



The Future of California's Creative Economy

CREATIVE ECONOMY WORKGROUP PUBLIC MEETING 2

Tuesday, October 15, 2024 | [El Teatro Campesino](#) | San Juan Bautista, CA

[Creative Economy Workgroup](#)

Welcome to the second of the California Arts Council's three Creative Economy Workgroup workshops!

As we consider the future forces that will shape California's creative economy, we shift our focus from **foresight** to **insight** and contemplate how the future will both disrupt California's creative economy, and create opportunities for it to become more competitive, innovative, inclusive, and equitable.

At our second Creative Economy Workgroup meeting, we will immerse ourselves in the key future forces likely to shape the creative and cultural ecosystem and discuss the seeds of transformation among people, institutions, and places. For each of these arenas, we will focus on priority areas that will help the state of California seize emerging opportunities and navigate disruptions. Panelists on the frontlines making change across the state will sharpen our view into these areas. As our sense of possibility expands, workshop participants will collectively imagine what action could look like across four levers for change: policies, technologies, markets, and networks.

This journey of looking ahead will be guided by 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. The California Arts Council will be the administrative body for this convening.

Our task for this second convening will be to consider ways California's creative economy could move forward positively. We will explore the consequences of different actions over the short, medium, and long term before moving to our final convening, where we will focus on actionable priorities and outline recommendations for a strategic plan.



GOALS

- Review the map of forces shaping the next decade of California’s creative economy and identify disruptions across the creative and cultural ecosystem of people, institutions and places
- Explore emerging priority areas for action among people, institutions, and places and hear from panelists on the frontlines who are innovating change
- Generate possible actions focusing on four broad levers of change:
 - policies* – regulations, legislation
 - technologies* – platforms, digitization, automation
 - markets* – monetization, ownership, partnerships with industry, competitiveness
 - networks* – bottom-up, social-structured movements
- Draw out the consequences of different actions over the short, medium, and long term to fully anticipate impacts



AGENDA

9:00 a.m. Welcome, Land Acknowledgment, and Context-Setting

Danielle Brazell, chair, Creative Economy Workgroup, and executive director, California Arts Council

Jennifer Laine, executive director, San Benito County Arts Council

Christy Sandoval, director, El Teatro Campesino

9:30 a.m. Overall Context and Agenda Walk-through

Marina Gorbis, executive director, Institute for the Future

Marina will provide overall context for today's meeting, review the agenda, and go over guidelines for participation. She will present five future forces that are converging and shaping the future of California's creative economy and introduce a framework for exploring emerging priorities across the arts and cultural ecosystem of people, institutions, and places. Marina will also give an overview of the project to date and preview the work ahead as the Creative Economy Workgroup collectively builds a future-facing strategy for the California creative economy.

10:00 a.m. People: Keeping and Attracting Creatives in California

Rod Falcon, research director, IFTF

Rod will explore the emerging priorities among people in the arts and cultural ecosystem, focusing on creative individuals, artists, workers, students, and advocates who navigate the world with an artistic mindset. He will present key findings from research interviews and expert workshops, pointing out critical issues and perspectives that reveal both familiar and new priorities that could positively transform California's creative economy over the next decade.

Next, we will review current programs that focus on people in the arts and cultural ecosystem, and invite everyone in the room to contribute to a map of existing initiatives. After building a collective view of the current landscape of programs and initiatives, workshop participant members will consider additional actions and responses across the four levers of change: policies, technologies, markets, and networks.

11:00 a.m. BREAK



11:15 a.m. Institutions: Maintaining a Diverse and Innovative Ecosystem of Arts and Creative Organizations

Marina Gorbis, executive director, IFTF

Marina will describe what we mean by “institutions” in the arts and cultural ecosystem. She will highlight a set of emerging priorities impacting institutions and link these to the future forces transforming California’s creative economy. After hearing from innovators on the frontlines of change, she will open the floor to questions and highlight existing initiatives and programs that are already aligned with these emerging priorities. Workshop participants will then confer at their tables to identify possible actions that California could take to seize emerging priorities.

Panelists:

Michael Borys, VP of Interaction Design, 42 Entertainment

Stephen Smith, creative strategist, Meow Wolf

Noon LUNCH

1:00 p.m. Public Comment

California Arts Council

1:30 p.m. Place: Supporting Place-Based Creativity Hubs Throughout the State

IFTF facilitators

We will examine the importance of place in the arts and cultural ecosystem and how those places in California’s cities and rural communities contribute to the success of California’s creative economy. We will map existing initiatives and programs, and turn to table discussions to identify a range of possible actions that address this critical part of the arts and cultural ecosystem.

Panelists:

Miki’ala Catalano, co-director, Native Roots Network

Roshaun Davis, CEO / founder, Unseen Heroes

Heather Heslup, director of Public Art Programs, Destination Crenshaw

Tyese Wortham, director of Community Engagement, Community Arts Stabilization Trust

2:30 p.m. STRETCH BREAK (Table Discussion)



**2:45 p.m. Transforming California’s Creative Economy: Possible Actions
Toward 2025**

IFTF facilitators

We will begin a larger discussion on the kinds of actions it will take to transform California’s creative economy positively, orienting ourselves on a matrix of actions revolving around the levers of change – policies, markets, technologies, and networks – across the arts and cultural ecosystem of people, institutions, and places.

We will ask workshop participants to review their table-top templates and synthesize possible actions they imagined. IFTF will gather these actions, consolidate where possible, and identify themes and insights involving people, institutions and places. At the conclusion of this session, we will have collectively mapped a set of possible actions addressing a set of emerging priorities for California’s creative economy. This map will form the basis of possible recommendations for the strategic plan on California’s creative economy.

4:15 p.m. Next Steps and General Discussion

IFTF facilitators

IFTF will gather any additional insights and take-aways from the Creative Economy Workgroup and discuss next steps for our work.

4:30 p.m. Closing

California Arts Council

5:00 p.m. End