewart (Music)

Leslie Tai (Media)

Banker White (Media)



Courtesy of The Artistic Ensemble. Photo by Peter Merts.

“The motto ‘Nothing About Us Without Us’ guides The Artistic Ensemble; it is essential to have the voices of incarcerated people leading public conversations about mass incarceration, systemic racism, and the rhetorics of criminality. Early funding from CCI’s Investing in Artists grant was the essential seed money that generated a filmed series of performance and dialogue. It was CCI’s confidence and generous investment which insured that the vital messages from these incarcerated artists reaches beyond the prison walls.”

—Amie Dowling, The Artistic Ensemble, 2016 Investing in Artists Grantee

GRANT FUNDING AND PROGRAMS

CREATIVE CAPACITY FUND'S QUICK GRANT PROGRAM

In 2009, CCI launched the Creative Capacity Fund's **Quick Grant Program** in partnership with the San Francisco Arts Commission and the San Francisco Grants for the Arts with the intention of establishing a collaborative funding initiative to strengthen the support system for artists and arts administrators. Now in its eighth year, the Creative Capacity Fund includes seven funding partners jointly invested in providing professional development scholarship funding.

Individual artists may receive up to \$600 and arts organizations up to \$1,200 (\$600 per individual staff member for up to two staff members) in professional development reimbursement funds for activities that will build administrative and business skills. In FY17, the Creative Capacity Fund made a total of \$89,337 in grants to 128 artists and 53 arts organizations through its Quick Grant Program. Nonprofit administrators of small and midsize organizations used the support to build their management capacity, and artists used the funds to participate in professional development workshops, conferences, and coaching/consulting to hone business skills necessary to sustaining their careers.

In April 2017, CCI translated the Quick Grant guidelines, FAQs, and application in Spanish and Chinese (Mandarin) to reach these communities. The translated materials are live on our website.

THIS FISCAL YEAR'S PARTICIPATING FUNDERS INCLUDED:

California Community Foundation
City of Los Angeles, Department of Cultural Affairs
City of San José, Office of Cultural Affairs
Los Angeles County Arts Commission
San Francisco Arts Commission
San Francisco Grants for the Arts
The San Francisco Foundation

“From my Quick Grant funded activity, I learned how to assess past projects, manage a project timeline and budget, fine-tune a compelling artist statement, and submit cohesive grant summaries... My professional artistic voice has strengthened as a direct result of these meetings. I can't thank CCI enough for the support in seeking professional consultation—I knew the consultations would be helpful, but I had no idea how helpful! The consultation fee was daunting but the Quick Grant made it all possible. Thank you again and again!”

—Carolyn Pennypacker Riggs
Los Angeles artist, 2017 Quick Grantee

GRANT FUNDING AND PROGRAMS

ARTS LEADERSHIP INITIATIVE

CCI's Arts Leadership Initiative received renewal support for 2016-2018 for the following activities: **1) California Arts Leaders Investments (CALI)**, **2) Investing in Tomorrow Organizational Grants** (to be held in September 2017), and **3) Future Arts Forward** arts leadership convening.

California Arts Leaders Investments (CALI) program provides funding of up to \$1,000 to individual California junior-level arts leaders for professional and leadership development. This year, CALI awarded 70 applicants a total of \$64,882. The types of activities supported reflect the myriad leadership and professional development opportunities the program was designed to support, including mentorships with field leaders, job shadowing, and conference presentations. CALI guidelines shifted to eliminate age restrictions and now encourage applicants to pursue externally facing activities to practice leadership skills in project management, collaborations, and presenting at conference panels.

“Working with my career coach, I had the space in which to analyze my professional strengths and weaknesses, and assess my skillsets. I was guided through the process of not just identifying career paths in the arts that interested me, but diving deeper to isolate what it was about those paths in particular that spoke to me. Building leadership skills and experience are crucial components of a successful career. In the arts, where there often isn't a clearly defined career path toward leadership positions, opportunities like the CALI grant are a boon to arts professionals.”

