



2016
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Center for
Cultural
Innovation



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**THIS RESEARCH WAS AN
AMBITIOUS UNDERTAKING,
AND WE HAD NO SMALL AMOUNT
OF TREPIDATION IN EMBARKING
ON AN EFFORT TO STUDY
ARTISTS IN AMERICA.**

ANGIE KIM
President and CEO

Dear Friends,

2015-16 was a busy and remarkable year for Center for Cultural Innovation. The highlight was our national research effort to examine how the conditions for artists have changed over the past decade.

We conducted this research in partnership with the National Endowment for the Arts with support from Surdna Foundation and Doris Duke Charitable Foundation. This was an ambitious effort, and we were in the good hands of a top-notch research team—Alexis Frasz, Marcy Hinand, Heather Peeler, Holly Sidford, and Marc Vogl—and wonderful

“ I AM GRATEFUL THAT CCI HAS THE SUPPORT AND FRIENDSHIP OF SO MANY WHO HELP US REALIZE OUR AMBITIONS ”

partners. We interviewed more than 65 artists and field leaders, made sense of input from 10 regional roundtables that gathered observations from more than 250 people across the country, conducted a comprehensive literature review of more than 300 resources, commissioned 18 essays to instigate public discourse via our online research platform, **Creativz.us**, and convened 30 field experts to make sense of the vast data. The research spanned more than a year and a half, with the final publication released in September 2016.

This research was an ambitious undertaking, and we had no small amount of trepidation in embarking on an effort to study artists in America. When I came into this position over a year ago, I realized that the empirical rationale for why CCI does what it does for artists rests on the seminal Urban Institute report *Investing in Creativity: A Study of the Support Structure for U.S. Artists*. That report laid the groundwork for understanding the various ways in which artists need to be supported in order to be productive and sustained—validation, demands and markets, material supports, training, networks, and information. We believe that this

framework will remain timeless and universal, but the conditions described in that report had changed dramatically over the years. After all, that report was published in 2003—before Facebook, iPhones, texting, and social media changed our lives. We realized we needed fresh information about artists, their priorities, and their environments in order for CCI to set strategies and deliver relevant support and programming.

I mentioned we were busy: We were in full research mode while also conducting our ongoing work of providing grants to support artists’ projects and arts professionals’ development, and providing training workshops to help artists sustain their business practices. We are excited to share what we’ve accomplished through this Annual Report, as well as to encourage you to read the research publication, *Creativity Connects: Trends and Conditions Affecting U.S. Artists*.

I am grateful that CCI has the support and friendship of so many who help us realize our ambitions—artists, trainers, funders and donors, kindred artist intermediaries, our dedicated board and advisors, and especially our hard-working staff. And, our work this year expanded our circle: The ***Creativity Connects*** research created stronger and wider ties nationally with those aligned in championing artists. Finally, I am especially thankful to artists, cultural producers, and arts workers who contribute to a vibrant and engaged civil society. We need artists more than ever to reflect who we are and in envisioning a better future. It’s CCI’s great privilege to be supporting their endeavors.

Angie Kim
President and CEO



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 believes 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. This is our vision. Knowledge is power. Personal networks build community. And financial independence supports creative freedom. This is what drives our work at the Center for Cultural Innovation.



GRANT & FUNDING 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.

“ THE AWARDING OF THIS INVESTING IN ARTISTS GRANT HAS BEEN HUGELY BENEFICIAL TO MY ART PRACTICE AND MY GOAL OF AN ONGOING COLLABORATIVE RELATIONSHIP WITH THE NATIONAL PARK SERVICE. THIS PROJECT HAS ALLOWED ME TO DEVELOP PARTNERS AND TAKE ADVANTAGE OF THE NATIONAL ENDOWMENT FOR THE ARTS’ IMAGINE YOUR PARKS GRANT OPPORTUNITY. IT DIRECTLY LED TO REQUESTS FOR COMMUNITY PARTICIPATION INCLUDING ACTIVITY ON A BOARD, AN ART PANEL, AND FOR MY CONTRIBUTION TO JOSHUA TREE NATIONAL PARK’S LONG RANGE INTERPRETIVE PLANNING PROCESS. THIS GRANT HAS FACILITATED MY WORK BEYOND ANYTHING I COULD HAVE HOPED FOR. ”

– REBECCA LOWRY, VISUAL ARTIST, LOS ANGELES

\$2.145
MILLION **TO** **297**
ARTISTS **ACROSS** 

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 \$2.145 million to 297 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 2015, CCI awarded \$45,000 in **Investing in Artists** grants to seven California artists.

