

**Tuesday, December 2, 2008**

**1:00pm - 6:00pm**

**Oakland Scottish Rite Center**

**Oakland, California**

# CONTINUE THE CONVERSATION

Produced by The San Francisco Foundation and Grants for the Arts/San Francisco Hotel Tax Fund through the support of The Wallace Foundation in collaboration with City of Oakland Cultural Arts & Marketing Division, Demeter Matrix Alliance, East Bay Community Foundation, Helicon Collaborative, San Jose Office of Cultural Affairs, and Theatre Bay Area.

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Supporting ideas.  
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# CHANGE:

## The Economy, The Community, & Participation

Holly Sidford, Helicon Collaborative  
December 2, 2008

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# Questions for Today

- Is cultural participation changing in the Bay Area?
- How is that change affecting you?
- How do we want participation to change in the future?
- What is your role in supporting the desired change?

# Change is Inevitable

- Thriving in times of significant change requires
  - Anticipation (and analysis)
  - Attitude
  - Adaptability
  - Articulation
  - Audacity
- Short-term crises create opportunities to address long-term challenges
- Fight “retrench” in favor of “re-think”

# Economic Upheaval

- Global in scale
- Differing effects on sectors, states, localities
- California particularly hard hit
- Likely to last 2-3 years (minimum)
- Some sectors will be permanently changed
  - Auto industry
  - Financial industry
  - Arts???

# The Arts during Past Recessions

- Ambiguous impacts on donations
  - Inflation-adjusted totals increased in 4 of 9 recession years since 1973
  - Charitable giving fell below inflation following the recessions of 1981 and 2001
- Response of audiences vary
- Applications to arts schools rise

# Anticipating Impacts

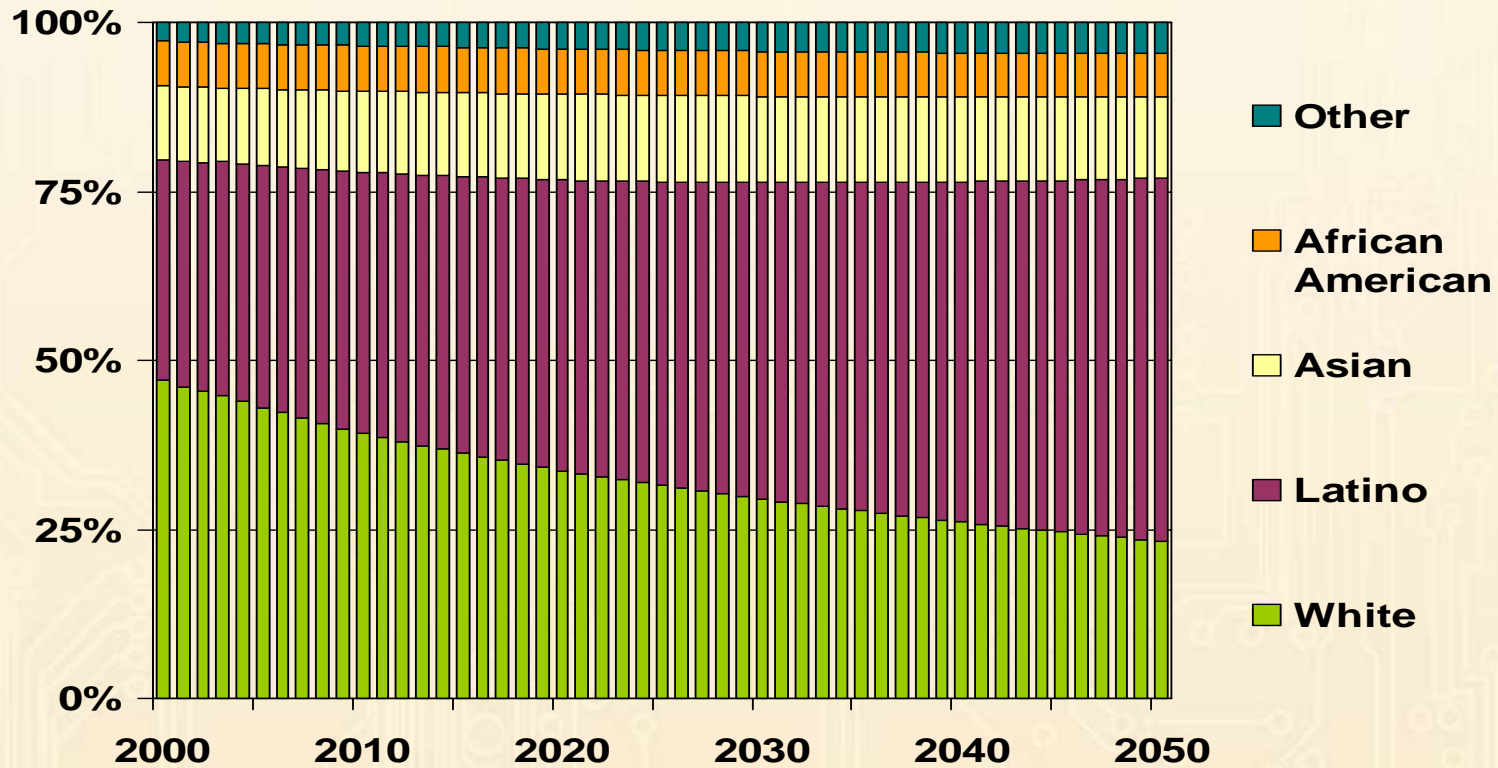
- Revenue - earned and unearned
- Audiences - appetite and capacity
- Programming - scale and frequency
- Partnerships - ripple effects
- Venues - costs, availability