—Allison Konecki, FOR-SITE Foundation,
2017 CALI Grantee

GRANT FUNDING AND PROGRAMS

Future Arts Forward convening was held on January 23, 2017 at the Mexican Heritage Plaza in San José, California. This was a futurist-based statewide convening with national participation and partners. With support from the William and Flora Hewlett Foundation and travel support from Ford Foundation and Getty Foundation, CCI convened 236 people representing a diverse cross-section of artists, nonprofit arts professionals, arts educators, and commercially based creative entrepreneurs representing rural and metropolitan regions, a wide range of ages and experience levels from college students to recently retired professionals, and very diverse representation of various ethnic and cultural backgrounds. The goal

was to push participants' imaginations and expand their sense of possibility beyond an extension of the arts sector's status quo.

The convening also kicked-off a joint January term class for 13 students at Arizona State University's (ASU) Herberger Institute for Design and the Arts and Bennington College, in partnership with CCI. Students engaged deeply with the same lines of inquiry as the Future Arts Forward convening around the future of the arts. They also attended a post-convening design session at Stanford University on January 24, hosted by and including students from the Institute for Diversity in the Arts. In mid-February 2017, ASU and Bennington students presented their final projects at ASU for students, faculty, and nine-CCI sponsored delegates from the Future Arts Forward convening. The goals were to spark a new, national network of emerging arts leaders and to understand their perspectives for change. The discussions and resulting recommendations for action are available at cciarts.org/future_arts_forward.htm, along with a report, **Documentation of Future Arts Forward**, by Alexis Frasz of Helicon Collaborative.



Center for Cultural Innovation. *Future Arts Forward* Convening. 23 January, 2017, School of Arts and Culture at Mexican Heritage Plaza, San Jose. Photo by Studio Vism.

GRANT FUNDING AND PROGRAMS

“ This was an amazing event to attend. So many participants gave voice to experiences and ideas that I have been unable to articulate for myself. I stretched my brain in new ways thinking about how current events have a trickle-down effect on the immediate and distant future. ”

–Laura DeLeon, Artist, Future Arts Forward Participant

“ Future Arts Forward was the first ‘future-centered’ convening that many of us have attended where the focus wasn’t on ‘how can artists get more?’, but rather ‘how can the future be more inclusive, equitable, and just; and how are arts and culture a part of that?’ This frame is such an important shift that all of us working in the arts can take back into the work we are doing. Centering the youth voice and holding it to the same level of respect and inquiry as the others in the room was empowering for all involved. ”

–Cristina Ibarra, Yerba Buena Gardens Festival, Future Arts Forward Participant and California Delegate

“ Future Arts Forward showed me that I was not alone in my ‘radical’ thinking and approach. That now is the time to offer my contribution. ”

–Elizabeth Foggie, Founder, The Peoples Studio, Future Arts Forward Participant and California Delegate

CREATIVE INDUSTRIES INCENTIVE NETWORK

Creative Industries Incentive Network (CIIN) is a three-year pilot program in partnership with the Surdna Foundation. The goal is to incubate experimental projects that hold the promise of catalyzing creative economies through investments in artists and arts workers in five distinct California communities—Los Angeles, Richmond, San Francisco, San José, and Santa Ana. CCI's role is to bridge traditional arts and non-arts sector divides so as to instigate long-term change in practices that

make it more conducive for the arts to activate economies meaningfully in ways that benefit local residents. As a result of this effort, CCI hopes to develop new models for sustaining artists and creative entrepreneurs as well as shine a spotlight on our partners' efforts to incorporate artists into their local economies.

CIIN project documentarian Taya Mueller is tracking the progress and lessons learned of the CIIN partners on the online platform, **creativeindustries.us**.



Center for Cultural Innovation. 2017 Creative Economic Development Fund Grantees. 17 June, 2017, Los Angeles. Photo by Jon Endow.

CREATIVE INDUSTRIES INCENTIVE NETWORK

1. THE CREATIVE ECONOMIC DEVELOPMENT FUND (CEDF) supports creative enterprises that will have positive economic and community development in the City of Los Angeles. CEDF provides funding for projects that will help launch startup ventures; enable temporary, pop-up activities; and expand micro-sized creative enterprises with five or fewer employees.