2015 INVESTING IN ARTISTS GRANTEES:

Zena Allen

(Music)

Karl Cronin

(Music)

Seth Eisen

(Theater)

Nathaniel Justiniano

(Theater)

Dohee Lee

(Dance/Media)

Vero Majano

(Multidisciplinary)

Brontez Purnell

(Dance/Media)

“ I AM OVERWHELMED BY THE SUPPORT FROM THE CENTER FOR CULTURAL INNOVATION AND THE RESPONSE OF WRITERS, EDUCATORS, EDITORS AND ARTISTS WHO HAVE COME IN CONTACT WITH MY PROJECT. FUNDS FROM THE INVESTING IN ARTISTS GRANT WERE USED TO SUPPORT THE RESEARCHING, WRITING, AND PUBLISHING OF 'WHY WOULD ANYONE WANT TO BE A TEACHER?' I AM SO GRATEFUL FOR THE TIME AND SUPPORT THAT THE INVESTING IN ARTISTS GRANT AFFORDED ME, AND I FEEL INDEBTED TO THE STUDENTS AND TEACHERS WHO SHARED THEIR STORIES WITH ME. ”

– ERICA LORRAINE SCHEIDT, WRITER, BERKELEY

“ THANK YOU SO MUCH FOR MY CCI QUICK GRANT, IT GAVE ME THE OPPORTUNITY TO WORK ONE-ON-ONE WITH A COACH. I NOW ALSO HAVE A VERY STRONG COLLECTION OF NARRATIVES DESCRIBING MY WORK THAT I LOOK FORWARD TO USING FOR GRANT APPLICATIONS IN 2016. IT’S BEEN VERY EMPOWERING FOR ME TO GO THROUGH THIS PROCESS. IT’S HELPED ME TO BETTER UNDERSTAND WHY I DO MY WORK, AND IT’S BEEN VERY JOYFUL PROVING TO MYSELF THAT I’M CAPABLE OF CLEARLY DESCRIBING MY WORK AND GOALS. ”

– CAROLINE CABADING, MUSICIAN, SAN FRANCISCO

\$78,125 TO **138** + **52** ARTS
IN GRANTS ARTISTS ORGANIZATIONS

CREATIVE CAPACITY FUND'S QUICK GRANT PROGRAM

In 2009, CCI launched the **Creative Capacity Fund** in partnership with the San Francisco Arts Commission and the San Francisco Grants for the Arts/Hotel Tax Fund with the intention of establishing a collaborative funding initiative to strengthen the support system for artists and arts administrators. Now in its seventh year, the Creative Capacity Fund includes eight funding partners jointly invested in providing professional development scholarship funding.

This year, the funding partners agreed to increase the award amount to reflect rising costs. Individual artists may receive up to \$600 (instead of \$500) 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 FY'16, the Creative Capacity Fund made a total of \$78,125 in grants to 138 artists and 52 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.

THIS FISCAL YEAR'S PARTICIPATING FUNDERS INCLUDED:

San Francisco Arts Commission

**San Francisco Grants for
the Arts/Hotel Tax Fund**

The San Francisco Foundation

**City of San José,
Office of Cultural Affairs**

**City of Los Angeles,
Department of Cultural Affairs**

**Los Angeles County
Arts Commission**

California Community Foundation

RSF Financial

“ THE GRANT I WAS AWARDED WAS A DREAM-COME-TRUE FOR ME PROFESSIONALLY. I HAVE WANTED TO EXPAND MY GRANT PROPOSAL SKILLS FOR YEARS, AND AFFORDING A TRAINING WORKSHOP PROVED TO BE THE PERFECT OPPORTUNITY. THANK YOU SO MUCH FOR THE OPPORTUNITY. I CANNOT EXPRESS HOW MUCH IT MEANS TO ME AND AM EXTREMELY PLEASED THAT THIS PROGRAM EXISTS TO SUPPORT SO MANY PEOPLE LIKE ME. ”