Anticipate \* Analyze \* Adapt \* Articulate  
\* Be Audacious \*

# Demographic Change in CA

- Largest growth of Latinos and Asians in US
- White population now minority
- African American community about 12-13%
- Latinos represent largest portion under-25 - 56% pre-kindergarten
- Wealthiest and poorest communities in the Western World
- Income levels disparate by ethnic group
- Between 2000 and 2020:
  - Additional 10 million people
  - Increasingly Asian and Latino
  - Over-65 group increase by 75 percent - the fastest-growing segment of the population

# California Population Distribution by Race and Ethnicity, 2000-2050



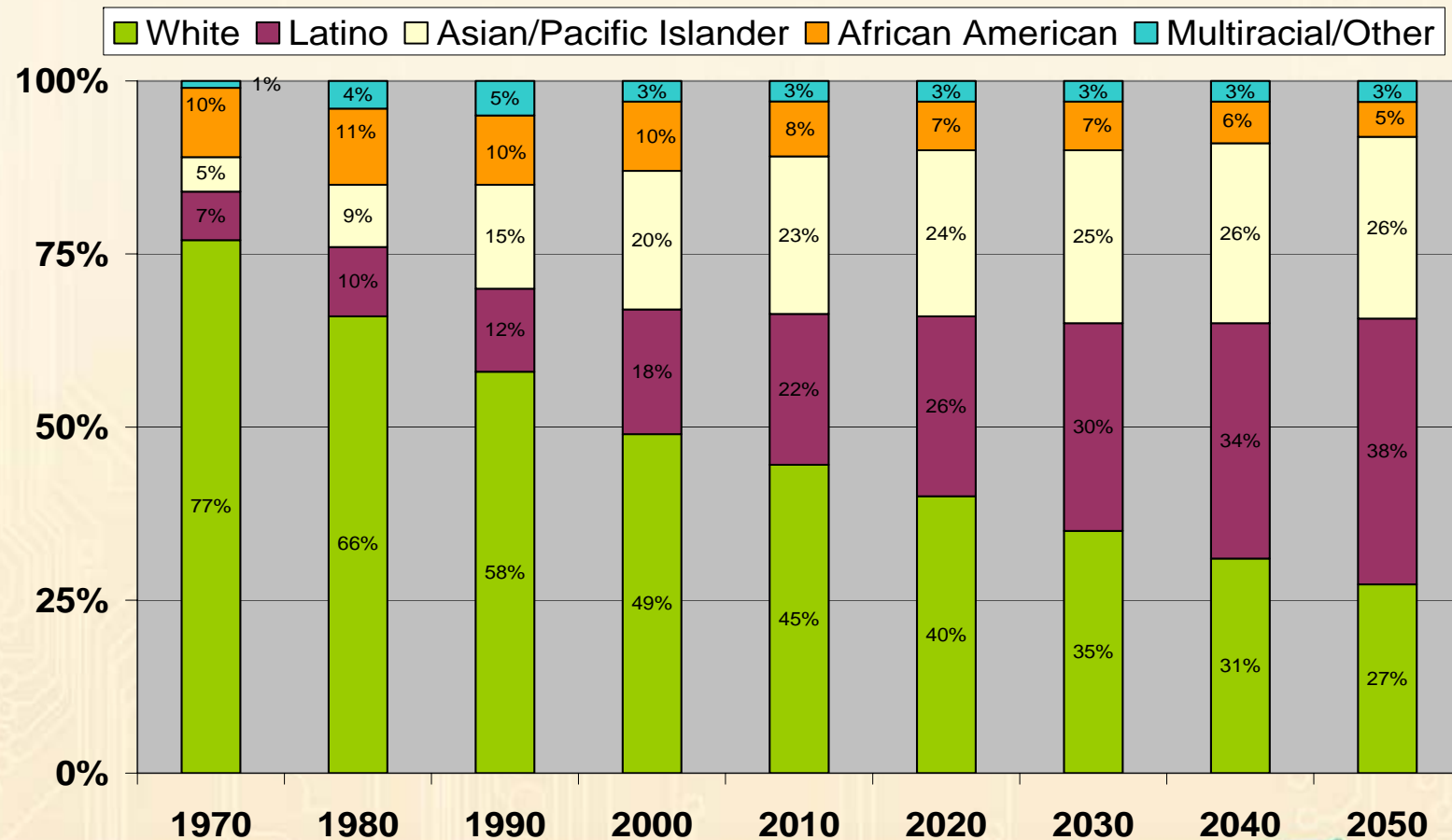
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Source: "The Times and People are a Changing: California Demography and the Arts"  
Prepared by, Hans Johnson, Public Policy Institute