Through partnerships with the Surdna Foundation and the City of Los Angeles Department of Cultural Affairs, CEDF provided \$100,000 in grants of up to \$12,500 each to independent creative businesses, self-employed artists or cultural producers, artist collectives, and nonprofit arts organizations with earned income activities that use commercial strategies in pursuit of a social or community impact objective. Support from the Roy and Patricia Disney Family Foundation will enable CCI to offer professional development and enterprise training to all CEDF grantees. This year marked the third year of CEDF's support through CIIN.

OUT OF 54 APPLICANTS, THE EIGHT 2017 CEDF GRANTEES ARE:

Across Our Kitchen Tables (Boyle Heights) to launch a new social enterprise that will serve as a cultural culinary arts hub geared toward Women of Color (WOC), generating more relevant business models based on objectives of social and cultural responsibility and critical interventions into conventional food systems.



Across Our Kitchen Tables. 2017. Photo by Rosa Serrato.

Day Space Night (Chinatown), a minority-owned fashion label with a retail store in historic Chinatown, to create a new line of clothes with non-Western silhouettes informed by different cultural traditions, utilizing locally sourced materials and labor.

Foreground (multiple neighborhoods), a start-up collective of queer and trans, mostly of color, creative entrepreneurs that act as a support and learning exchange space to create business opportunities with three pop-up Queer Marketplaces to sell their artisan wares, food, and art.

CREATIVE INDUSTRIES INCENTIVE NETWORK

CEDF GRANTEES CONTINUED

Graybayne Film/Media (East Hollywood), a female, African American-owned start-up film and media company to purchase equipment to expand business and subsidize cause-based nonprofit efforts, such as “Chocolate Milk”—a digital storytelling project normalizing breastfeeding for African American mothers.

Las Fotos Project (Chinatown) to develop L.A. Foto Connect, a new revenue-generating social venture program that will expand on the enterprise’s current model of teaching photography and business skills to young women in low-income and underserved areas of East and South L.A.

Narrated Objects, LLC, (Los Feliz), a collective of artists, writers, editors, and designers who will produce two Los Angeles-themed books to raise awareness about urgent subjects in Los Angeles: I Heart P-22: A Coloring and Activity Book
Celebrating L.A.’s Most Famous Mountain Lion,

featuring illustrations by community members from across the city; and Dear Seller: Real Estate Love Letters from Los Angeles, a book of real “love letters” from prospective home buyers to sellers, with a percentage of proceeds benefitting an organization providing affordable housing.

Piece by Piece (South Los Angeles) to increase the impact, sales, and income for low-income and formerly homeless artisans generated by a bricks-and-mortar retail gallery at Mercado La Paloma through new partnerships, public demonstrations, retail training, and other new initiatives. (2015 CEDF Grantee)

River Wild, LLC, (Elysian Valley), providing a sense of place and services to enhance quality-of-life for residents of Elysian Valley with the “Chicken & Egg Grocery Co-op,” a new community food hub in Elysian Valley, replacing a former liquor store, that will host culinary arts events and collaborate with local artisans. (2015 CEDF Grantee)

“Thanks to the Creative Economic Development Fund (CEDF) grant, we have been able to encourage conversation between the many teaching artists at Pieter, building a cohesive community of dancing bodies. Looking toward 2017, presenting a unified platform for Pieter’s pedagogical programming and advertising this event with posters in our neighborhood will enable us to make a free week of classes more accessible to the community.”

—Dorothy Dubrule, Pieter Performance Space, 2016 CEDF Grantee

CREATIVE INDUSTRIES INCENTIVE NETWORK

2. The City of San José Office of Cultural Affairs' **CREATIVE INDUSTRIES INCENTIVE FUND (CIIF)** provides project support to arts-based commercial businesses involved in the production or distribution of the arts.

Incentive awards are for creative industries of all types, such as manufacturers, service providers, presenters, and designers, among others. The CIIF seeks to support projects aimed at building successful small arts businesses in San José by their ability to: demonstrate community support and marketability, leverage CIIF funding with other funding support, and demonstrate growth and economic sustainability.