– REINA HEINZ, THE NILE PROJECT, SAN FRANCISCO

\$67,700
AWARDED TO 74 EMERGING
ARTS LEADERS

CALIFORNIA ARTS LEADERS INVESTMENTS (CALI)

Beginning in October 2015, **NextGen Arts Grants** was renamed the **California Arts Leaders Investments (CALI)** program. CCI, in collaboration with The William and Flora Hewlett Foundation, renamed the program to signal an expanded focus. This program continues to support emerging arts leaders' professional development (workshops, conference attendance, coaching, and the like) that enhances the administrative skills and program experience that they need to lead the nonprofit arts sector of tomorrow. As reflected in the new program name, the program now also supports activities that help emerging arts leaders practice exercising and developing their leadership.

CALI provides funding of up to \$1,000 to individual California emerging arts leaders for professional and leadership development. This year, CALI awarded 74 emerging arts leaders a total of \$67,700. 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.

“ THANKS TO THE GENEROUS SUPPORT OF THE CENTER FOR CULTURAL INNOVATION THROUGH A CALI GRANT, I ATTENDED THE AMERICANS FOR THE ARTS CONVENTION. THE CONVENTION ENABLED ME TO EXPLORE THE MANY ROLES OF THE ARTS IN CREATING AND SUSTAINING HEALTHY AND VIBRANT COMMUNITIES. I PARTICIPATED IN SESSIONS THAT WILL MAKE ME A BETTER FUNDRAISER, ADVOCATE AND BE AN ACTIVE MEMBER OF AND LEADER IN THE ARTS COMMUNITY. IN ADDITION, I MET AND CONNECTED WITH ARTS COLLEAGUES FROM ACROSS THE COUNTRY AND CANADA AS WELL. I ATTENDED SEVERAL EMERGING LEADER-FOCUSED EVENTS, AND HAD THE WONDERFUL OPPORTUNITY TO GAIN UNIQUE PERSPECTIVES INTO A VARIETY OF CAREER PATHS, LEADERSHIP STYLES, AND INTEGRATION OF EMERGING LEADERS INTO LARGER ORGANIZATIONS. THIS EXPERIENCE HAS MADE ME A STRONGER EMPLOYEE AND EMERGING LEADER IN THE SAN DIEGO ARTS COMMUNITY. ”

– ALEXANDRA KRITCHEVSKY,
LA JOLLA PLAYHOUSE, LA JOLLA

“ THE PURCHASE OF ADDITIONAL CAMERA EQUIPMENT THROUGH THE CIIF GRANT HAS ENABLED DESMADRE TO ESTABLISH A MORE CONSISTENT OUTPUT OF CONTENT OVER THE LAST 7 MONTHS. OUR WEEKLY COMEDIC NEWS SERIES HAS BEEN RELEASED 34 WEEKS IN A ROW, WE’VE GAINED OVER 10,000 NEW FOLLOWERS ON SOCIAL MEDIA, AND OUR SOCIAL ENGAGEMENT HAS GROWN STRONGER AND STRONGER. ”

– JESUS BELTRAN, DESMADRE, SAN JOSÉ

FUNDS
MATCHED 

FOR



CREATIVE INDUSTRIES INCENTIVE NETWORK

The **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. 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 arts to activate economies meaningfully. 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. Partnering organizations are required to match CCI's contributions 1:1

for the first two years of the three-year commitment, with the final year funded entirely by the partners. The following activities took place in five communities this fiscal year.

In May 2016 in San José, CCI held its first annual meeting with all members of the CIIN initiative cohorts. Representatives from Los Angeles, Richmond, San Francisco, San José, and Santa Ana met to discuss the CIIN initiative and to share their experiences during each stage of the program. Ian Galloway, San Francisco Federal Reserve, was the guest speaker illuminating the role that the arts can play in community development. CIIN project documentarian Taya Mueller is tracking the progress and lessons learned of the CIIN partners on the newly launched online platform, <http://creativeindustries.us/>.

