

The Center  
of **Art Culture**  
**Music Technology**  
**Architecture**  
**Fashion Design**  
**Entertainment**

The Creative Economy of *Culver* **CITY**



Photo: William Short



**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION

*Culver* **CITY**

Designed by NISHITA DOSHI GRAPHIC DESIGN



## FOREWORD AND ACKNOWLEDGMENTS



The Urban Institute conducted a survey of people's attitudes toward the performing arts, which indicated that the arts are viewed as improving the quality of life in a neighborhood or city and are a source of community pride. People who visit museums and attend dance, music or theatrical performances say that the arts promote an understanding of other people, help to preserve and share cultural heritage, contribute to lifelong learning in adults, and contribute to the education and development of children. Significantly, even people who do not attend performing arts performances share this viewpoint.

The creative economy has played an important role in Culver City since the City's incorporation in 1917. It continues to have a significant positive economic impact in the city one hundred years later with data showing that creative industries comprise over 14% of total employment across all industries in the city in 2014, nearly double that of the Los Angeles region. The Creative Economy Report of Culver City was commissioned to replicate, to the extent possible, the analysis performed in the annual Otis Report on the Creative Economy of the Los Angeles Region. It is the very first time this analysis has been applied by the LAEDC to a single city. Data was collected from federal and state agencies, the Culver City Unified School District, and from the City's Finance Department, Cultural Affairs Division and the Parks, Recreation & Community Services Department. Industry-level data covered a ten year period starting in 2005, with the report's analysis focusing primarily on 2014. The data sets were supplemented with short profiles of ten establishments representing Culver City's creative economy.

This report serves as a catalyst for considering the creative economy in future planning and programming efforts, both in private and government sectors. This report can also be used to strengthen ties via new beneficial partnerships and collaborations and to help brand Culver City as a unique and attractive cultural hub.

Finally, this report would not have been possible without the research and analytic work of Kimberly Ritter-Martinez of the Kyser Center for Economic Research at the Los Angeles County Economic Development Corporation. She compiled the industry-level and School District data and drafted much of the report's narrative. Cultural Affairs Commissioners Len Dickter and Rich Cherry worked closely with City staff on the interviews and the report's overall layout. Nishita Doshi, of Nishita Doshi Graphic Design, transformed much of the data into infographics and organized the text into a visually engaging document.

### **BOTTOM LINE: THE ARTS MEAN BUSINESS!**

Jim B. Clarke, Mayor  
City of Culver City  
April 2017

CULVER CITY  
CREATIVE ECONOMY  
AT A GLANCE

4

IN 2014

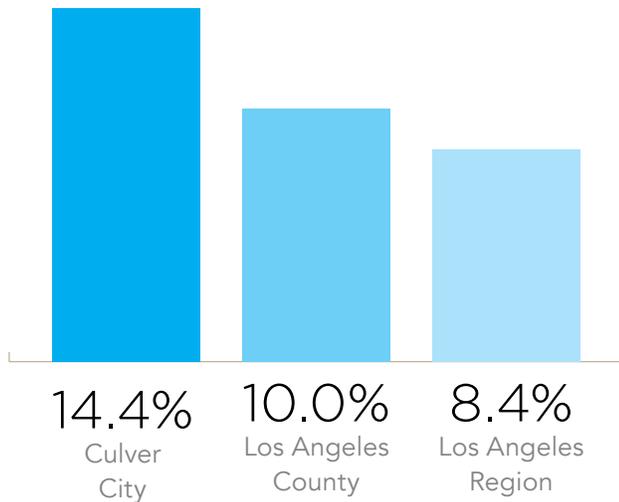
418,200+

Wage and salary workers in the creative industries,  
in the Los Angeles region.

IN CULVER CITY

8,540+

Workers employed in Culver City's creative industries,  
comprise 14.4 percent of total employment across  
all industries in the city. Los Angeles County's share  
is 10% and Los Angeles Region is 8.4%.



INCOME IN CULVER CITY

\$1.1 Billion



Photo: schafphoto.com

CULVER CITY UNIFIED SCHOOL DISTRICT

6,757+

During the 2014-15 academic year (AY), there  
were approximately 6,757 students enrolled in  
the Culver City Unified School District. Many  
of these were enrolled in one or more creative  
courses (art, drama or music).

LAST DECADE

66% ↑

Over the last decade, wage and salary  
employment in the city's creative industries  
increased by 66 percent.

## IN THIS REPORT

LETTER FROM THE CITY	3
CULVER CITY CREATIVE ECONOMY: A DEFINITION	6
CULVER CITY CREATIVE PEDIGREE	12
CREATIVITY: THE FOUNDATION OF CULVER CITY	16
CULVER CITY CREATIVE COMPARISONS	26
NON-PROFIT ORGANIZATIONS	28
CULVER CITY'S K-12 ARTS EDUCATION	32
CONTRIBUTION FROM CULVER CITY'S GOVERNMENT	40
THE FUTURE GROWTH OF CULVER CITY'S CREATIVE ECONOMY	46
APPENDIX: DATA TABLES, DEFINITIONS AND NOTES ON METHODOLOGY	



# Culver City Creative Economy:

Photo: Nishita Doshi

## A Definition

**The *creative economy* has undeniably been an important factor in Culver City's economic growth. In this report, the creative economy is defined as the businesses and individuals involved in producing cultural, artistic and design goods and services.**

The creative economy also includes organizations that provide a venue for artists to share their work with the public, such as museums, art galleries and theaters.

In a broader sense, the creative economy must include a support system that teaches, nurtures and sustains creative activity: arts programs in preK-12 schools, post-secondary arts institutions to develop talent, and philanthropic foundations along with other non-profit funding organizations to provide financial resources and services to the creative arts.

# CREATIVE INDUSTRIES OF CULVER CITY

FASHION



ART DEALERS



DIGITAL MEDIA



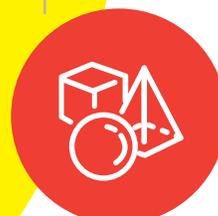
ARCHITECTURE AND INTERIOR DESIGN



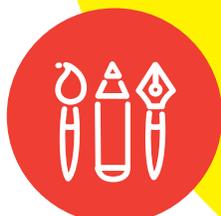
ENTERTAINMENT



TOYS



PRODUCT AND INDUSTRIAL DESIGN



COMMUNICATION ARTS



PUBLISHING AND PRINTING



PERFORMING ARTS PROVIDERS



FINE AND PERFORMING ARTS SCHOOLS

WHAT THIS MEANS  
FOR THE CREATIVE  
INDUSTRIES OF CULVER CITY

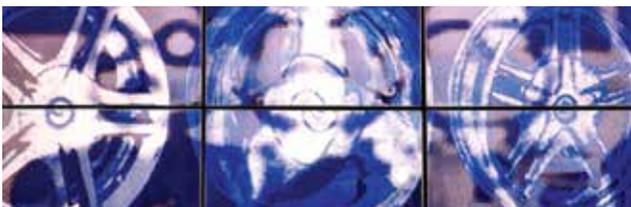
8

## CREATIVE GROWTH

# The Importance of Culver City's Creative Growth

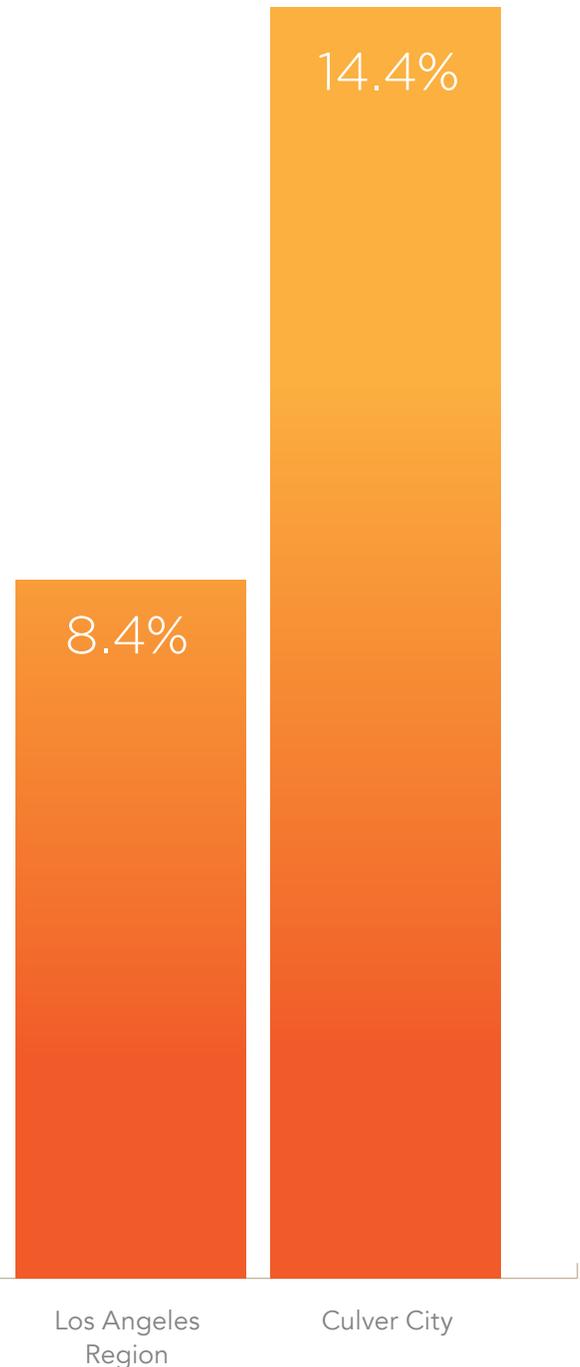
Because creativity is a dynamic function, the creative economy is a vibrant and vital force in society. In many ways, the Los Angeles region and its many diverse communities are unique because of a combination of place, resources and open attitudes toward new ideas.

