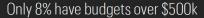
CEDC Presentation September 27, 2021

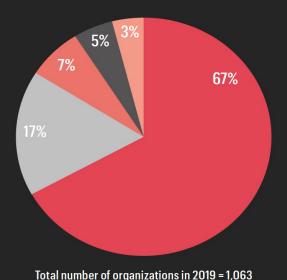
Kerry Adams Hapner Connie Martinez

THE BUSINESS OF ARTS AND CULTURE



SILICON VALLEY NONPROFIT **ARTS LEAN SMALL**





Under \$50K \$50K-\$200K \$200K-\$500K \$500K-\$1.5M Over \$1.5M

The number of 501c3 arts organizations grew from 659 to 1063 over past ten years.

The collective budgets of the entire Silicon Valley arts ecosystem is less than two to three large budget arts organizations in places like New York, San Francisco and Chicago.

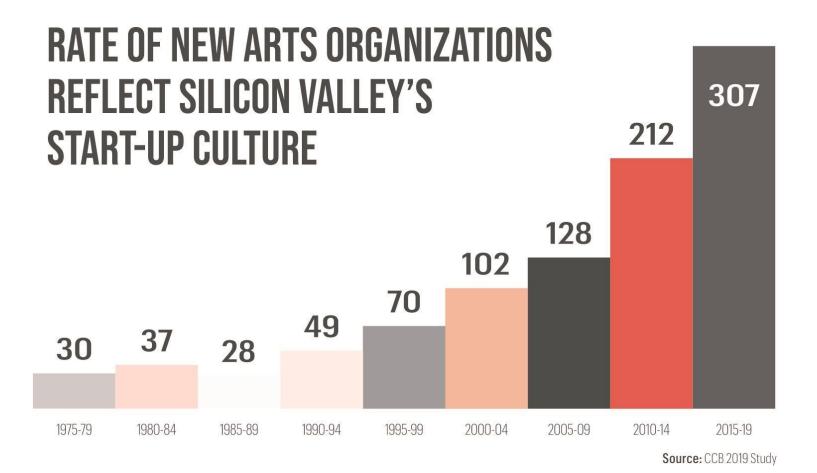
Note: Size does not equate to value and relevance.

Source: CCB 2019 Study

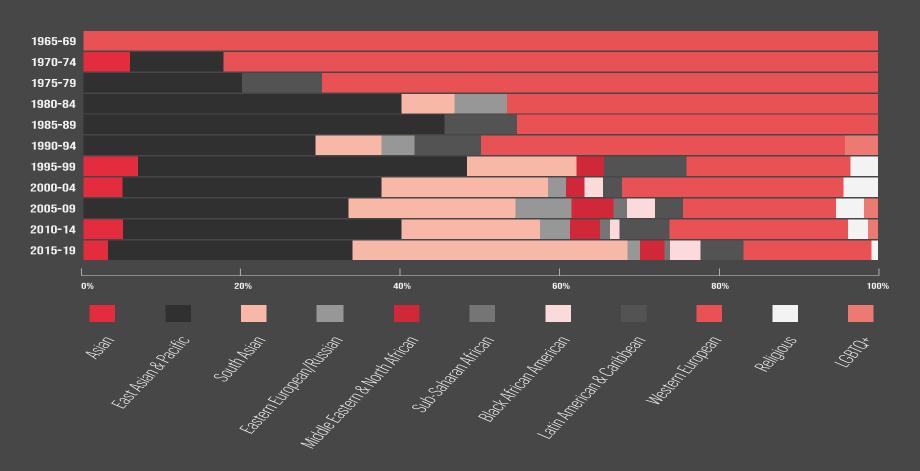


While large budget arts organizations in other cities grew in number, San Jose's contracted and geographically dispersed over the past decade.

Silicon Valley techcentric cultural institutions grew the most.



THE UNITED SHADES OF SILICON VALLEY





From 20th Century Industrial Economy To 21st Century Creative Economy

Hierarchical Leadership

Prominent Structures

Observing Art Centralized Power

Highly Capitalized

Social Elitism

Status

Excellence

Entrepreneurial Leadership

Decentralized Creative Spaces

Creative Expression

People Power

Scrappy Great

Inclusivity

Cultural Identity

Relevance

Value: The Arts.....

- Deepen Attachment to Place and Each Other
- Create a Sense of Community, Joy and Belonging
- Foster Health, Well Being and Quality of Life
- Drive Academic Performance
- Fuel Economic Activity

Challenges:

- Affordability
- Philanthropic Climate
- Development Pattern
- Invisibility
- Impact of COVID

What Can We Do?

- Embrace who we are
- Leverage our strengths
- Form coalitions
- Create a web of solutions
- Tell our unique story