CREATIVE INDUSTRIES INCENTIVE NETWORK

1. Creative Economic Development Fund (CEDF), Los Angeles

Encouraging the development of uniquely LA creative triple-bottom line enterprises that are artistic practices using a market-based strategy to realize social impacts.

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. This year, its second year, the partnership provided \$100,000 in grants of up to \$12,500 each to independent creative businesses, self-employed artists or cultural producers, artist collectives, or nonprofit arts organizations with earned income activities that use commercial strategies in pursuit of a social- or community-impact objective.

OUT OF 51 APPLICANTS, THE EIGHT (8) CEDF GRANTEES ARE:

Eastside Entrepreneurs

Collaborative Studio (Boyle Heights)

To help Cha Cha Covers (culturally inspired nail decals) and Urban Xic (Chicana/Latina-focused art and cultural items comprising a “mercado for the movimiento”) establish a brick and mortar store that will expand beyond their online businesses with a walk-in retail as well as workshop space for other local Eastside artisans to develop their enterprises.

The Fox Hills Ladera Healthy

Family Association Inc. (Watts)

To remedy urban blight by activating an outdoor space at the intersection of 103rd Street and Graham Avenue with a semi-permanent storefront for local artists to refine their business strategies and sell their wares.

CONTINUED...

CREATIVE INDUSTRIES INCENTIVE NETWORK

CEDF GRANTEES CONTINUED

Pieter Performance Space (Lincoln Heights)

To hire a part-time managing director to increase rental income to better support mission-driven offerings by expanding the monthly class schedule and reaching Lincoln Heights's Latino and Asian low-income communities.

Project Q Hairstream (Hollywood-based, operating through Los Angeles)

To complete and launch Project Q's Hairstream, a mobile salon outfitted in an artist-designed Airstream trailer that generates income in order to provide hair styling to homeless queer and trans youth.

Public Matters, LLC (Historic Filipino Town)

To continue to train the next generation of community leaders to conduct historical-cultural tours of HiFi conducted by foot or by jeepny. (2nd year grantee)

Rational Dress Society (Glassell Park and Downtown Los Angeles)

To source and expand production of zippers locally for JUMPSUIT, an egalitarian garment liberated from signs of race and gender that prompts a conversation around dress, consumption, and identity.

Studio Vism (Echo Park)

To purchase professional video equipment to become an independent video production business serving paying clientele, which will subsidize their creative and mission-related objectives to provide the studio's film services to social justice nonprofit organizations.

Theatre Magnet (Van Nuys and between Valley Village and Lake Balboa in the East San Fernando Valley)

To curate a revenue-generating Immersive Theatre Festival that attracts customers of local street vendors and businesses at the Metro's Orange Line at Van Nuys and riders from Laurel Canyon to Balboa Boulevard.

CREATIVE INDUSTRIES INCENTIVE NETWORK

2. Creative Industries Incentive Fund (CIIF), San José Investing in the success of small arts businesses in San José

A partnership between CCI and the City of San José, Office of Cultural Affairs, CIIF provided project support to local commercial businesses—such as manufacturers, service providers, presenters and designers — involved in the production or distribution of the arts. In early 2016, \$33,000 was awarded for business-related improvements and enhancements, including facility upgrades, launch of a new line of merchandise related to city of San José, producing a bi-monthly series promoting the art of Flamenco, and showcasing West African and African American cultural arts.

THESE SAN JOSÉ ARTS BUSINESSES RECEIVED PROJECT SUPPORT GRANTS OF BETWEEN \$2,000-\$8,000:

Akoma Arts
Black & Brown LLC
Circle A Skateboards
Desmadre
Francis Marin
Future Arts Now (FAN!)
Lorde & Grayson Productions
Seeing Things Gallery

CREATIVE INDUSTRIES INCENTIVE NETWORK

3. RichmondDESIGNS, Richmond

Workforce development for low-income residents to be employed in locally based creative design and fabrication industry.

