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Creating a better California by advancing the arts, culture and creativity

Press Release

For Immediate Release

Governor Newsom Signs 2021-2022 Budget to include historic investments in arts, culture and live events industries

Californians for the Arts (CFTA), the statewide arts advocacy organization and California Arts Advocates (CAA) the statewide creative industries lobbying organization, is pleased to announce that Governor Newsom has signed the 2021-22 budget to include historic investments in the arts, culture and live events industries.

The California State Budget represents a bold and momentous investment in the arts, culture, and creative economy. The pandemic's impact has galvanized and united a broad coalition of arts advocates led by California Arts Advocates, California Association of Museums, and the California Chapter of the National Independent Venue Association and backed by more than 500 organizations, businesses, and local government leaders - aligning nonprofit cultural institutions, for-profit small businesses, and the creative workforce to lobby for \$1 billion for arts recovery and stimulus investment from the State. The budget investments of over \$600 million for this sector is a testament to the strength of this coalition that will survive well beyond this pandemic.

"We thank our Legislative and Newsom Administration champions, the thousands of arts advocates who showed up in support of our bold budget requests and the coalition that formed to lead the charge for transformational investments in arts, culture, creativity and live events," says Julie Baker, Executive Director of CFTA/CAA. "While the arts suffered more than most industries during the pandemic, it is heartening to know our sector has been seen and recognized for our valuable contributions both to California's economic recovery and to our overall emotional health and wellness. California has an opportunity to be the leading creative state and with this level of investment we are on a path to an equitable and just recovery for all creative workers and businesses to thrive."

Budget Highlights include:

- \$50 million to Go Biz for grants to small nonprofit performing arts orgs to help with workforce development. Grants up to \$75,000 based on budget size to help with (1) Employee expenses, including payroll costs, health care benefits, paid sick, medical, or family leave, and insurance premiums.
- (2) Contributions or payments to a centralized payroll service.
- (3) Recruitment, training, development, and other human resources related expenses.
- (4) Other operating expenses or equipment for employees.
- \$150 million to GoBiz and CAL OSBA (Office of Small Business Advocate) for live events venues and businesses, including nonprofits and minor league sports

- \$128 million to California Arts Council of which \$40 million is for Creative Youth Development, \$60 million for CA Creative Corps Pilot program and remaining for local assistance programs and staffing and \$1.7 million for the National LGBTQ Center for the Arts, San Francisco
- \$50 million to Natural Resources Agency for museum grants programs
- Eighty-one arts and culture earmark investments in local communities such as \$4 million to Self Help Graphics and Art, \$6.5 million to Destination Crenshaw, \$8 million to Debbie Allen Dance Academy, \$13,500,000 to the City of Sacramento for community reinvestment, and \$3 million to San Diego Symphony totaling close to \$238 million.

During the budget season, CFTA and CAA have steadfastly organized the field and testified at numerous budget and committee hearings to advocate for significant funding to the field. “We are thrilled to see this level of funding to our sector,” says CAA Board President Victoria Hamilton. “It is a true testament to the power of organizing and collective advocacy.”

“At Californians for the Arts, educating the field to be effective advocates and learning about policies that impact their work is part of our mission.” says CFTA Board President Ron P. Muriera. “It is critical that this momentum continues and we encourage folks who work in the arts to join us as we continue to build awareness of the impact of our sector to California’s recovery.”

To learn more about what’s in the budget for arts, culture and live events, join CFTA for a free webinar on July 14 at 11am. Advance registration is required. For more information visit [here](#).

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