

MOTION

MAR 07 2012

Los Angeles has long been known as the heart of the entertainment industry, involving tens of thousands of individuals involved in every aspect of creating a movie, television program, or commercial. But as shown in *Pacific Standard Time*, the extraordinary collaboration of arts organizations assembled by The Getty to explore the scope and influence of art and design in Los Angeles, the impact of creative endeavor in the City is extensive. And that impact extends to the economic well-being of the City.

The Los Angeles Economic Development Corporation (LAEDC) recently released a report commissioned by the Otis College of Art and Design that shows that the creative economy is not just significant in its impact on national and international art, design, and culture, but a critical part of the local economy. Employment in the creative job sector is the fourth largest in the region.

The City has implemented many policies and initiatives to support the creative economy, such as reserving 1% of the transient occupancy tax to support arts programs, tax incentives for creative talent in the entertainment industry, and the development of arts centers and performance theaters throughout the City. But the City must do more in these critically difficult economic times. The City must explore new opportunities to expand the creative economy; to encourage artists, designers, and performers; and to support the businesses that serve the creative economy.

I THEREFORE MOVE that the City Council request the Los Angeles Economic Development Corporation (LAEDC) and the Otis College of Art and Design to present their findings concerning the state of the "creative economy" in Los Angeles and suggest ways that the City can support the development of jobs in this sector of the City's economy; and

I FURTHER MOVE that the City Administrative Officer (CAO), with the assistance of the Cultural Affairs Department, LA Inc., and the Community Development Department, be directed to report with recommendations to support and encourage the creative economy in the City.

PRESENTED BY: Eric Garcetti
Eric Garcetti
Councilmember, 13th District

SECONDED BY: Tony Cardenas

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