**This openness to new ideas and the ability to make associations and connections that other people do not see is one of the defining characteristics of creativity.**



IN 2014

## CREATIVE INDUSTRY EMPLOYMENT



# Effect on Local Businesses

In today's economy, the market value of products and services is increasingly determined by a product's uniqueness, performance and aesthetic appeal. More companies are seeking employees with creative problem-solving and communication skills. Business location decisions are also influenced by factors such as the availability of a creative workforce and the quality of life available to employees.

**Regions and cities acquire a competitive advantage when they attract creative employees because creative thinkers encourage innovation, which in turn fosters economic growth.**



Photo: Nishita Doshi

**THE CULVER CITY CHAMBER OF COMMERCE** is continually active in its support of new and existing businesses, advocating and representing business interests and viewpoints on issues affecting their community.

**THE CULVER CITY DOWNTOWN BUSINESS ASSOCIATION** is committed to creating the best possible experience for all those who work, live and play in Downtown Culver City. In addition to overseeing maintenance, parking and marketing programs they are the voice of small business owners who are the heart of Culver City's local economy.

**THE CULVER CITY ARTS DISTRICT** encompasses more than 35 contemporary art galleries, 25 boutique and design retailers and 17 specialty restaurants and coffee bars. It is also home to creative enterprises such as architecture, advertising, culinary arts, post-production and interior design.

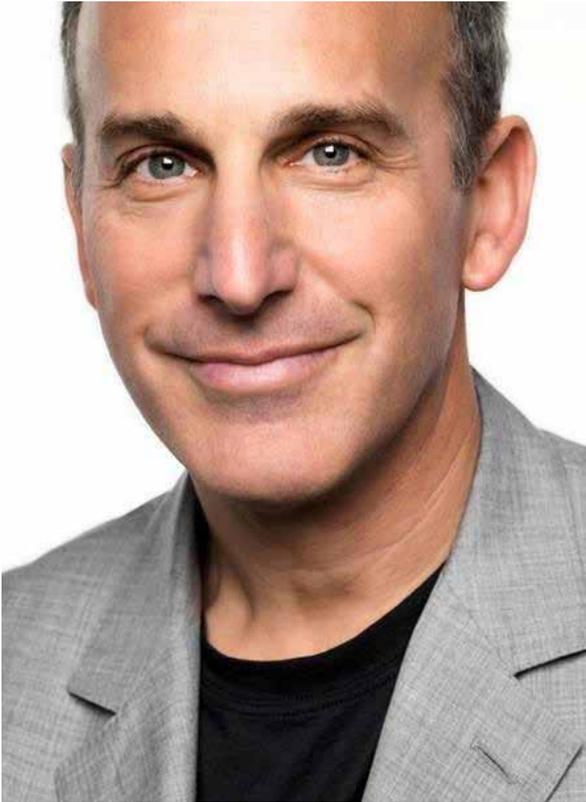


Photo: Walter N. Marks Realty

## THE HELMS BAKERY DISTRICT WALLY MARKS III, Owner

***“Creative people want to be around each other. We’re cross collateralizing. It’s also a way to stay relevant and keep our doors opened to people and the community.”***

The Marks Family purchased Helms Bakery in the early 1970s and since then, they have transformed and completed a rare feat in Los Angeles: successful adaptive reuse of a historic structure.

As an ongoing commitment to the community, Helms Bakery hosts many free design, architecture and art events, an annual free Sunset Cinema series, book signings, Baby Boot Camp classes and more.

*“From an economic standpoint, we want to get 18 hours of use out of our buildings. We’re very fortunate that we were able to offer lower rents to a jazz club, or fencing studios, or a theater. In addition, painters and sculptors have their artists’ studios here. And it’s a big plus. So our bottom line has been directly bolstered by the cultural growth in Culver City.”*

*“We have 20,000 feet of wonderfully designed, interesting space. We took a part of that and created a venue space where a hundred people could have an event. Helms gives the use of this space to our neighbors for free. They’ve used it to have discussions about art, architecture, design, urban living, as well as homelessness and poverty.”*

*“When it comes to creativity and Culver City, it really gets down to tenancy. By being a host to salons and our public dialogues, we’re making an investment. Creative people want to be around each other. We’re cross collateralizing. It’s also a way to stay relevant and keep our doors opened to people and the community.”*



Photos: Framestore

**FRAMESTORE**  
**JAMES RAZZALL,**  
**Senior Executive Producer**

***“There are a lot of great business reasons to be in Culver City that help our creative process.”***

Framestore was founded in London in 1986, and opened their Culver City studio in 2013. An established award winner in its field, Framestore has always been on the cutting edge of Visual Effects and is now introducing the world to Virtual Reality. Framestore is a multi-faceted company, producing features, advertising and on-site virtual experiences.

*“A big part of what we do is the service side of post-production. For our clients, Culver [City] is a convenient central point that’s very accessible for our clients in Hollywood, all the studios, and the advertising agencies we interact with in Santa Monica and the Westside. Culver City also has good access to LAX, which makes getting to our offices quick and easy. There are a lot of great business reasons to be in Culver City that help our creative process.”*

*“We’ve been at the forefront of Virtual Reality and we are growing. Lately, we’ve been working on the creation of theme park rides using 360° and virtual reality. Why build a big rollercoaster when you can create something more effective with hydraulics? I think Culver City could be a real VR center.”*

*“Just in the Hayden Tract, I’ve noticed big changes. A lot of our competitors have moved within walking distance. Apple, Nike, and Beats are here. It reinforces our decision to be here in Culver City. We’re definitely seeing this is the market to be in and grow our business.”*



# Culver City's Creative Pedigree

**In 1913, Harry Culver paid \$2,000 for 93 acres of barley fields located between Los Angeles and the Pacific Ocean and went on to found the city (incorporated in 1917) that would bear his name. Today, according to the U.S. Census Bureau, Culver City covers 5.1 square miles and has a population of 39,353.**

The creative economy gained an early foothold in Culver City. In 1915, Harry Culver invited Thomas Ince to build the first film studio within the city (Ince/Triangle Studios — now Sony Pictures Studios) and in 1919, silent film comedy producer Hal Roach built the studio that would later become known as the “Laugh Factory to the World.” By the 1920s, Culver City had become a significant center for motion picture, and later television production, best known as the home of Metro-Goldwyn-Mayer Studios. Today, Culver City is home to Sony Pictures Studios and The Culver Studios.

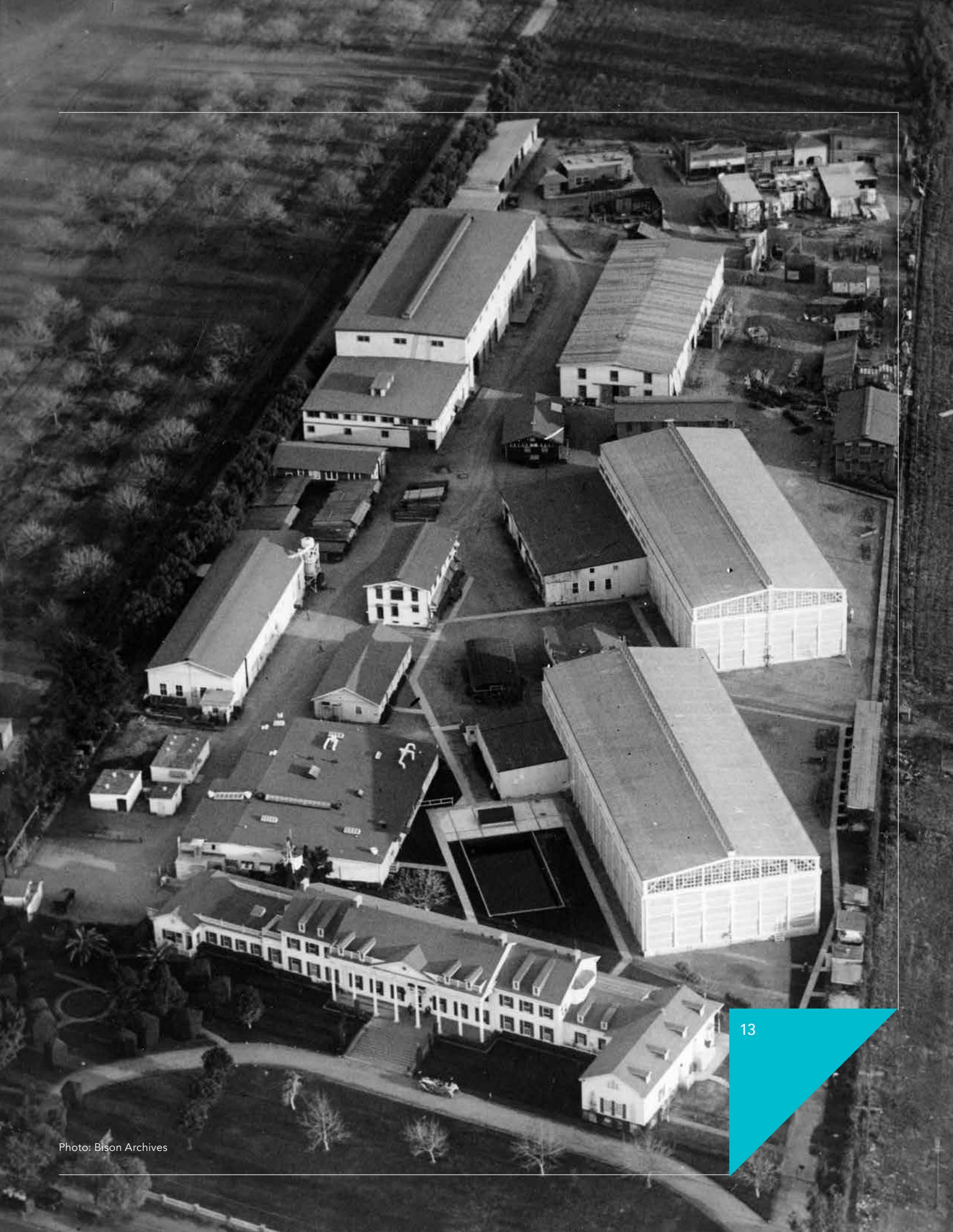




Photo: Louise Coffey-Webb

## SONY PICTURES ENTERTAINMENT

***“...because of some very smart planning by the City of Culver City, there are more walk-able destinations now.”***

One of the top entertainment producers worldwide, the company continues to establish and fund cultural and educational programs such as the Culver City Performing Arts Grant Program, Culver City Unified School District’s Front & Center Theatre Collaborative, and the Academy of Visual and Performing Arts at Culver City High School.