Through an innovative cross-sector partnership, CCI welcomed the City of Richmond to the Creative Industries Incentive Network last year. Over the next two years, CCI will collaborate with the City's Workforce Investment Board's RichmondWORKS program to design and implement a new project based on their Direct Entry to Employment model. This new program will match local young adults—ages 18–24 who have a career

interest in the arts—with local commercial arts and design businesses involved in manufacturing, production, or fabrication. The program will provide pre-employment training, subsidized work hours, and support to local community partners serving as employers for the next generation of Richmond's arts workers. The early phase of the work has involved extensive outreach to secure employers and employees for placements.

4. California College of the Arts (CCA), San Francisco

To seed an experimental development fund of impact investors that will support CCA students and alumni's art and design projects that address social and environmental problems.

Like so many art and design colleges, CCA's donor base is primarily composed of those who gift altruistically or who contract for students' designs. CCA's participation is to experiment with a new development model of attracting, for the first time, impact investors based on the merits of supporting art and design projects that will have tangible social, environmental, civic, or community benefits. CCI is partnering with CCA because of their interest in experimenting with developing new types of donors who are investing based on principles

other than on profit. The larger implication of this effort, if proven fruitful, is the ability to demonstrate the usefulness of including art and design in impact investors' portfolios. This year, CCA commissioned a literature review on intersections between the fields of impact investing and the arts titled "Impact Investing & the Arts" compiled by Taya Muller (<https://center.cca.edu/impact-investing-arts>). CCA's review of published knowledge has been informing their development of an impact investment strategy.

CREATIVE INDUSTRIES INCENTIVE NETWORK

5. Santa Ana Building Healthy Communities (SABHC), Santa Ana Investing in community economic infrastructure so as to strengthen cultural identity and transform individual expressions into viable micro enterprises.

The City of Santa Ana in Orange County is a primarily Hispanic/Latino population, with a median per capita income of \$16,330. Santa Ana has recently become a new and exciting hub for contemporary arts, but this has led to gentrification challenges for the City's poor and low income and largely minority residents. CCI is supporting the operational costs for 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. SABHC joined the CIIN initiative in FY'16.



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 business professionals with experience working with artists and nonprofit organizations, the program continues to positively impact the financial viability of individual artists throughout the state.

“ THE “STRATEGIC PLANNING” WORKSHOP REALLY DROVE HOME THE IMPORTANCE OF A PLAN AND LOOKING AT YOURSELF IN A HOLISTIC WAY TO REALLY ARTICULATE YOUR VISION FOR YOURSELF. AND PLANNING PLANNING PLANNING! ”

– KEITH GLASSMAN, DANCER AND FILMMAKER, LOS ANGELES

35 EVENTS **600** CALIFORNIA
SERVED **ARTISTS**

PROFESSIONAL DEVELOPMENT PROGRAM HIGHLIGHTS FOR FY'16 INCLUDE:

- CCI provided its signature professional development program **Business of Art** in fall 2015 and spring 2016 to 26 artists ranging from emerging to mid-career, representing a diversity of artistic mediums including dance, mixed media, film, visual, and performing arts.
- In spring 2015, CCI began a partnership with Intersection for the Arts to design and implement a new program called **The Accelerator**, which provides incubation, professional training, peer-to-peer learning, and individualized coaching sessions to 10 arts enterprises fiscally sponsored by Intersection. The program resulted in a September capstone presentation in which participants presented their business plans to an audience of potential investors and stakeholders.
- CCI presented standalone workshops, including **Social Media Strategies, Tax Tips for Artists, Selling Your Art, Time Management for Artists, The Art of Negotiation,** and a two-part workshop on **It's Just Capitalism: Applying for Grants and Maintaining Sanity**. New this year was the **Producing for Performance** workshop led by Miranda Wright, Executive Director of Los Angeles Performance Practice. This workshop helped artists learn to be a self-producer of their artistic careers.
- CCI partnered with the City of Ventura for a tailored workshop on **Grantwriting Fundamentals**. Participants were able to apply the tools learned by completing the City of Ventura's Cultural Funding Grants application.
- In June 2016, CCI co-presented with the Actor's Fund a workshop titled **From Coverage to Care: Is the Affordable Care Act Working for Artists?** that checked in with Los Angeles-area artists about their experiences navigating health insurance and coverage, using plan networks, paying for medical services, and other health coverage-related issues relevant to artists in the early years of ACA's implementation.

TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS (CONT)

- CCI worked with Bonnie Oda Homsey of the Los Angeles Dance Foundation to present the **2016 Dance Assembly** at the Nate Holden Performing Arts Center. The Assembly gathered over 140 Los Angeles dance community members to explore shifting dynamics due to new funding conditions, generational attitudinal shifts, and changing roles of arts institutions. It began with a moderated panel conversation with Kristy Edmunds, CAP UCLA; Ana Maria Alvarez, CONTRA-TIEMPO; Chloe Arnold, commercial choreographer and dancer; Jodie Gate, USC/Glorya Kaufman School of Dance; Keith McNutt, Career Transition for Dancers-The Actors Fund; Rachel Moore, The Music Center, and it concluded with a lively open-mic discussion. Notes from the convening are available on CCI's website at <http://www.cciarts.org/danceassembly.html>.
- CCI participated in various community art events that, in total, served over 200 artists, including participation at the Arts Tune-Up session held at LA Goal in Culver City, a panel during the Los Angeles Neighborhood Initiative (LANI) Forum, and the Cultural Equity and Inclusion Town Hall presented by the Los Angeles County Arts Commission and City of Los Angeles Department of Cultural Affairs. In addition, CCI's CEO Angie Kim advocated for government support for the arts and humanities as an invited presenter to the California Legislature Joint Committee on the Arts in Sacramento.

In total, CCI provided and participated in over 35 events that served more than 600 California artists in FY'16.



RESEARCH

CREATIVITY CONNECTS: TRENDS AND CONDITIONS AFFECTING U.S. ARTISTS captures how the world has changed significantly since 2003 in ways that have important impacts on artists and creative practice.

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

The Center for Cultural Innovation 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.

This research project builds on a 2003 report by the Urban Institute (UI), **Investing in Creativity: A Study of the Support Structure for U.S. Artists**. The UI study was a comprehensive examination of the needs and interests of artists. It developed a conceptual framework for understanding the needs of artists categorized into six areas that affect artists' ability to do their work: validation; demand/markets; material supports such as space, equipment, employment, and funding; training and professional development; community and networks; and information.

Our new research effort did not alter the UI study's conceptual framework; rather **Creativity Connects** captures how the world has changed significantly since 2003 in ways that have important impacts on artists and creative practice.

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

CCI'S RESEARCH TEAM WAS ALEXIS FRASZ, MARCY HINAND, ANGIE KIM, HOLLY SIDFORD, AND MARC VOGL. THE RESEARCH TEAM EXPLORED A SET OF KEY RESEARCH QUESTIONS:

- How have the conditions for artists changed over the past decade?
- Are the current structures of support keeping pace with what artists need to succeed in their life and work?
- How are artists adapting to changing conditions, and how are support structures evolving to meet their needs?
- What will strengthen the ecosystem of support, better enabling artists and creative workers to generate artistic work, live sustainable lives, and contribute to their communities?

You can read the findings and recommendations by downloading the full report at <http://creativz.us>



ADMINISTRATION & FINANCE

Center for Cultural Innovation continued its pattern of well-managed growth in FY'16, with income of \$1,387,212 received against program and operating expenses totaling \$1,156,405.

For further information on CCI's audited financial statements for FY'16, 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 FY'16:

Bloomberg Philanthropies
California Community Foundation
California Institute of the Arts
City of Los Angeles,
Department of Cultural Affairs
City of San José,
Office of Cultural Affairs
Doris Duke Charitable Foundation
Intersection for the Arts
Los Angeles County Arts Commission
National Endowment for the Arts
RSF Social Financial
San Francisco Arts Commission
The San Francisco Foundation
San Francisco Grants for the Arts/
Hotel Tax Fund
Surdna Foundation
William and Flora Hewlett Foundation

CCI WOULD ALSO LIKE TO THANK THE FOLLOWING INDIVIDUALS FOR THEIR GENEROUS CONTRIBUTIONS IN FY'16:

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