

WHY THE ARTS

- The Arts stimulate local economies, generate revenue and create jobs.
- The arts and cultural traditions are essential toward connecting the legacy, pride and identity of people with their community.
- The arts nurture children and youth and develop creative thinking, discipline, group interaction, motor and cognitive skills, responsibility, communication, self-identity and pride.
- The arts deter youth-at-risk behavior and juvenile delinquency.
- The arts provide creative and innovative solutions to social issues including tolerance, mutuality and unity.
- The Arts and Culture in California are not only essential to a healthy future but also vital toward preparing a prosperous and engaged population in the century to come.

WHY NOW: LATINOS IN CALIFORNIA

Latinos are the nation's largest 'minority' group and among its fastest growing populations. According to the U.S. Census Bureau (2013), the Latino population in 2012 was 53 million, or 17% of the U.S. population; and 40% or 11 million in California.

The Latino population in California is statewide, with massive representation in the southern part of the state and in the big cities. There are also very large Latino communities in all the agricultural regions, (notably Imperial County in the southernmost region of the state.) All 58 counties have a reported minimum Latino population of at least 7-8 percent, trending toward at least 10 percent in the next few years.

Nationally and statewide, the Latino population is getting younger as the rest of the nation is getting older, with a median age a full 15 years younger than the majority population. Presently, the majority of the Latino population is well under the age of 21. By the year 2040, the United States will be a minority majority, at higher levels of actual population and larger numbers than previously ever seen in concentration, diversity and youth.

RECOMMENDATIONS

- Support Latino arts and culture in California with greater access and equity to the resources and assets that are needed and that will benefit all our communities.
- Advocate for the increase of the California Arts Council budget.
- Support arts education funding through statewide institutions and community based organizations, community centers, and programs that serve youth arts.
- Become an advocate of Latino arts and culture in California. Join LAN.

In 2013, the Latino Arts Network of California (LAN) conducted a study to explore the trends, challenges and impact of funding the arts and culture within the Latino community in California. In partnership with the California Arts Council and the California Cultural Data Project (<http://www.caculturaldata.org/home.aspx>), LAN analyzed data as reported to the CDP through 2011, interviewed key stakeholders, and reviewed several other related studies to compile these findings.

FULL REPORT at <http://latinoarts.net/wp-content/uploads/2011/12/LANReport.pdf>



Latino Arts Network of California
1443 E. Washington Blvd., #224
Pasadena, CA 91104
Ph: (626)692-6560
www.latinoarts.net

