



The Arts License Plate and Million Plates for the Arts campaign

an initiative of the California Arts Council to promote creativity, arts programs and arts education in California

QUICK FACTS

- California's economy relies on creativity, innovation and the arts. There are 106,724 arts-related businesses that employ 481,055 people (Americans for the Arts/Dun & Bradstreet, Jan. 2010) and nonprofit arts organizations contribute over \$2.2 billion to the state's economy (*The Arts: A Competitive Advantage for California II*, 2003).
- California's Creative Vitality Index – a measure of the state's creative economy compared to other states – is third highest in the nation behind New York and Massachusetts. (*California Creative Vitality Index 2006-07*).
- Despite the importance of the arts, California is 50th out of the 50 states in per capita arts funding. We spend about 12¢ per person. In contrast, the state of New York spends \$2.58 and Massachusetts spends \$1.96 per person. (National Assembly of State Arts Agencies).
- California's children are missing out on arts education and artistic experiences. 89% of California K-12 schools fail to offer a standards-based course of study in all four disciplines (theater, music, dance and visual arts) and thus fall short of the state's goals for arts education. (*An Unfinished Canvas: Arts Education in California, Taking Stock of Policies and Practices*, 2007)
- The California Arts Council provides grants for professional arts nonprofits for programs for children and local communities. Currently over 300 organizations throughout the state receive support from the California Arts Council, impacting thousands of Californians.
- The Arts License Plate supplies 60% of the California Arts Council's budget – funds that are spent on arts education and local arts programs and initiatives.
- The California Arts Council receives approximately \$35 from every new Arts License Plate and \$40 from every renewal. These fees are considered a charitable contribution to the California Arts Council for individuals and businesses. (Franchise Tax Board, November 2009)
- **If a million California cars had Arts License Plates, there would be \$40 million for the arts in California.**



Want more information? See our website at www.cac.ca.gov, call the California Arts Council at 916-322-6588 or email mbarber@cac.ca.gov.