*“We’re about producing and developing the most emotionally compelling and creative product that we can imagine. We’re trying to appeal to a global*

*audience because that’s where the growth is. 60% of our revenue is from international. So when it comes back to company identity, it’s in service to how you make these big bold films. As a strategy, we’re going to go for the bigger film because it’s easier to predict in this uncertain environment and we want to deliver it to consumers in every legitimate way they can watch content.” — Keith Weaver, Executive Vice President, Global Policy and External Affairs*

*“One of the first virtual reality experiences we did was for marketing a movie called The Walk. You wear a headset and walk between the Twin Towers. We worked with a local agency to do this.” — Kristin Cavanaugh, Executive Director, Government Affairs / Studio Relations*

*“There are 3,500 employees venturing off the lot and into Culver City. I can tell you that because of some very smart planning by the City of Culver City, there are more walkable destinations. We support many local businesses up to and including the incredible expansion of cultural opportunities here.” — Janice Pober, Senior Vice President, Global Corporate Social Responsibility*



Photo: Eric Minh Swenson

Photo: Lindsay McGee

**FRESH PAINT**  
**JOSETTA SBEGLIA, Owner**

**“Culver City was off the beaten path when I started. But to me it was a jewel.”**

Fresh Paint provides contemporary art for residential, corporate and hospitality projects worldwide since 1980. Ms. Sbeglia led the formation of the Culver City Arts District in 2013. That same year, she partnered in the creation of "The Global Trunk" working with indigenous artists to create handicrafts and repurpose textiles for the American market.

*“[Global Trunk] is a sister company. I’m really interested in the Mayan culture. I go to remote places. There are maybe 200 villages that produce textiles. We give a percentage of our profits back*

*to a foundation which subsidizes early childhood education in the poorest villages. That’s the reason I was most interested in doing this.”*

*“Culver City was off the beaten path when I started. But to me it was a jewel. I was the first woman in the downtown business area. At my first place, I worked with the City for over five years to build a contemporary addition to a historic building. In that time, Culver City has changed. Restaurants came in, and the Metro station made it more accessible. There are many more people around. And the arts district grew.”*



Photo: John Fisanotti

## Mapping Our Creative Economy

In the 1990s, the Culver City Redevelopment Agency launched a revitalization program that included the renovation of downtown and several shopping centers. The subsequent influx of art galleries and restaurants to the eastern part of the city, now designated as the Culver City Arts District, prompted *The New York Times* in 2007 to praise the new art scene and call Culver City a "nascent Chelsea."



**In 2012, Roger Vincent of the Los Angeles Times referred to the city's "reputation as a pedestrian-friendly destination with upscale restaurants, gastropubs and a thriving arts scene."**

## THREE PILLARS OF CULVER CITY'S CREATIVE ECONOMY



HAYDEN TRACT



THE CULTURAL  
CORRIDOR



CULVER CITY  
ARTS DISTRICT

The development of the **Hayden Tract** is another example of Culver City's commitment to the arts and creative enterprises. Formerly a rundown industrial zone populated with decaying warehouses, the Hayden Tract is now a dense cluster of creative enterprises including architects, film, sound and design studios, apparel designers and the graduate studios of the UCLA Department of Art. A significant factor in the rebirth of the Hayden Tract was the collaboration between local architect Eric Owen Moss (former director of the Southern California Institute of Architecture) and his clients, developers Frederick and Laurie Samitaur Smith.

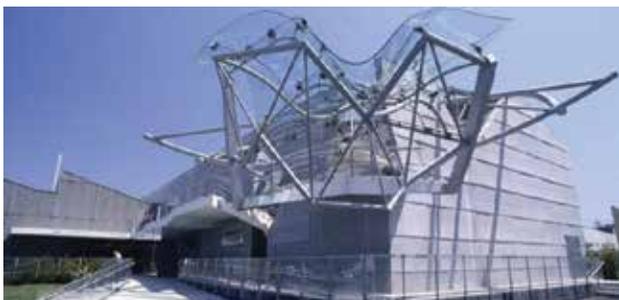


Photo: schafphoto.com

**The Cultural Corridor** is the second pillar of the Culver City creative economy. This 1.4 mile stretch along Culver Boulevard is anchored in the east by the Ivy Substation, a 99-seat theater that houses The Actors' Gang; at mid-point by Center Theatre Group's Kirk Douglas Theatre and by the Veterans Memorial Complex (where the Culver City Historical Society's Archives and Resource Center is located), The Wendt Museum and United States Veterans' Artists Alliance in American Veterans Post 2 at the western terminus.

While **Culver City's Arts District** and theaters constitute the most visible aspects of the city's creative economy, the city's creative ecosystem actually runs much deeper, as can be seen by taking a quick tour of the Hayden Tract. In addition, National Public Radio West, the NFL Network and Sony Pictures Entertainment all have chosen to locate their headquarters in Culver City.



THE ACTORS' GANG



THE CULVER STUDIOS



KIRK DOUGLAS THEATRE



SONY PICTURES STUDIOS



VETERANS MEMORIAL  
BUILDING



THE WENDE MUSEUM

## CULTURAL CORRIDOR

The Ivy Substation

The Culver Studios

Jazz Bakery  
Performance Space  
(planning stage)

Kirk Douglas Theatre

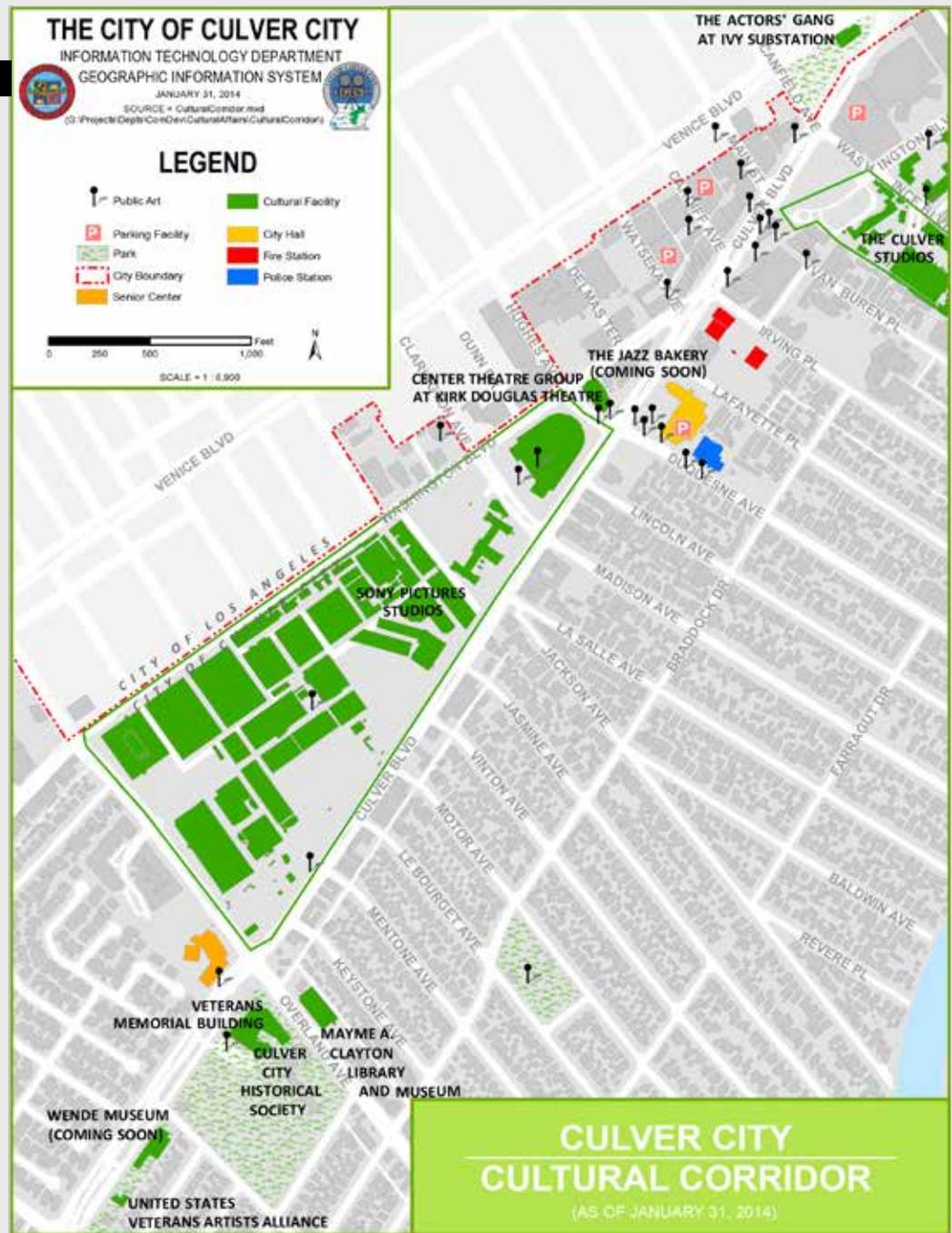
Sony Pictures Studios

Mayme A. Clayton  
Library & Museum

Veterans Memorial  
Building  
(CCHS Archives and  
Resources)

The Wende Museum  
(opening in 2017)

American Veterans  
Post 2



## QUICK FACTS

# Cultural Corridor

Culver City's **Cultural Corridor** is a 1.4 mile stretch along Culver Boulevard anchored in the east by the theater that houses Tim Robbins' The Actors' Gang; at mid-point by the Kirk Douglas Theatre and by The Wende Museum and United States Veterans' Artists Alliance at the western terminus.

