THE FUTURE OF ARTS, CULTURE, AND ENTERTAINMENT

A CALIFORNIA 100 ISSUE ROADMAP FROM RESEARCH TO ACTION

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Artists are a vital part of every community in California, contributing broadly to our quality of life and making the unique contributions that make California a dynamic cultural and economic leader. Artists create films, video games, poetry, literature, theater, music, visual art, dance, architecture, sleek technological tools, and creative goods and items that both shape and reflect our diverse culture over time. Art also plays an important role in community resilience and well-being, as art therapies can alleviate the symptoms of serious traumatic brain injuries and mental health issues, and self-expression through art can help people to learn how to cope with trauma, grief, and loss.

As the range of artistic media and cultural expressions has exploded in both access and content, driven by an increasingly diverse population, the imaginations of young people, and developments in technology, California has the opportunity to harness and cultivate this burgeoning creativity through its education systems in order to produce and retain local talent for the state. The growing cultural diversity of the state also increases the urgency of addressing issues of equity, access, and representation in the arts sector, particularly given the data that show the lack of diversity.

In fact, recognizing the value artists can bring as thinkers, creators, and problem-solvers in generating solutions to the state's most pressing challenges such as racism, climate change, and inequality requires partnerships across various levels of government, communities, and business to ensure the arts and artists receive support for their contributions as an integral part of California's future.

FROM RESEARCH TO ACTION

What will these changes mean for current and future generations of Californians, and how can we make sure that California's future in arts, culture, and entertainment remains innovative, resilient, inclusive, sustainable, and equitable?

In May 2022, the California 100 Initiative released a policy and future scenarios report on arts, culture, and entertainment, written by Lindsay Maple, Deputy Director of Research for California 100 and based on materials submitted by Allosphere to the initiative.

"Artists today are a vital part of every community in our state, contributing broadly to our quality of life and making valuable contributions that make California a dynamic cultural and economic global leader. Arts have always been vital to California's long-term future," said **Cinny Kennard, a California 100 Commissioner** and executive director of the Annenberg Foundation. "When we look to the next century for arts, culture and entertainment, we must ensure they are never construed too narrowly. We need to think expansively, inclusively and with an eye towards continued innovation. That is simply – the soul of California! This report begins an important conversation about where California should go, and lead, if we are serious about continuing to make arts integral to our state's future success."

FUTURE SCENARIOS

Other key takeaways from the California 100 report include a consideration of policy options that improve housing under **four future scenarios** that center around two critical dimensions: whether or not arts and culture are seen as broadly relevant to various aspect of the economy and society, and whether financing of the arts is predominantly private or involves a mix of public and private funds.

In a context where arts are seen as broadly relevant to society, the scenarios range from a future where private-only financing confines the benefits of art to high-income and high-wealth individuals to a public-private model of financing where the broad benefits of the arts are available to all. In a context where arts are seen as narrowly confined to cultural production, the scenarios range from a future where private-only financing provides access and enrichment to a small group of artists and creatives, and where a public-private model of financing confines art to its older tradition of financing through local governments' culture and recreation budgets.

Whatever the scenario, the research commissioned by California 100 indicates that we should refrain from "doing nothing" as a default option. In order for California to perform better under these various scenarios, the state will need to research, deliberate over, and enact solutions that advance **innovation** (such as finding new ways to make art more accessible and beneficial), **resilience** (such as such as enabling individuals, families, and communities recover from hardship and trauma), **inclusion** (building trust and meaningful, respectful, and ongoing engagement among stakeholders and communities), **sustainability** (such as improving community well-being and natural resource utilization in the delivery of arts and entertainment), and **equity** (with well-resourced policies that are designed to repair the damage from past and ongoing inequities).

Artist rendering of future scenarios in arts, culture, and entertainment Source: California 100

THE CALIFORNIA 100 ROADMAP

The California 100 report on policies and future scenarios is the first step in a multi-stage process that is designed to inspire and engage Californians—from a variety of sectors and all walks of life—to build a stronger future for current and future generations. In the summer of 2022, our expert and intergenerational Commission will conduct a series of listening sessions throughout the state, to solicit feedback on the ideas generated by our research and to generate additional big and bold ideas for consideration by public and private agencies, as well as by everyday Californians. We will also be generating insights from our policy innovation projects throughout the state that cover a variety of topics, and our deep engagement on questions of science and technology as they relate to a variety of issues, including arts, culture, and entertainment.

In early 2023, we will take these various policy ideas and scenarios, and engage in a process of deliberative democracy featuring a representative cross-section of California residents. The goal of this deliberative exercise is to understand the conditions under which Californians from various walks of life can come to agreement on the long-term challenges facing the state and, importantly, the kind of bold and visionary solutions we need to put the state on a stronger trajectory for the next century.

California 100 will also be engaging intentionally with young Californians, who have the most to gain or lose in the coming century. Our team members will engage young people throughout the state, including in high school and college settings, and will organize a statewide youth summit that will produce a manifesto for the future of California.

Finally, in Winter and Spring 2023, our intergenerational Commission will draft a vision and strategy document for the future of California, based on briefing materials that build on insights from the various streams of work. California 100 will then launch a culminating event in early summer 2023 that serves as the formal launch of the vision and strategy document and, importantly, also brings together leaders and partners from our various streams of work and prior engagement.

Our culminating event in the summer of 2023 will:

1. Showcase the pressing need for California to prioritize long-term futures,
2. Build an ambitious yet achievable vision and strategy that are grounded in rigorous research and community engagement, and
3. Inspire others to do the same, providing tools that a variety of partners (including policymakers, government agency officials, business leaders, activists, researchers, and next-gen leaders from various sectors) can use to build their own aspirational visions and strategies for California's long-term success.

ABOUT CALIFORNIA 100

The California 100 Initiative envisions a future that is innovative, sustainable, and equitable for all. Our mission is to strengthen California's ability to collectively solve problems and shape our long-term future over the next 100 years. California 100 is organized around 15 policy domains and driven by interrelated stages of work: research, policy innovation and engagement with Californians. California 100's work is guided by an expert and intergenerational Commission. Through various projects and activities, California 100 seeks to move California towards an aspirational vision—changing policies and practices, attitudes and mindsets, to inspire a more vibrant future.

California 100 staff members compiled this roadmap document, drawing on research in two publications—a Policies and Future Scenarios Report and a Facts-Origins-Trends Report—by Lindsay Maple, Deputy Director of Research for California 100 and based on materials submitted by the Allosphere at UC Santa Barbara to the initiative. The two arts-related publications are part of California 100's larger research stream of work, built in partnership with 20 research institutions across the state.

California 100 sponsored grants for data-driven and future-oriented research focused on understanding today and planning for tomorrow. This research, anchored in California 100's 15 core policy domains, forms the foundation for the initiative's subsequent work by considering how California has gotten to where it is and by exploring scenarios and policy alternatives for what California can become over the next 100 years.

The California 100 Initiative is incubated through the University of California and Stanford.

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To learn more about the future of arts, culture, and entertainment in California, visit the California 100 website at California100.org, where you will find our detailed reports on the topic, and more information about our research partners.