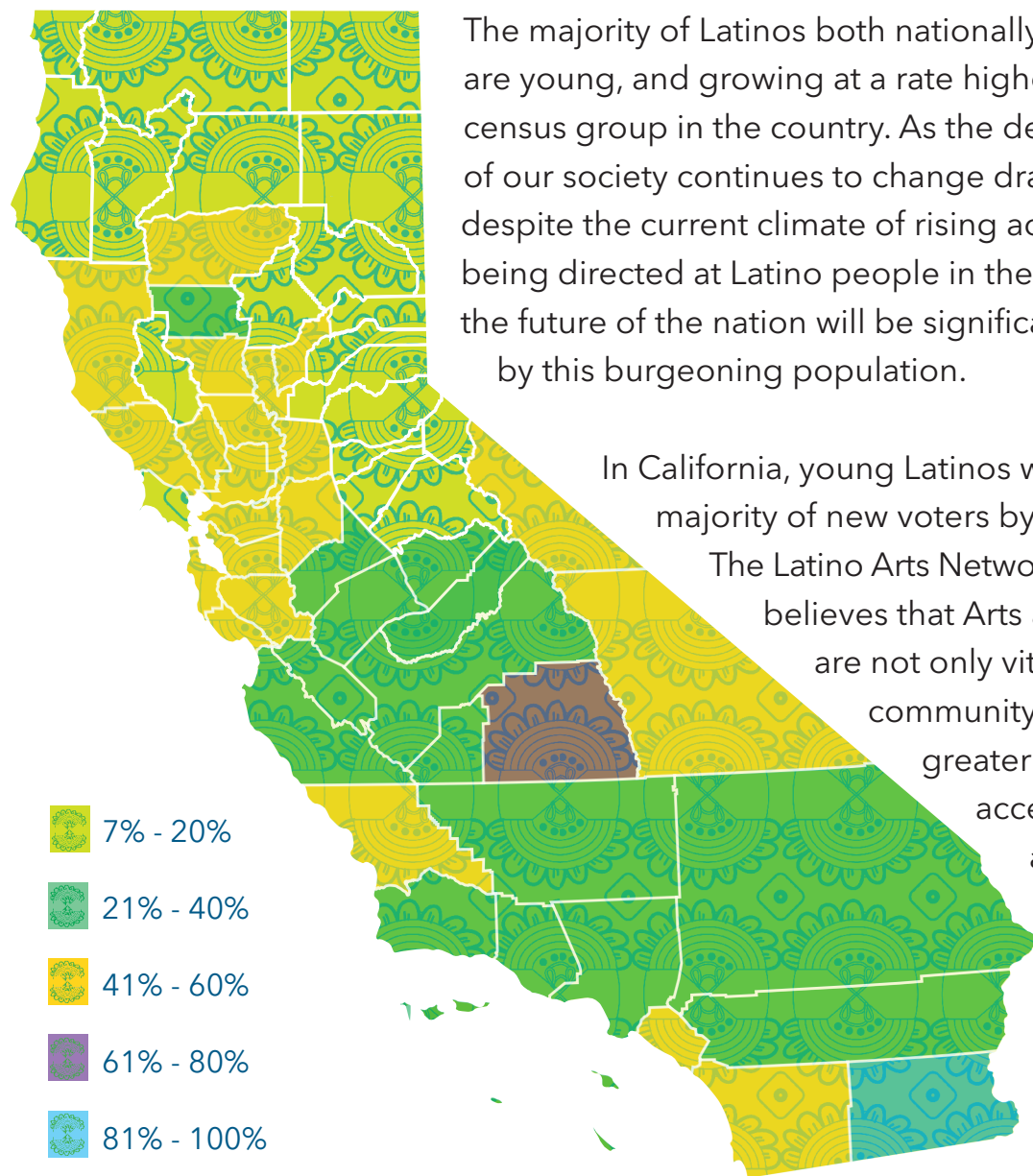
CALIFORNIA CULTURA



Statistics and
Information
on Latino Arts
in California



Latinos in California represent 17% of the overall Latino population in the United States, and Latinos in California represent nearly 40% of the total population within our state.



The majority of Latinos both nationally and statewide are young, and growing at a rate higher than any other census group in the country. As the demographics of our society continues to change dramatically, and despite the current climate of rising acrimony and hate being directed at Latino people in the United States, the future of the nation will be significantly impacted by this burgeoning population.

In California, young Latinos will become the majority of new voters by the year 2050.

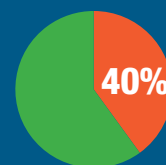
The Latino Arts Network of California believes that Arts and Culture are not only vital to the Latino community today, but that greater equity and

access are key to a successful climate of growth, mutuality and representation in the future for all Californians.

CALIFORNIA COUNTIES
LATINO PROPORTION OF POPULATION

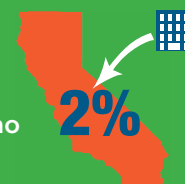
Latino Arts Organizations

(as reported to the California Cultural Data Project):



Latinos represent **40%** of the population yet **less than 5%** of the organizations that make up the state's arts and cultural roster.

In 2011, only **2%** of the total foundation, corporate and public source arts funding in California, was directly awarded toward Latino arts and cultural organizations.



Latino organizations average **\$113,000** in budget size; therefore, the majority are small-sized organizations.



Latino arts organizations produce events and present programming that is in proportion to larger mainstream organizations, but with far fewer resources.



Latino organizations rely heavily on volunteers and in-kind services in proportion to mainstream organizations. Most rent or lease their spaces, few are land owners.

Latino organizations are multi-disciplinary and multi-purpose in practice, serving as community service organizations, social and educational destinations, and hubs of activity in addition to serving as specific cultural art centers.

