

LA CREATES

Supporting the Creative Economy in Los Angeles



KEITH McNUTT

Stanton Fellow

Director of the Western Region
The Actors Fund



LA is the creative capital of America



BUT WE FACE MANY CHALLENGES

INTERNATIONAL
COMPETITION
FOR JOBS



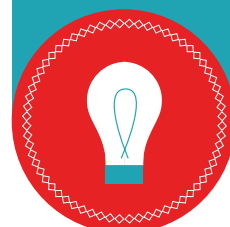
CHANGING
TECHNOLOGY
IN ALL FIELDS



RUNAWAY
PRODUCTION
IN FILM AND
TELEVISION



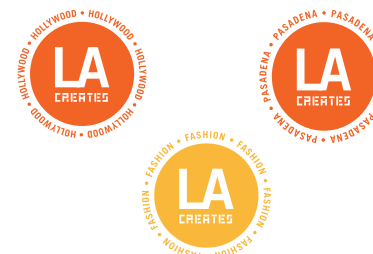
INTELLECTUAL
PROPERTY (IP)
PIRACY



LA urgently needs to develop a collaborative regional policy to develop its creative economy

RECOMMENDATIONS

BRAND LA



BRAND LA AS A CREATIVE CAPITAL AND IMPLEMENT A COHESIVE REGIONAL COMMUNICATIONS STRATEGY.

SUPPORT CREATIVE ENTREPRENEURS



FORM A COUNTY-WIDE NETWORK OF:

- INCUBATOR FACILITIES
- FUNDING STREAMS
- SERVICES TAILORED TO A PROJECT-BASED CREATIVE ECONOMY

FACILITATE WORKFORCE DEVELOPMENT



- EXPAND K-12 ARTS EDUCATION
- INCLUDE ENTREPRENEURIAL TRAINING IN HIGHER CREATIVE EDUCATION
- RETRAIN EXISTING CREATIVE WORKFORCE TO MEET NEW TECHNOLOGICAL CHALLENGES

BUILD AN EFFECTIVE REGIONAL COALITION



THE CREATIVE SECTORS, GOVERNMENT, ACADEMIA, BUSINESS, CAPITAL AND PHILANTHROPY MUST JOIN TOGETHER TO FOCUS ON ECONOMIC DEVELOPMENT.



What are YOU Going to Create in LA?

The full report is found at
www.actorsfund.org/LACreates

LA CREATES is the product of a Durfee Foundation Stanton Fellowship focused on ways municipal and county governments can better support the creative industries in Los Angeles County. The report is based on more than 120 interviews with people directly involved in creative economy initiatives or employed in the creative industries in Southern California, around the US and in the United Kingdom, The Netherlands and Sweden. This summary focuses on key points and guidelines for action.