In 2017, CIIF expanded to include a new funding category targeted specifically at arts businesses in San José serving as cultural anchors and catalysts in their neighborhoods. This place-based expansion is in response to a growing number of applications to CIIF from neighborhood-based arts businesses as well as nomadic enterprises seeking physical space to anchor themselves in specific neighborhoods. This year, CCI's partnership with the City of San José Office of Cultural Affairs, with support from the Knight Foundation, provided \$20,000 in grants in Category 1-CIIF Arts Business Support and \$50,000 in grants in Category 2-CIIF Place Based. Although CIIF is no longer directly funded by the Creative Industries Incentive Network program, the continuation of San José's CIIF program exemplifies the shift from incubation to becoming an essential service to artists locally.

THESE SAN JOSÉ ARTS BUSINESSES IN CATEGORY 1 RECEIVED PROJECT SUPPORT GRANTS OF BETWEEN \$1,000-\$6,000:

Giant Creative Services

Jimmy Paints

KALEID Gallery

le animalé

Mark Edward Publishing Company

MTCA

THESE SAN JOSÉ ARTS BUSINESSES IN CATEGORY 2 RECEIVED GRANTS OF BETWEEN \$4,500-\$8,000:

Akoma Arts

Aloha Roller Rink

Empire Seven Studios

Filco Events - SoFA Sunday

Fuzzy Lollipop - Mixed Media Sculpting

Petite Galleria

Public Space Authority

The Arsenal

GRANT FUNDING AND PROGRAMS

CREATIVE INDUSTRIES INCENTIVE NETWORK

“ The CIIF grant was specifically for San José Nuevo Flamenco [a Lorde & Grayson Productions project] to obtain a high-quality portable sound system and transportable dance floor. The CIIF grant has been a tremendous help in the actualization of my projects. I am now able to present more free performances which has helped to build new audiences, who are the potential future paying supporters. The connections have potentially paved the way for bigger productions with expanded programming collaborating with local, national, and international artists. ”

—Robert Regazza, Executive Director, Lorde & Grayson, 2016 CIIF Grantee

“ Prior to the grant we were processing everything manually, which took twice the amount of time to inventory and track what was selling. Since the CIIF grant allowed us to begin using a digital POS system, we have been able to log and track the sales of new and consigned merchandise much faster. Celebrating our 12th year in business, being a small business—woman and minority run—says a lot. Having our signage as a landmark makes it known that creatives reside here. It has only been three weeks but we have noticed heavy foot traffic and recognition. The sign gives us the presence that we needed to be the diamond in the rough on San Carlos Street. ”

—Monisha Murray, Owner, Black and Brown LLC, 2016 CIIF Grantee

CREATIVE INDUSTRIES INCENTIVE NETWORK

3. For the past two years, CCI and the City of Richmond's Employment and Training Department collaborated to develop a training and employment program for local, low-income residents to be employed in locally based creative design and fabrication businesses. Called **RICHMONDDESIGNS**, the project was experimental from the start as there are few precedents of an arts intermediary partnering with a municipal workforce investment program.

Information about the collaboration and lessons learned can be found on CCI's CIIN website, **creativeindustries.us**. This year marked the City of Richmond's final year in the CIIN program.

4. CCI funded **CALIFORNIA COLLEGE OF THE ARTS (CCA)** in San Francisco to launch CCA's experimental development fund of impact investors that will support CCA students' and alumni's art and design projects addressing social and environmental issues.

This year, CCA received their first impact investment support from a private individual donor to match CCI's grant. As a result, CCA is now developing policies, systems, and reporting that demonstrates the social and creative impact of these funds. This impact investment fund is the first of its kind for an arts school, and will be seminal in shifting the role of art and design colleges from only being training grounds for artists to also being perceived as incubators of creative social entrepreneurs and their projects. This year marked the second year of CCA's participation in CIIN.

5. CCI is supporting the operational costs for **SANTA ANA BUILDING HEALTHY COMMUNITIES (SABHC)** to develop and support small businesses of local Latino residents, specifically local, migrant-based, Latino *cooperativos* that both generate income and sustain cultural practices.

These efforts are meant to create and empower infrastructure for Latino business owners to work within the *cooperativo* model, which is both culturally familiar and strengthens the community fabric of long-time, local residents. This year marked the second year of SABHC's participation in CIIN.



TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

Center for Cultural Innovation. *Power Stances
Precede Hard Work at Art>Net>Work*. 17 June, 2017,
Los Angeles. Photo by Jon Endow.

TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

Since its inception, CCI's professional development training programs and workshops have helped thousands of California artists acquire current and necessary business skills to help them advance their artistic careers. With a roster of successful artist and business professionals with experience working with artists and nonprofit organizations, the program continues to positively impact the financial viability and productivity of individual artists throughout the state.

“I realized through this workshop that I had to think of myself as a brand and market myself as an artist and teacher, not just promoting the work that I produce. That was really helpful and totally changed my thinking. I learned a lot and made some goals—I feel less intimidated by the whole process.”

—“Selling Your Art, Selling Yourself”
Workshop Participant

“Participating in CCI's 8-week Business of Art course was an incredible experience. I not only gained technical skills related to bookkeeping and positioning myself to potential clients, but gained newfound insights into how to organize my thinking around my personal and professional values. By better understanding my long-term goals, the course has helped me identify which projects to pursue and which may take me off track. As artists, we often have a profound level of passion and insight regarding our craft, but know less about how to sustain ourselves in the marketplace. CCI's Business of Art course gave me confidence in my ability to pursue a career in the arts, both as a filmmaker and the head of my own production company.”

—Elizabeth Bayne, Founder,
Graybane Film/Media

TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

PROFESSIONAL DEVELOPMENT PROGRAM HIGHLIGHTS FOR FY17 INCLUDE:

- CCI provided its signature professional development program **Business of Art** in spring 2017 to 20 artists ranging from emerging to mid-career, representing a diversity of backgrounds and artistic mediums.
- In July 2016, CCI continued its partnership with Intersection for the Arts on a training program called **The Accelerator** to provide incubation, professional training, peer-to-peer learning, and individualized coaching sessions to 10 arts enterprises fiscally sponsored by Intersection. A weeklong boot camp intensive was held at San José City Hall and the School of Arts and Culture at the Mexican Heritage Plaza in San José.
- CCI presented seven standalone workshops, including: **Selling Your Art, Selling Yourself; Social Media for Artists; Time Management; and Tax Tips for Artists**. New this year to CCI's calendar were **The Business of You; S Corps, B Corps, LLCs, 501(c)3s, and Fiscal Sponsorships; and Know Your Rights: Artists and Civil Disobedience** (led by members of the National Lawyers Guild).
- In June 2017 CCI presented **ART>NET>WORK**, a "deep networking" event for 26 artists working as creative social entrepreneurs, whose work supports under-resourced communities in Los Angeles. Participants learned arts-based tools to help articulate their values and pitch their project or cause in a meaningful way, followed by a social hour. The attendees included a majority of the 2017 Creative Economic Development Fund grantees.



Center for Cultural Innovation. *Power Stances Precede Hard Work at Art>Net>Work*. 17 June, 2017, Los Angeles. Photo by Jon Endow.

TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

PROFESSIONAL DEVELOPMENT PROGRAM HIGHLIGHTS CONTINUED:

- CCI worked with LA STAGE Alliance to present **LA Theatre Town Hall: On Actors' Equity Association & Our 99-Seat Theatres** at the Los Angeles Theatre Center for members of the Greater Los Angeles theatre community. The meeting examined the real-life consequences of Actors' Equity Association's plan to eliminate the 99-Seat Plan. Discussion was led by community members John Flynn, Gary Grossman, Simon Levy, Rebecca Metz, Vanessa Stewart and Michael A. Shepperd.
- CCI participated in various community art events that, in total, served over 200 artists, including participation at UCLA's College of Humanities Careers Panel at Royce Hall, Center for Nonprofit Management's LA Arts Leaders: Driving Social Change conference, Los Angeles County Arts Commission's Arts Tune Up in West Hollywood, and an Arts Grants Roundtable at ArtCenter College of Design in Pasadena.



Center for Cultural Innovation. *Participants in Session at Art>Net>Work. 17 June, 2017, Los Angeles. Photo by Jon Endow.*

In total, CCI provided and participated in over 35 events that served more than 1,800 California artists in FY17.

