



ARTS IN THE 2010 CALIFORNIA GOVERNOR'S RACE

The Arts in the 2010 California Governor's Race project was established in June 2010 as a nonpartisan effort to ensure that issues related to the arts and the creative economy are successfully inserted into the California Governor's race. The project was organized by a consortium of nonprofit arts organizations, arts support groups, artists and concerned individual supporters of the arts. The consortium participants believe strongly in the need for meaningful public support for the arts and arts education.

The project did not endorse any candidate, nor does it support any specific legislation. Rather, it sought to educate and inform the candidates in the California governor's race, their staffs and key supporters to the value of the arts, arts education, and the creative economy to the state of California. The project worked to convince the candidates for the office of Governor in California to take public positions in favor of the principle of public support for the arts and arts education, and public support for the development of California's creative economy.

The Arts in the 2010 California Governor's Race project was conceived as a statewide coalition of citizen activists who could help send the message to the gubernatorial candidates that the arts are important to California's future, and urge the candidates to support arts-friendly public policies such as:

- Increase public funding for nonprofit arts organizations in order to better serve their communities;
- Ensure that every child has the opportunity for a comprehensive, high quality arts education in grades K-12; and
- Nurture an environment to allow individuals and families affordable access to all forms of the arts.

The project prepared and disseminated information as to the value of the creative sector to the state and made contact with the campaigns of the candidates for Governor to make the case for the contributions of the arts and the creative sector to California's economy, job creation, the education of our children, to the civic life of communities across our great state and the quality of life of all its citizens. Following the November 2010 election, The Arts in the 2010 California Governor's Race project plans to continue its work as an advocate for the arts for all Californians by seeking opportunities to provide policy input to the transition team of the governor-elect.

For more information on this campaign for the arts, go to: www.artsvote2010.com

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