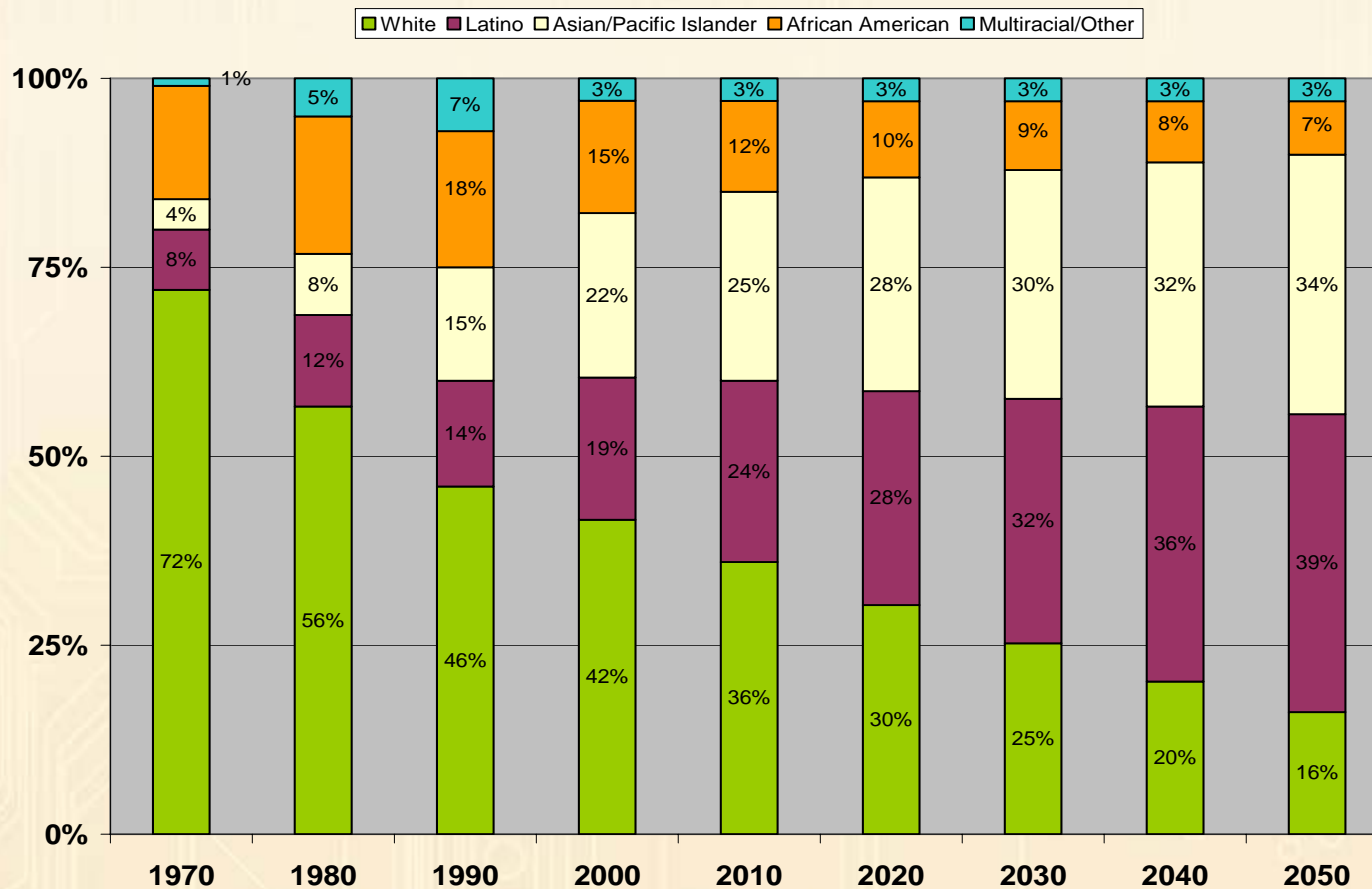
# Ethnic distribution, 1970-2050

(Alameda, Contra Costa, Marin, San Francisco and San Mateo Counties)



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# Alameda County: 1970 - 2050



Prepared by: Vanessa Camarena-Arredondo, The San Francisco Foundation  
 Source: California Department of Finance

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# Some Implications

- On audiences
  - What will young Latino audiences and the aging demographic want?
  - Where and how will audiences access the arts?
  - How will immigrant groups interact with home countries?
- On artists
  - What themes will artists explore?
  - What technologies will artists employ?
  - How will artists interact with and engage audiences?
- On institutions
  - Who is your future base of support?
  - How will they manifest that support?

# More Implications

- Continued contests over
  - Immigration
  - Language
  - Growth and density
  - Distribution of public resources and services
- Bigger, more diverse and older population
- Smaller working-age population
- Transposition of immigrant cultures to US

# Participation is Changing

From *Cultural Engagement in Inland Empire* - Alan Brown

- Home most common setting; places of worship and parks
- Highest participation
  - Taking photographs
  - Singing or playing musical instrument
  - Social dancing
- 6 in 10 Latinos and African Americans practice heritage traditions - compared to 3 in 10 Whites
- 18-24 year olds download music more than attending live concerts
- A third of adults would like to take dance lessons

# Participation is Changing

- Changing demographics alter definitions of arts and culture
- Participation in arts is increasing, attendance at arts institutions is not
- Strong desire to create and share what one creates
- Some correlation between active participation and attendance
- Technology lowers barriers to artistic expression and civic engagement

# Modes of Engagement

Multiple modes of engaging the arts (per Alan Brown):

- INVENTIVE - composing music, taking photographs
- INTERPRETIVE- learning to dance, playing others' compositions
- CURATORIAL - collecting art, downloading music (the "curatorial me")
- OBSERVATIONAL - watching a movie
- AMBIENT - seeing architecture, appreciating landscape design

# Obama Zeitgeist: Lessons for Cultural Sector

- People want to be inspired.
- Link to a higher purpose, and herald the future.
- The improbable is possible - with the right strategy.
- Entitlements are dead.
- Respect and empower the young.
- Participation is our most important renewable resource.

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