



The Future of California's Creative Economy

CREATIVE ECONOMY WORKGROUP PUBLIC MEETING 1

Friday, May 17, 2024 | [Annenberg Beach House](#) | Santa Monica, CA

<https://arts.ca.gov/programs/creative-economy-workgroup/>

Welcome to the first of the California Arts Council's three Creative Economy Workgroup workshops.

Art and creative production have contributed significantly to the state's economy for decades and will continue to boost California's productivity and vitality. Technological changes, new ways of working, and rising levels of economic inequality are some of the drivers shaping the state's creative ecosystem, creating both uncertainty and the possibility for transformation. Now is the time to anticipate the future by developing an understanding of the full spectrum of possibilities and their consequences, with the goal of shaping an equitable creative economy for all Californians. To that end, the California Arts Council (CAC) has convened the Creative Economy Workgroup (CEW) to engage in a series of workshops to share ideas, generate possibilities, and draw out implications for the next decade and beyond. Our guide on this journey is Institute for the Future (IFTF), a nonprofit research organization dedicated to anticipating the future and helping people, communities, and organizations make better decisions in the present.

These workshops, designed to be interactive, will follow IFTF's framework of *foresight to insight to action*. This first foresight workshop will focus on identifying drivers of change – key external forces shaping the future of the creative economy. CAC is the administrative body for this convening, and IFTF will facilitate the sessions.

We look forward to having you join us!



GOALS

- Convene the CAC's CEW and enlist its participation in discussing the forces shaping the future of California's creative economy
 - Share and solicit feedback on the CAC's working definitions of the creative economy
 - Surface the long-term implications of major drivers of change, identifying key arenas for transformation
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AGENDA

9:00 a.m.

Welcome, Land Acknowledgment, and Context-Setting

Danielle Brazell, executive director, California Arts Council

Honorable Senator Ben Allen, State Senator, Senate District 24

Sofia Klatzker Miller, executive director, City of Santa Monica Department of Cultural Affairs

9:30 a.m.

Overall Context and Agenda Overview

Marina Gorbis, executive director, IFTF

IFTF will open the workshop by providing context about the project to create a future-facing strategy for California's creative economy, reviewing the agenda, explaining the role of the CEW and participation guidelines, and establishing design criteria to guide our work.

10:15 a.m.

Creative Economy Workgroup Introductions

Rod Falcon, research director, IFTF

IFTF will facilitate introductions, highlighting key points of view in the room. CEW participants will be asked to share where they see the future of California's creative economy heading.

11:00 a.m.

BREAK





11:15 a.m. **Defining the Creative Economy of the Future**
Rebecca Shamash, research director, IFTF

IFTF will share a range of ways to define the creative economy. CEW participants will have the opportunity to ask questions and offer feedback and guidance for consideration.

Noon **LUNCH**

1:00 p.m. **Public Comment**
California Arts Council

1:30 p.m. **FORESIGHT: Mapping Drivers of Change**
Marina Gorbis and Rod Falcon, IFTF

IFTF will present a framework for developing a future-facing strategy for California's creative economy and will ask participants to identify drivers of change – shifts, innovations, key challenges, and opportunities – likely to impact California's creative economy over the next decade. We will seek drivers across social, technological, economic, environmental, and policy categories. Participants will share their ideas individually as facilitators cluster drivers into thematic categories.

2:15 p.m. **STRETCH BREAK**

2:20 p.m. **FORESIGHT: Break-Out Groups**

We will return to mapping drivers and reviewing emerging clusters, and then break into working groups. IFTF facilitators will join groups to guide discussion on building on clusters of drivers, ask for current examples, and draw out implications for the future of the creative economy in California.

3:00 p.m. **BREAK**

3:15 p.m. **Looking Ahead: Anticipating the Creative Economy in 2035**
Rebecca Shamash, IFTF

We will return from break-out groups to share views on what we see as important issues for the CAC to address related to creating an equitable, thriving creative economy in California.



4:00 p.m. **Next Steps and General Discussion**
Marina Gorbis, IFTF

IFTF will discuss next steps, preview the next session, answer questions, and gather feedback for our work moving forward.

4:20 p.m. **Closing**
California Arts Council

4:30 p.m. **End**

1. *All times indicated and the orders of business are approximate and subject to change.*
2. *Any item listed on the Agenda is subject to possible action.*
3. *A brief mid-meeting break may be taken at the call of the Chair.*
4. *The CAC retains the right to convene an advisory committee meeting pursuant to Government Code Sec. 11125 (d).*
5. *Public meetings will include Spanish and ASL interpreters whenever possible. Should you need additional reasonable accommodations, please make sure you request no later than May 14, 2024, at 5 p.m. Please direct your request to the Public Affairs Specialist, Kimberly Brown, at: kimberly.brown@arts.ca.gov.*
6. *Public comment instructions will be provided at:*
<https://arts.ca.gov/programs/creative-economy-workgroup/>