CREATIVITY:  
THE FOUNDATION  
OF CULVER CITY

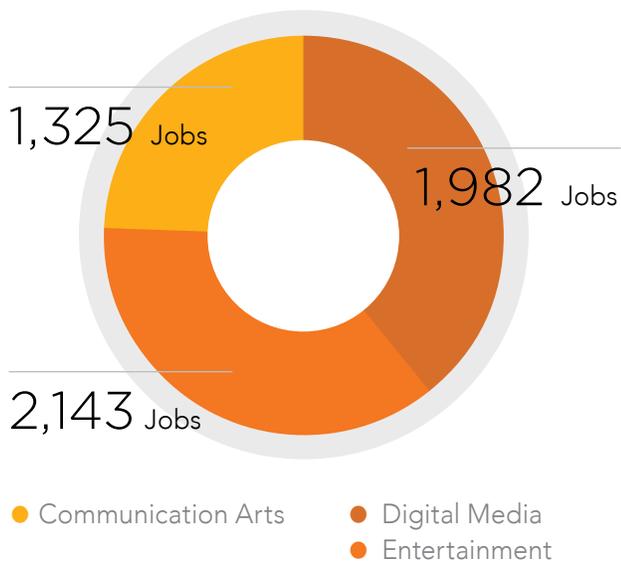
MAPPING CULVER CITY'S  
CREATIVE ECONOMY

20

CREATIVE INDUSTRY

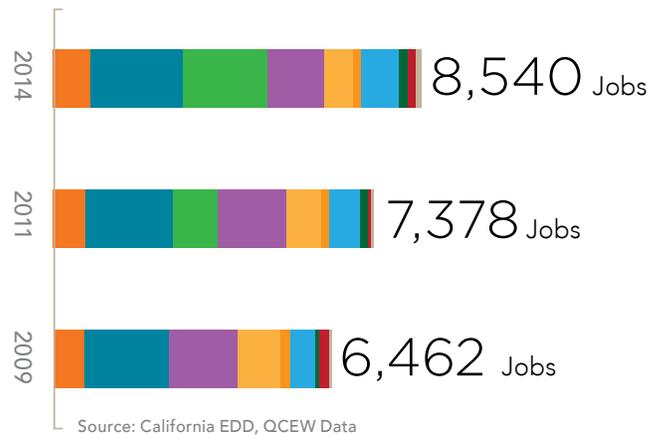
# Creative Industry Employment, Payroll and Establishments

A total of 8,540 wage and salary workers in Culver City were employed directly in the creative industries in 2014. The largest employment counts were in the communication arts (2,143 jobs); digital media (1,982 jobs) and entertainment (1,325 jobs). Significant job counts were also recorded in publishing and printing; architecture and interior design; and fashion.



CREATIVE TRENDS

# Creative Employment Trends



- Architecture/Interior Design
- Art Dealers
- Communication Arts
- Digital Media
- Entertainment
- Fashion
- Furniture/Decorative Arts
- Product/Industrial Design
- Publishing/Printing
- Toys
- Visual/Performing Arts
- Performing Arts School

**Over the last decade, wage and salary employment in the city's creative industries increased by 66 percent.** This equates to a compound annual growth rate of 5.2 percent, which was more than twice the 2.0 percent growth rate recorded for all industries in Culver City. In contrast, over this same period, creative industries employment in the Los Angeles region declined by 8.0 percent.

COMPOUND ANNUAL GROWTH RATE



## CREATIVE EMPLOYMENTS

# Creative Employment and Economic Growth

In 2014, there were more than 8,500 workers employed in Culver City's creative industries, comprising 14.4 percent of total employment across all industries in the city. This is significantly higher than the Los Angeles region-wide share of 8.4 percent and the Los Angeles County share of 10.0 percent.

Total direct labor income in the creative industries of Culver City amounted to nearly \$1.1 billion in 2014, or 28 percent of annual private sector wage and salary payroll in the city. Of that total, digital media contributed \$330 million or 31 percent, followed by communication arts at \$284 million and entertainment at \$164 million.

# \$1.1 Billion



\$330m



\$284m



\$164m

## ENTERTAINMENT

# 1,325 workers

The entertainment industry is a cornerstone of the Los Angeles regional economy and has long been prominent in Culver City. Since the 1920s, hundreds of movies have been produced on the lots of Culver City's studios including: *The Wizard of Oz*, *Gone With the Wind*, *King Kong*, *E.T. the Extra-Terrestrial*, *Singin' in the Rain* and *Spiderman* (to name only a very few).

Today, two major studios are still located in Culver City: Sony Pictures Studios and The Culver Studios. In 2014, according to the EDD data, there were 1,325 workers employed in the entertainment industry with a total annual payroll of \$164 million. Nearly 60 percent of these workers were employed in post-production services, with about 35 percent in motion picture and video production, while the remaining worked in sound recording.

Activity related to the entertainment industry generates economic benefits for the city and the region both directly and indirectly. Filming on sound stages and on-location employs actors, camera operators and directors, but as the final credits roll, it becomes clear that the production of a movie requires workers across sectors as diverse as technical services, transportation, food services and security. Behind the scenes, the entertainment industry provides jobs for accountants, lawyers and insurance firms. Workers in these occupations may be exclusively associated with the entertainment industry, but they would be counted as employees in other industries.

## COMMUNICATION ARTS

# 2,143 workers

Individuals working in communication arts combine art and technology to communicate ideas through images and other communications media. This diverse sector includes advertising agencies and firms that specialize in graphic design as well as commercial and portrait photographers.

Communication arts is the single largest creative sector by employment in Culver City. This is due almost entirely to the large number of advertising agencies operating within Culver City. Approximately 90 percent of the 2,143 wage and salary workers in the communication arts sector in 2014 were employed by advertising agencies. Total 2014 payroll for the communication arts sector was \$284 million.

## DIGITAL MEDIA

# 2,000 workers

The digital media industry in Culver City is one of its fastest growing creative sectors. With just 47 workers reported in 2005, that number climbed to nearly 2,000 by 2014 and generated a total annual payroll bill of \$330 million, the largest of any of the city's creative industry sectors.

Digital media artists work in entertainment arts (game, animation, film), imaging (editorial, retail, comic, info-graphics), video and motion graphics (TV, web, film, corporate), and interactive media (web, mobile). Individuals working in digital media may also be employed by architectural firms to create 3D images of building designs or in the fashion industry engaged in textile design.

Others work for computer systems design firms or for independent specialized design companies. Additionally, with the growth of digital media in entertainment, more and more digital artists are moving onto the payrolls of film studios.

## VISUAL AND PERFORMING ARTS

# 375 workers

Culver City hosts a large number of visual and performing arts companies and organizations including Center Theatre Group, Tim Robbins' The Actors' Gang, the choral group Vox Femina Los Angeles, Contra-Tiempo, Culver City Symphony Orchestra and many others.

In addition to theater and dance companies and musical groups, the visual and performing arts sector includes other performing arts companies, museums, and independent artists, writers, entertainers and their agents and managers.

In 2014, there were 375 wage and salary workers employed in this industry with an annual payroll of \$74 million. Approximately two-thirds of these workers were independent writers and performers.



## SELF EMPLOYMENT

# 363 workers

In addition to wage and salary employment, growth in the creative industries is also driven by talented self-employed individuals. Unfortunately, U.S. Census data for the self-employed are not available at the city level. Although this report does not include self-employment data specific to Culver City, Culver City business license data provides a snap shot of current home-based creative businesses in Culver City. According to business license data provided by the City of Culver City, there were 363 home-based businesses in the creative sector in 2016 across several industries, including entertainment, communication arts, architecture and interior design and the arts.

