



## ARTS, CULTURE, AND CREATIVE ECONOMY IN CULVER CITY

The City's history is rooted in the film industry and its creative identity has diversified over time to include the fine arts, design, and major creative and technology companies.

Arts and culture are one of Culver City's strengths and a key component of its identity. It is therefore important to keep this asset thriving as we plan for the future through the General Plan Update.

### BY THE NUMBERS:

**89** public art pieces and **6** cultural assets bring the city's identity together

**4** arts districts (1 designated and 3 unofficial) in the northeast area of the city

**33%** of Culver City's jobs are in creative industries

**\$3.6** billion industry earnings in Culver City in 2018

## Definitions

### Arts and Culture

Arts include visual arts, music, theatre, dance, literature, culinary arts, design, and more. Culture includes the characteristics and knowledge of a community, including language, religion, social habits, cuisine, music, arts, and more.

### Creative Economy

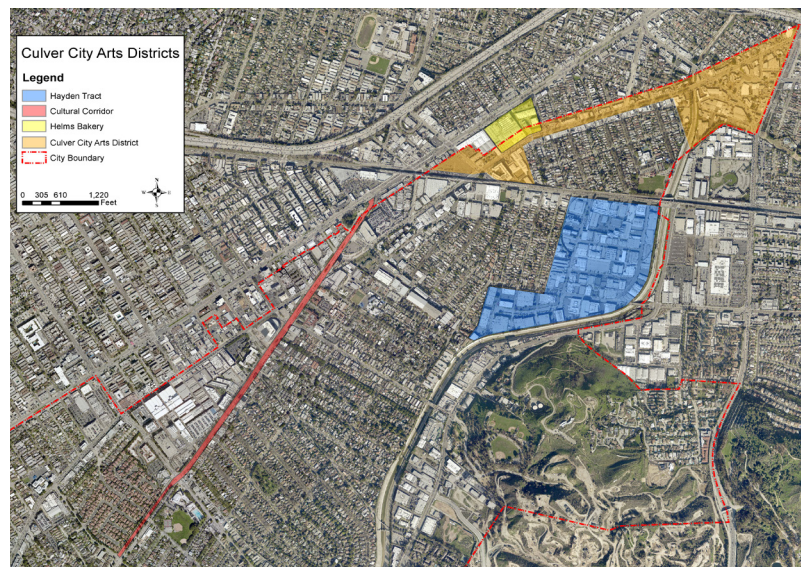
The creative economy is made up of the businesses and individuals involved in producing cultural, artistic, and design goods and services, as well as supportive organizations that provide artistic venues, education, and funding. Examples of creative industries in Culver City include digital media, film and entertainment, marketing and communications, architecture and interior design, branded content, fashion, and more.

### Creative Workers

Creative workers are responsible for creative output in the areas of design, media, and the arts where the production process is reliant on creativity both as an individual skill and as an organizational source of competitive advantage.

## Arts Districts

There are four arts districts in Culver City, the officially designated Culver City Arts District and three unofficial places considered arts districts. They all have a concentration of creative businesses, arts organizations, public artworks, and innovative architecture, and help define the place-based character of Culver City's creative community.



## Creative Economy

**From Screenland to Streamland** - Culver City's history is rooted in the film industry, major studios like MGM and Sony made it their homebase, and it is home to many of today's leading creative companies that are carrying film forward into streaming with innovative technologies and experiences. The creative economy contributed to the city's historic economic growth and it will continue to play a role in building a more inclusive, connected, and collaborative city through 2045.



**Creative industry earnings in 2018**



**Nonprofit arts and cultural organizations**

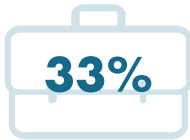


**Performing arts venues**



**Score on the Creative Vitality Index (CVI)**

*The WESTAF Creative Vitality Index notes US average score is 1.*



**Percent of jobs in creative industries**

## Public Art

The City's Art in Public Places Program has generated a citywide collection of 89 works on public display, imbuing it with character and a visual reminder of its history.



Give Me Your Hand  
Milton Davis, 1995

## Cultural Assets

Culver City has 6 main cultural assets that provide residents and visitors with many ways to engage in arts and culture. Together, they contribute to the richness of arts and culture in Culver City.

**NonProfit Arts and Cultural Organizations**

**Creative Sector Businesses**

**Performing Arts Venues**

**Art Galleries**

**Arts Districts**

**Public Artworks**

## Key Opportunities for the General Plan Update

**1**

### Increase Arts Funding

Current arts funding is modest and projected to decline. The General Plan Update may be an opportunity to fix structural funding issues.

**3**

### Support Arts Districts

Support and sustain arts and creative districts in Culver City.

**2**

### Expand Arts Access

Expand access to arts, cultural, and creative opportunities for all residents.

**4**

### Enhance Culver City as Center of Innovation

The General Plan Update can position Culver City as a center for innovation and creativity by leveraging its creative people and companies.