RESEARCH & ENGAGEMENT



Tableau Stations. *Walking Away* (detail).
Investing in Artists grantee Isak Immanuel
performs *Walking Away* during the winter
solstice. 21 December, 2016, Ferry Building,
San Francisco. Courtesy of Tableau Stations.

CREATIVITY CONNECTS: TRENDS AND CONDITIONS AFFECTING U.S. ARTISTS

CCI partnered with the National Endowment for the Arts with support from the Surdna Foundation and Doris Duke Charitable Foundation to conduct a national study on current conditions for artists and the trends affecting their ability to create work and contribute to their communities. The resulting report, **Creativity Connects: Trends and Conditions Affecting U.S. Artists**, was released in fall 2016.

CCI'S RESEARCH TEAM INCLUDED ALEXIS FRASZ, MARCY HINAND, ANGIE KIM, HOLLY SIDFORD, AND MARC VOGL. KEY TAKEAWAYS FROM THE REPORT WERE:

- The definition of “artist” is changing as are living and working conditions for artists.
- The term “artist” no longer implies only studio- or proscenium-based practitioners, but is expanding to include those with a community- or social-based practice, cultural producers, and creatives working in both nonprofit and commercial contexts. Moreover, younger artists embrace a plurality of identities wherein being an artist is inexorably tied to their personal, political, and social identities.
- Inequities in society mirror those in the arts. Arts funding is not equally distributive and has favored certain types of arts practices more than others.
- Technology, such as online intermediaries and fundraising platforms, offers new opportunities for artists to skip middlemen and go straight to fans, donors, and consumers, although the benefits of these new systems are unevenly distributed across artistic disciplines.
- The endeavor to help artists afford a sustainable artistic career cannot be done through one-off grants or commissions, but rather by working in common cause with non-arts leaders on issues that can improve the lives of all who share artists' conditions, such as on issues of student debt, healthcare access, itinerate labor, and new types of training.

These are but a few of the findings, and you can read more by downloading the full report at creativz.us and the accompanying set of online articles that go into greater depth on the issues surfaced by the report.

CREATIVITY CONNECTS: TRENDS AND CONDITIONS AFFECTING U.S. ARTISTS

In this fiscal year, with support from the Surdna Foundation, CCI undertook an extensive engagement effort to ensure that these findings would have opportunities to effect change, such as influencing new approaches to artist funding that support both artistic production and artists' living costs, re-thinking artists' education to include entrepreneurial and civic practices, and engaging non-arts leaders on cultural strategies wherein the interests of artists inform social change agendas. CCI and our research partners and funders presented at GIA (Grantmakers in the Arts) and SOCAP (Social Capital Markets). We commissioned additional **Creativz** articles to engage the public more deeply on issues surfaced by the **Creativity**

Connects report. And CCI President and CEO Angie Kim went on the road—literally—engaging influentials across the country on the importance of shifting strategies to respond to opportunities and challenges that are articulated in the report. The **Creativity Connects** report will not sit on CCI's shelf because it is, itself, CCI's publicly accessible strategic plan outlining the important ways that CCI can be of service as an artist advocate and intermediary.

ADMINISTRATION AND FINANCE



ADMINISTRATION & FINANCE

Center for Cultural Innovation continued its pattern of well-managed growth in FY17, with income of \$1,117,803 received against program and operating expenses totaling \$1,110,192.

For further information on CCI's audited financial statements for FY17, please contact the CCI Administrative Office at:

244 S. San Pedro Street, Suite 401, Los Angeles, CA 90012.

CCI WOULD LIKE TO THANK THE FOLLOWING FOUNDATIONS AND GOVERNMENT AGENCIES THAT SUPPORTED ITS PROGRAMS AND OPERATIONS IN FY17:

Bloomberg Philanthropies
California Community Foundation
City of Los Angeles,
Department of Cultural Affairs
City of San José, Office of Cultural Affairs
Creative Many
Ford Foundation
Getty Foundation
Intersection for the Arts
Los Angeles County Arts Commission
Roy and Patricia Disney Family Foundation
San Francisco Arts Commission
The San Francisco Foundation
San Francisco Grants for the Arts
School of Arts & Enterprise
Surdna Foundation
William and Flora Hewlett Foundation

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