## PAYROLL

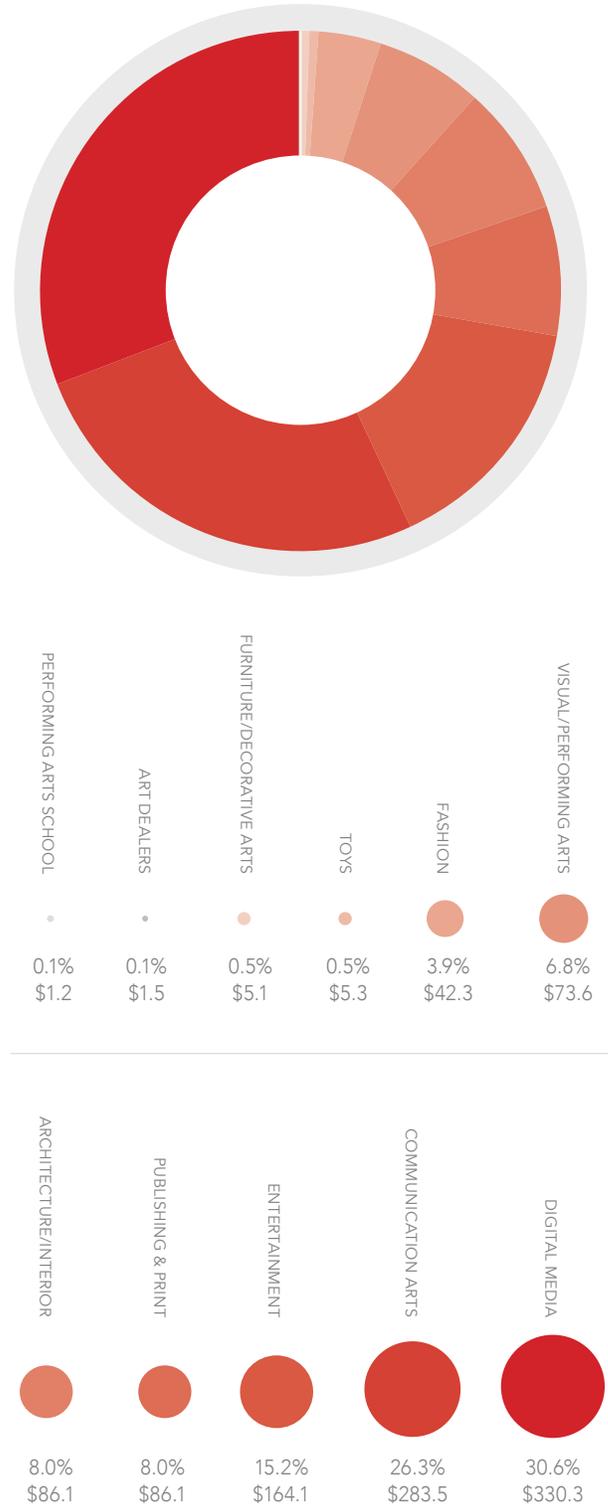
72%

is the percentage of Culver City's creative industry payroll that Communication Arts, Digital Media and Entertainment combined comprised in 2014.

Total direct payroll in the creative industries of Culver City amounted to nearly \$1.1 billion in 2014. The distribution of labor income across the creative economy provides a sense of how individual creative industries compare in size and economic contribution. At \$330 million, the digital media sector contributed the largest share (30.6 percent) to total creative industry payrolls in Culver City. This also represents a substantial increase in share from 21.2 percent in 2013. Communication arts were close behind with an annual payroll of \$284 million in 2014, representing 26.3 percent of total creative sector payroll. Entertainment was third with \$164 million and a share of 15.2 percent. Together, these three segments comprised 72 percent of Culver City's creative industry payroll in 2014.

Over the last 10 years, creative sector payrolls have grown steadily, rising from a share of 19.1 percent in 2005 to the share reached in 2014.

## CREATIVE INDUSTRY ANNUAL PAYROLL IN 2014



**EHRlich YANAI RHEE  
CHANey, ARCHITECTS**  
STEVEN EHRlich,  
Founding Partner  
PATRICIA RHEE, Partner

*“Kirk Douglas  
Theatre had grand  
implications for the  
city and in a way,  
for us. One is that it  
became an anchor of  
culture in the city.”*

Based in a repurposed 1917 dance hall, Ehrlich Yanai Rhee Chaney was rated one of the top 50 architectural firms in the United States by ARCHITECT Magazine.

Mr. Ehrlich believes architecture responds to the culture and the environment. He is a self-proclaimed "architectural anthropologist." He coined the term "multicultural modernism," which advocates sensitivity to the local culture in the process of design.

Patricia Rhee has been a partner since 2013. She has served as Project Architect / Designer for several of the firm's most challenging and award-winning projects. Ms. Rhee is currently in charge of the City's Parcel B and Ivy Station development projects.



Photo: Xxxxx xxxx

*“Designing the Kirk Douglas Theatre had grand implications for the city and, in a way, for us. One is that it became an anchor of culture in the city. It brought a world-class theater to the city with help from its Founding Artistic Director, Gordon Davidson. Of course, it’s also in an historic building. So we built a building inside an existing shell. It has large implications for culture. It’s not just commercial. It’s culture.” — Steven Ehrlich*

*“For “Parcel B”, we created a scheme that was very much outward facing instead of creating something inward, like a courtyard. We felt that one of the wonderful things about the city is that downtown is so open to pedestrians. We really wanted to maximize that. That’s why we had all our retail facing outward. This way they’re active and there’s a continuation of the main street onto our site. Essentially, we are putting up a civic plaza. It was not so much about the form or what it looks like, but about creating places where people can gather and come together.” — Patricia Rhee*



**NFL NETWORK & NFL.COM**  
**ALEX REITHMILLER,**  
Vice President of  
Communications

*“A creative economy, yes it’s about theater, it’s about art, and about cultural programming. But it’s also about business. It’s also about industry.”*

NFL Network launched on November 4, 2003, only eight months after the owners of the league’s 32 teams voted to approve its formation. Viewers can stream NFL Network live on smartphones, tablets, PCs, AppleTV, PS4 or Xbox.

*“When you talk about a creative economy, yes it’s certainly about theater, art and cultural programming. But it’s also about business and industry. The fact that we have the NFL here is a vital part of our economy and the success of Culver City. Media organizations like the NFL that enjoy the business and cultural advantages of being based here, and contribute to its growth both creatively and financially.”*



Photo: Ben Liebenberg/NFL

#### QUICK FACTS

# “A nascent Chelsea”

The influx of art galleries and restaurants to the eastern part of the Culver City Arts District, prompted *The New York Times* to call Culver City a “nascent Chelsea.”



Photo: Nishita Doshi

## The National Economic Context

**The industries of the creative economy in Culver City and the greater Los Angeles region respond to the ebbs and flows of the overall economy — not just locally and statewide, but nationally as well.** This section briefly summarizes recent and anticipated economic conditions and their likely effects on the creative industries of Culver City and the wider region.

The year 2015 was marked by steady growth in the U.S. economy, with gross domestic product (GDP) expanding by 2.4 percent. GDP growth has been modest, but it has also been steady and the source of solid job gains for several years running. By the end of the first quarter of 2016, with an unemployment rate of 5.0 percent, the U.S. was edging closer to what has been thought to be full employment. This is an important milestone for the economy, as it signals a healthier labor market. At the same time, a modest pickup in wage gains is driving growth in household incomes, and, in turn, consumer expenditures, which make up two-thirds of the domestic economy.

GDP growth slowed slightly in 2016, but most industries continued to add jobs. It is hoped that wage gains will spur increases in consumer spending. Meanwhile, overall business spending also softened. Although energy prices have stabilized, sluggish global demand has had a dampening effect on business investment.

Meanwhile, housing and construction are expected to do well as a result of demographic changes: the oldest Millennials are now in their early thirties, the stage of life to form new households and exert greater demand for both rental and owner-occupied housing. Inflation, which was nearly nonexistent in 2015, is expected to remain tame.

## California

California has outpaced the nation in terms of both economic growth and job creation over the past three years. Most of California's industries added jobs in 2015 *and will do so again in 2016*. With improvements across much of the state, including the Los Angeles region, California's unemployment rate has converged on long-run

normal levels. It is expected that personal income, which has improved over the last several years, will continue to grow going forward.

What does all this mean for the creative industries of Culver City? A number of creative industries are related directly or indirectly to real estate and construction: architecture, landscape and interior design, furniture and decorative arts, and product/industrial design. These industries should benefit from strength in real estate and construction during 2016. Other creative sectors may be more reliant on overall consumer spending or spending by individual consumer segments. These include art galleries, fashion, entertainment, toys, visual and performing arts, and digital media. Both communications as well as printing and publishing continue to face structural and technological changes, but they also tend to be pro-cyclical with the overall economy. As such, the outlook for continued growth implies that these sectors will see further expansion in the year ahead.



Photo: jwpictures.com



Photo: schafphoto.com

# Non-Profit Organizations

**The activities of the many salaried and volunteer workers in non-profit organizations, and the charitable contributions made by individuals and corporations, support many creative activities in Culver City.**

It should be noted that the creative industries employment and payroll data discussed in other sections does include non-profit organizations that employ workers.

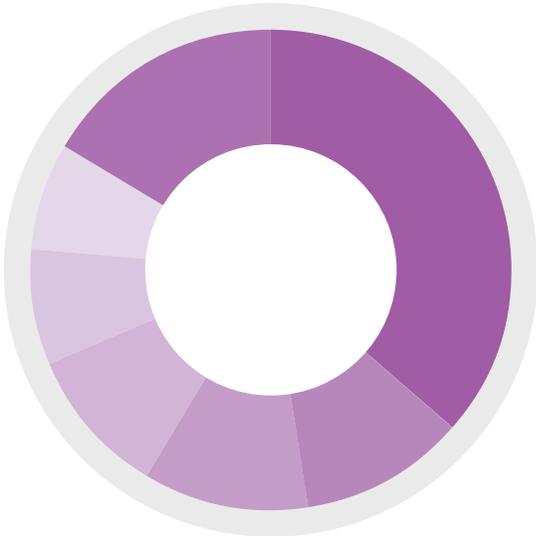
Information on non-profits is limited, but the IRS publishes some data on tax-exempt organizations as part of its Statistics of Income (SOI program). The SOI data for Culver City contained a sample of 50 non-profit organizations classified as arts, culture and humanities organizations. These organizations encompassed a broad array of organization types, but the performing arts sector was the most prominent with 19 organizations that included dance, theater, music, symphony orchestras, choral music and musical groups.

The total income reported by this sample set of non-profits amounted to \$10.2 million. Museums earned 36.5 percent of non-profit income in the city. Following at a distant second were organizations dedicated to film and video activities with a 11.1

**INCOME**

# 10.2 Million

SINCE SEPTEMBER 2015



- Museum, museum activities \$3.7M
- Dance \$0.8M
- Film, video \$1.1M
- Performing Arts organizations \$0.7M
- Theater \$1.1M
- All others \$1.7M
- Art, cultural organizations \$1.0M



percent share and in third place, were theater groups with 10.9 percent. Non-profits obtain funding by utilizing numerous resources including individual donations, corporate contributions, membership dues and fees, and foundation and government grants.

**NON-PROFITS**

NON-PROFIT PERFORMING ARTS-RELATED ORGANIZATIONS IN CULVER CITY

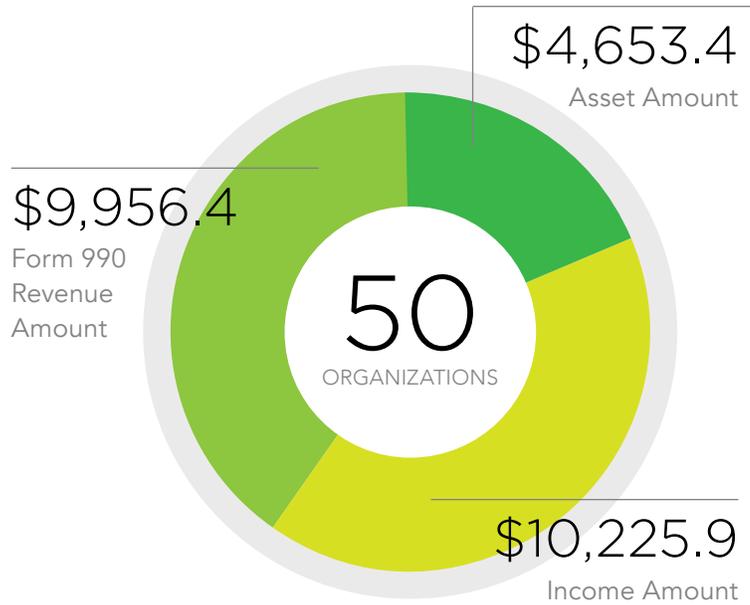
- The Actors' Gang
- The Actor's Hall of Fame
- Brasil Brasil Cultural Center
- Center Theatre Group
- Culver City Chamber Orchestra
- Culver City Public Theatre
- Culver City Symphony Orchestra
- Foundation for New American Musicals
- The Jazz Bakery
- Los Angeles Doctors Symphony Orchestra
- Monarch Theatre Guild
- New American Theatre
- No Limits Theater Company
- Pacifico Dance Company
- Symphonic Jazz Orchestra
- Vox Femina Los Angeles
- United States Veterans' Artists Alliance



Photo: Elon Schoenholz

**CULVER CITY ARTS-RELATED NON-PROFITS**

- Alliance/Advocacy Organization
- Arts, Cultural Organization - Multipurpose
- Cultural, Ethnic Awareness
- Arts Education
- Arts Council/Agency
- Film, Video
- Museum, Museum Activities
- Art Museums
- Natural History, Natural Science Museums
- Performing Arts Organizations
- Performing Arts Centers
- Dance
- Theater
- Music
- Symphony Orchestras
- Singing, Choral
- Music Groups, Bands, Ensembles
- Historical Society, Related Historical Activities
- Commemorative Events
- Arts Culture And Humanities N.E.C.\*



(\$1,000s) Source: IRS SOI Statistics

\* Not elsewhere counted



Photo: Vox Femina Los Angeles

**MOVEMBER FOUNDATION**  
J. J. OWEN, Director of  
Development

*“Interaction with our organization and the cultural branch of the Culver City government is what gives us our touch point with the community.”*



Photo: Movember Foundation

The Movember Foundation is a global charity committed to men living happier, healthier and longer lives and utilizes creative occupations to further its mission. Since 2003, millions of people worldwide have joined the men’s health movement, raising \$710 million and funding over 1,000 projects focused on prostate cancer, testicular cancer, and suicide prevention.

In 2007, events were launched in Ireland, Canada, Czech Republic, Denmark, El Salvador, Spain, UK, Israel, South Africa, Taiwan and the United States.

Movember launched in the US in 2007 with offices in Culver City.

*“We used a very mindful approach in selecting this location. Yes, we wanted a space to grow into as an organization. But we also wanted a space where we could host events, and build a clubhouse and community for our office. We’ll have a couple of hundred people come here for a concert or speaker series. That’s part of our crazy culture and we have the space to do it.”*

*“Interaction with our organization and the cultural branch of the Culver City government is what gives us our touch point with the community. Because we’re an international organization, Culver City is a great central location. We’ll have a team from Australia fly to our office here. We’ll have folks from London and China come over for a three-day session on strategic planning. So this location is certainly a hub.”*





Front & Center Theatre  
Collaborative Extravaganza

# Culver City's K-12 Arts

## Education

*"We wanted to restore arts education to schools. There was interest, but the schools really didn't know how to create a curriculum. So we designed our outreach to grow their capability. The scale of this undertaking defined our corporate social responsibility efforts. Over a 25-year plan, we have seen significant results for the schools and SPE. We've*

*created opportunities to organize within the school system so students can find entry points for the science and art of the entertainment industry. Over 25 years it's expanded to theatre, visual arts, music, and dance."*

— Janice Pober, Senior Vice President for Global Corporate Social Responsibility, Sony Pictures Entertainment

### CCUSD CREATIVE COURSES ENROLLMENT

14.3%↑ FROM 2013/14

Education in the arts is a necessary part of preparing students to meet the demands of the twenty-first century workforce where workers now have to compete in a global labor market. Arts education fosters creativity, critical thinking, problem-solving and collaboration. There is a body of research that has shown that arts education engages students in learning. When students are engaged, truancy and dropout rates decline.

Student involvement in the arts is linked to higher academic performance, increased standardized test scores, and greater involvement in community service. Studies have demonstrated that students who attend schools where the arts are integrated into the classroom curriculum, outperform their peers in math and reading who did not have an arts integrated curriculum. Thus, while arts education at the K-12 level may lead to cultural enrichment, it may also be important for social and economic reasons.

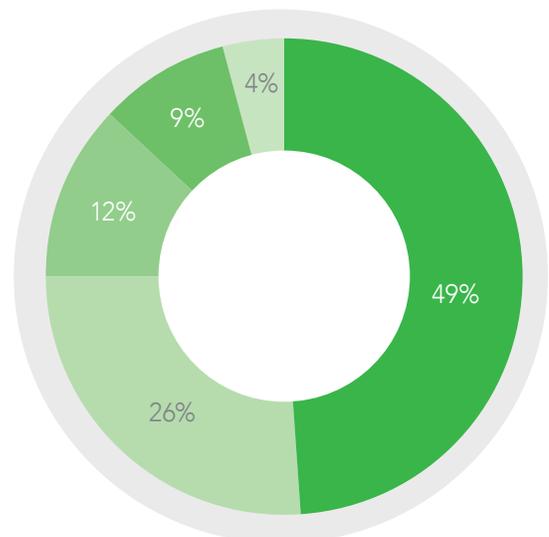
The California Department of Education tracks student enrollment in course subject areas by school district. This allows for the analysis of student participation in art, music and theater courses at the K-12 level. What follows below is a description of Culver City's K-12 creative talent pipeline for the three years for which data was available.

During the 2014-15 academic year (AY), there were approximately 6,757 students enrolled in the Culver City Unified School District. Many of these were enrolled in one or more creative courses (art, drama or music). While K-12 enrollment in all courses increased by just 2.8 percent compared with the 2013-14 AY, enrollment in creative courses increased by 14.3 percent. Art classes, which include drawing, art appreciation, painting, photography and art history, were the most popular, comprising 49 percent of creative course enrollment, while music classes had a share of 37 percent, followed by drama at 14 percent. Girls comprised a slightly higher proportion of creative course enrollment than boys (55 percent) versus total K-12 enrollment of 51 percent. The share of students signing up for creative courses also increased over the year. During the 2014-15 AY, creative courses made up

4.9 percent of total courses, compared with 4.4 percent the previous year and 4.3 percent in the 2012-13 AY. Additionally, the number of arts-related courses that are offered rose (slightly) over the three years for which data was available, and the number meeting UC/CSU entrance requirements increased as well.

**HIGHER EDUCATION:** Creativity is a highly valued and recognized professional attribute. Along with the ability to collaborate with co-workers and to communicate effectively, creativity is reportedly one of the most sought-after qualities in a prospective employee. The salaries received by many creative individuals working in a creative occupation bear this out. One reason for the relatively higher salaries earned by many creative occupations is that a large number of these jobs require higher levels of education. Nearly half of the creative occupations in Los Angeles County require a bachelor's degree or higher.

CREATIVE OCCUPATION  
ENTRY LEVEL EDUCATION REQUIREMENT



- Bachelors Degree
- Some college or AA
- High School Diploma
- Some high school
- Less than High School
- Not specified

**SCHOOLS**

# Arts Education Beyond the Classroom

In addition to traditional arts education courses in the classroom, Culver City has a rich program of arts education that expands beyond the classroom into the wider arts community in the city.

Sony Pictures Entertainment, with the support of the Culver City Unified School District, Culver City Education Foundation, private funders and the City of Culver City, brought together multiple theater organizations to form the Front and Center Theatre Collaborative. This program ensures a robust foundation in theater for all students.

The Front and Center Theatre Collaborative strives to provide sequential standards based on K-12 theater arts programming to all students in the Culver City Unified School District. This initiative gives every child the opportunity to experience the arts, an essential component in developing the whole child and empowering them to embrace becoming life-long learners. Composed of six non-profit arts organizations and funded with grants by the partners and the district, The Front and Center Theatre Collaborative offers a variety of assemblies, residencies, workshops, professional development and opportunities to experience professional performances for all elementary and secondary students as well as teachers throughout the district.

PROGRAM	CLASSES	STUDENTS
<b>We Tell Stories</b>	All grades at all schools	3,028 students attend assemblies
<b>Story Pirates</b>	All 4th grade classes at all schools	492 students
<b>24th Street Theatre</b>	5th grade at all schools	487 students
<b>Young Story Tellers</b>	5th grade at all schools  After school – Culver City Middle School Moviemakers	80 students directly participate; all elementary grade students are invited to attend performances  Culver City Middle School – 20 students/per year
<b>The Actors' Gang</b>	All 6th grade social studies students  After school 4th and 5th grade  After school Culver City Middle School (new)	560 6th grade students and 40 elementary students

Center Theatre Group coordinates theater programming across the entire district in an effort to serve students at all grade levels. Further, CTG has built a successful partnership with the Culver City High School Academy of Visual and Performing Arts.

P.S. Arts provides art classes to all students in kindergarten through fifth grade at all the CCUSD Title I schools. Funding is provided through a matching grant with P.S. Arts as well as donations from Sony Pictures Entertainment and local funds. Non-title I schools have booster club funded art consultants that provide visual arts instruction.

PROGRAM	CLASSES	STUDENTS
<b>P.S. Arts</b>	Three schools – 10 sessions each per class	1,632 students



Photo: We Tell Stories

CCUSD employs an elementary choral music teacher and an elementary instrumental music teacher. The school district also partners with the Symphonic Jazz Orchestra to provide music education in all CCUSD elementary schools. Students receive their music education in multiple formats including push-in (educators go in to the classroom to assist students) and pull-out (students leave the room to receive instruction) models depending on the grade level, teacher, and school. The programs articulate with middle and high school programs to offer students the opportunity to receive music instruction from kindergarten through twelfth grade. The CCUSD owns a variety of instruments for student use and all third grade students are given a recorder to practice with and keep. Elementary band students are given the option of borrowing district instruments or bringing in their own rented or purchased instrument.

PROGRAM	CLASSES	STUDENTS
<b>Symphonic Jazz Orchestra</b>	All schools K-3, 4th grade at one school and 5th grade at two schools	2,315 students
<b>Elementary Instrumental Teacher</b>	Recorders for all third grades at all schools and band elective option for 4th and 5th grade	487 recorders and 175 band students
<b>Elementary Choral Teacher</b>	Various grades at all schools	800 students



**UCLA GRADUATE STUDIOS  
HIRSCH PERLMAN,  
Chair, Department of Art**

***“My belief is that the community will get more out of our presence here than they may first realize.”***

Hirsch Perlman is a contemporary artist who lives and works in Los Angeles. He is a professor of sculpture and chair of UCLA's Department of Art. His work has been exhibited at the Museum of Modern Art, Whitney Museum of American Art and, in 2010, as part of the exhibition *Stop. Move.* at Blum & Poe Gallery.

The Culver City UCLA Graduate Studios site is set to receive a makeover in the next few years. Along with its continued development of young artists, the redesign of the graduate studios will offer opportunities for more interaction and connections within Culver City.

*“The new building will lend itself to being more inviting to the public. There will be a space that will be formal enough so we can have a public gallery, which will allow us to create a closer relationship with the community.”*

*“Programming that comes from the students for the public is also a good idea. So, twice a year we will have open studios and send invitations citywide. My belief is that the community will get more out of our presence here than they may first realize.”*

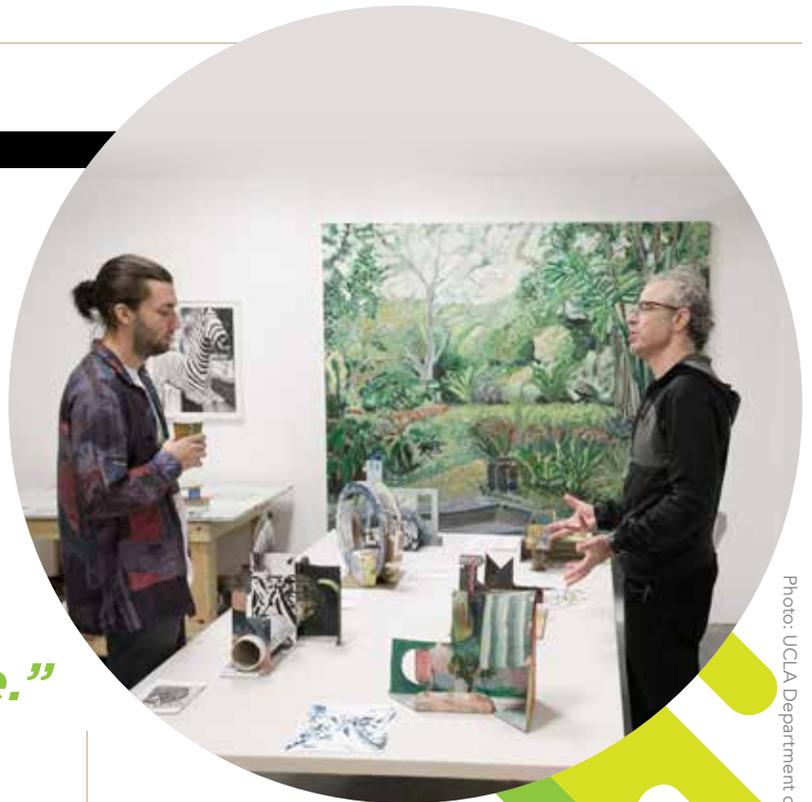


Photo: UCLA Department of Art



**QUICK FACTS**

# Arts Education

**There is a body of research that has shown that arts education engages students in learning. While arts education at the K-12 level may lead to cultural enrichment, it may also be important for social and economic reasons.**

Along with the ability to collaborate with co-workers and to communicate effectively, creativity is reportedly one of the most sought-after qualities in a prospective employee.

Poncho Sanchez presented by the Jazz Bakery at the Kirk Douglas Theatre. The Jazz Bakery is a recipient of the Culver City Performing Arts Grant Program.



# Contributions from Culver City's

## Government

**Culver City's Art in Public Places Program was established by ordinance in 1988, with the view that cultural and artistic resources enhance the quality of life for individuals living, working and visiting the city and that they preserve and improve the quality of the urban environment, increase real property values, and have a positive economic impact.**

By engaging the urban landscape, Culver City's Art in Public Places Program brings the experience of art to a broad and diverse group of people.

To date, there are nearly 100 individual artworks included in Culver City's Art in Public Places Program. Approximately half are on private property and the other half on city-owned property.



Photo: Morphosis Architects

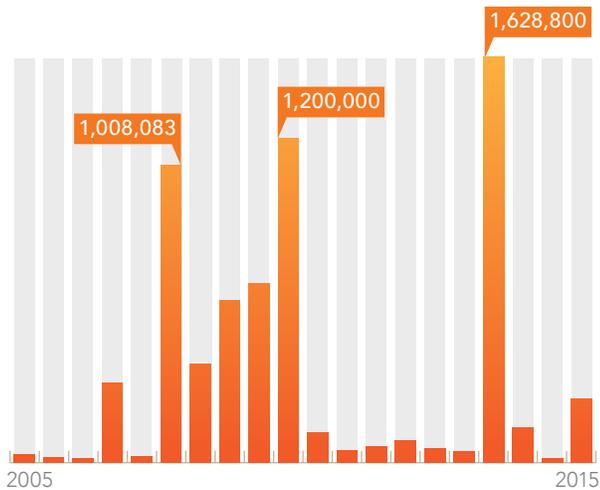
**GRANTS**

# About the Culver City Performing Arts Grant Program

Established in 1994 as part of the Art in Public Places Program, the Culver City Performing Arts Grant Program offers grants to non-profit performing arts organizations in Los Angeles County. Under the purview of the City Council and the Cultural Affairs Commission, the Performing Arts Grant Program is designed to support arts organizations and to bring distinguished cultural programming to Culver City. The amount of grant funding available is dependent upon the total deposits made into the City's Cultural Trust Fund each fiscal year.

**PUBLIC ART COMISSIONS**

**\$4,840,299**  
ART VALUATION 2005-15



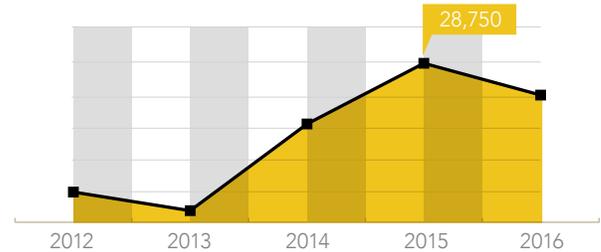
CULVER CITY PERFORMING ARTS GRANT PROGRAM DATA 2012-2016



**\$279,510**  
FIVE YEAR GRAND TOTAL

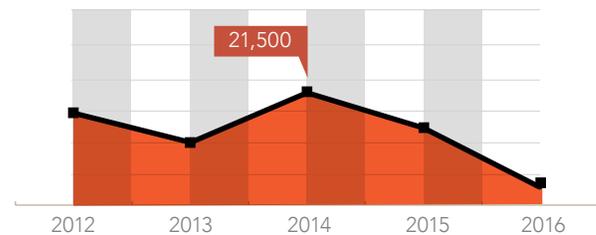
**MUSIC**

**\$111,860** GRAND TOTAL



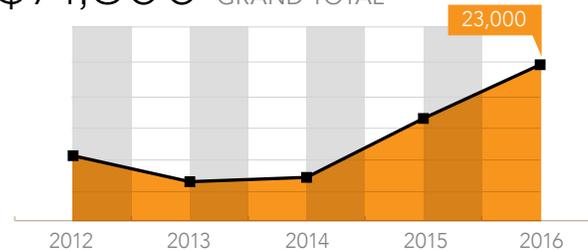
**THEATER**

**\$95,850** GRAND TOTAL



**DANCE**

**\$71,800** GRAND TOTAL



# Parks, Recreation & Community Services Department

The City's Parks, Recreation and Community Services Department offers daily creative classes, activities, and events through its Veterans Memorial Complex Rental Operation, Culver City Senior Citizens Association programming at the Culver City Senior Center, and the Recreation Division.

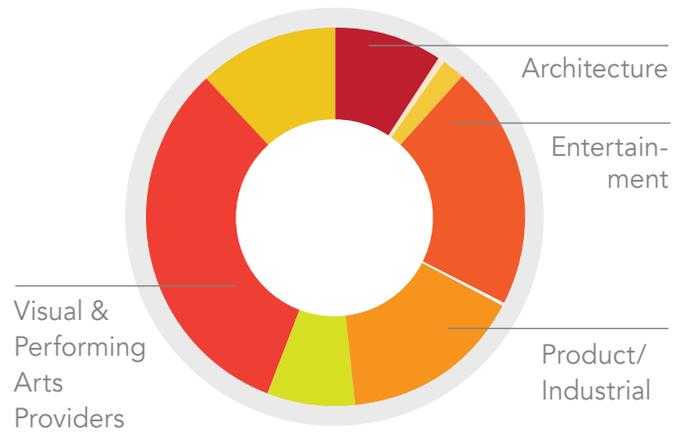
## VETERANS MEMORIAL COMPLEX RENTALS

The centerpiece of the VMC Rental Operation is Veterans Memorial Building which is open seven days a week. Rentals at the Culver City Senior Center and Culver City Teen Center are also permitted during hours when there is no City programming. The mid-century modern Veterans Memorial Building is a community, cultural and recreation facility which includes an auditorium, with a newly renovated stage, and twelve meeting rooms of varying capacities. VMB regularly accommodates performances, rehearsals, casting, workshops, classes and television production. Its many regular creative renters include Culver City Symphony Orchestra, New American Theatre, Culver City Public Theatre, U.S.A. Dance, Xorotropzi Bulgarian Dance, and the Culver City Historical Society.

## INCOME

# \$231,769

FROM 2013-2016



- Architecture and Interior Design
- Product/Industrial Design
- Communication Arts
- Publishing and Print
- Digital Media
- Visual and Performing Arts Providers
- Entertainment
- Furniture/Decorative Arts
- Fine and Performing Art schools





Recreation Division - dee-Lightful Productions rehearsal with artistic director Dolores Aguanno.

### CULVER CITY SENIOR CENTER

The Culver City Senior Center provides a variety of services. There are many opportunities for participation in activities that lead to personal growth, improved health and enriching life experiences. All divisions of the Culver City Senior Center partner with the Culver City Senior Citizens Association Board, Inc. Membership to the CCSCA is open to individuals 50 years of age and over, and is free for those 90 years or older. Creative classes are developed by City staff, and offered through the CCSCA for nominal fees, including ukulele, hula dancing, improvisational theatre, watercolor and poetry classes.

### RECREATION DIVISION

The Recreation Division offers a wide variety of classes for all ages and interests. Some of its many creative classes include dee-Lightful Production's Musical Theatre camps, ceramics for children and adults, children's piano, Scandinavian and Scottish Country Dance as well as Tiny Tots Ballet and Tap.



Senior Center - Culver City Senior Citizens Association's Ukulele Class.

#### CONTRACT CLASS ESTIMATED TOTAL INCOME

\$231,090	2013/14
\$245,390	2014/15
\$274,066	15/16

Source: City of Culver City, PRCS Department

**THE WENDE MUSEUM  
JUSTINIAN JAMPOL,  
Founder/Executive Director**

***“Part of the new building will be dedicated to outreach programs with the schools so the students can have a hands-on experience directly with the collection.”***

At age 24, in 2002, Jampol founded The Wendé Museum (“Wendé” is a German word that means transition or change) while studying visual culture at Oxford University. Over the next decade, the museum became the largest collection of Cold War era artifacts and artwork outside of Europe. The museum is currently preparing to relocate to its permanent Culver City headquarters: the former United States National Guard Armory building on Culver Blvd.

*“There’s a strong sense of community and collaboration in the cultural arts scene here. And the community is diverse enough to make collaboration interesting. We did something with the Jazz Bakery, and we intend to do more original events with them again at the new space, including a music commission called, “Cold War, Cool Jazz.”*



Photo: Rob Stark

*“I have always felt privileged to be an unofficial ambassador for Culver City. Due to the mission of The Wendé Museum, I often travel to London and Berlin. Inevitably, wherever I go, there are questions about Culver City. What is it? What is it about? How can we fit into it? It’s a conversation I always enjoy having.”*

*“We’ve done long-term projects with Culver City schools, and part of the new building will be dedicated to outreach programs so students can have a direct hands-on experience with the collection. We are a museum, but at the top of the list has to be internship and student programs. We provide an orientation process and train them to handle, catalog and digitize the material. They can actually do something that’s helpful to the museum and helpful to themselves.”*

**THE ACTORS' GANG**  
**TIM ROBBINS, Founding**  
**Artistic Director**

***“It’s always a wise decision when a local government supports its artists — because it will not only generate interest in the city, but income for the businesses.”***

The Actors’ Gang has produced over 200 plays in forty five US states and on five continents. The company was founded in 1981 by a group of young artists looking to build a theater that would present relevant and vibrantly entertaining plays. Guided by Founding Artistic Director, Tim Robbins, the company provides a supportive environment for a diverse ensemble of artists and the development of their groundbreaking work.

*“When artists come into a city, it ignites more of a creative environment. When those artists start producing theater, or music, or arts exhibitions, then people come from all over the city to see them. And, in that area, they’ll spend more money. That’s why we have an increase in restaurants in Culver City now. That’s why people are walking around downtown where they can find varied creative activities. I would like to see this acknowledged, because we’ve seen that the arts are an economic engine. It’s always a wise decision when a local government supports its artists — because it will not only generate interest in the city, but income for the businesses.”*

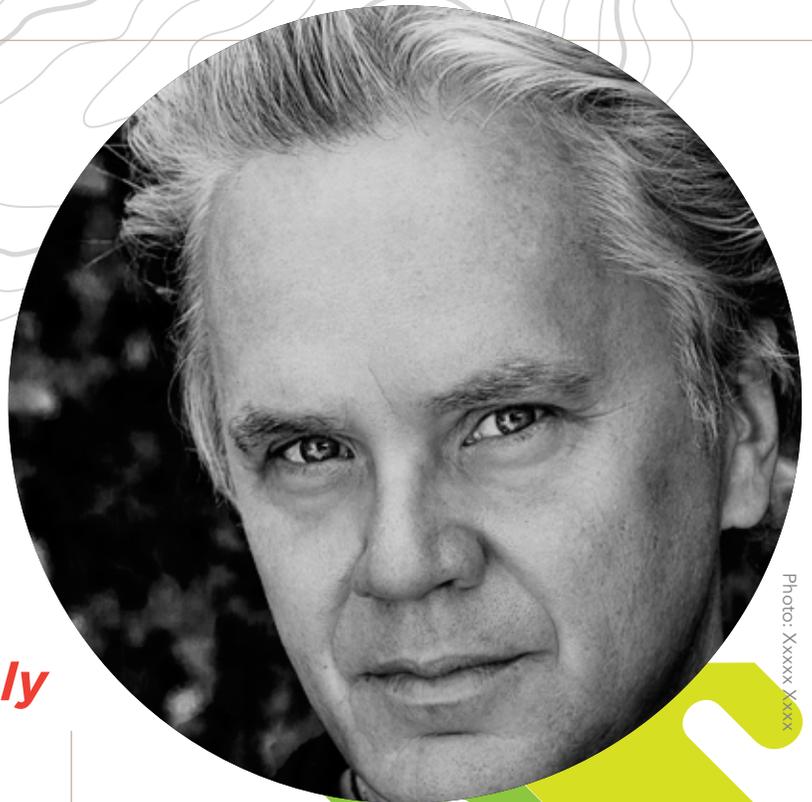


Photo: Xxxxx Xxxx

**QUICK FACTS**

## One Hundred Artworks

To date, there are nearly 100 individual artworks included in Culver City’s Art in Public Places Program.

# The Future Growth of Culver City's Creative Economy

The creative industries of Culver City make a significant contribution to economic growth and employment and also help strengthen the economies of the city and the region by attracting investment, tourism and consumer spending, and by generating tax revenues.

As the U.S. continues to evolve from an industrial to a post-industrial society, activities rooted in creativity and culture are becoming increasingly essential to economic growth.

**THIS REPORT'S FINDINGS COULD BE USED TO:**

- Fully understand the importance of our creative economy to city revenues, employment, tourism, corporate development and long term community growth;
- Make targeted investments to attract creative enterprises most likely to succeed in Culver City, while further helping our existing creative companies/organizations flourish;
- Successfully compete with other creative economy competitors in the region in attracting talent, investment, tourism, events and other revenue-positive contributions;
- Market and promote Culver City as a unique and attractive cultural hub on the Westside;
- Strengthen the ties between our creative businesses and City government via new types of mutually beneficial partnerships and collaboration; and,
- Develop an action plan that turns key report findings into tangible, prioritized recommendations that will help the City realize its goals with regard to the creative economy and growth.



Photo: schafphoto.com



*Culver* **CITY**

9770 Culver Boulevard | Culver City, CA 90232

[www.culvercity.org](http://www.culvercity.org)