



ERIC GARCETTI
MAYOR

June 19, 2014

Honorable Members of the City Council
c/o City Clerk
Room 395, City Hall

Re: Appointment of Permanent General Manager, Department of Cultural Affairs:
Ms. Danielle Brazell

Honorable Members:

Pursuant to City Charter Section 508 (b), I appoint Ms. Danielle Brazell as the permanent General Manager, Department of Cultural Affairs (DCA), effective as of the date of your confirmation of this appointment.

Attached please find a copy of Ms. Brazell's resume, which provides greater detail about her experience. I look forward to your favorable consideration of my appointment.

Sincerely,

ERIC GARCETTI
Mayor

EG:mm

Attachment

cc: The Honorable Mitchell O'Farrell, Chair, Arts, Parks, Health and Aging Committee
Miguel Santana, CAO
Maggie Whelan, Personnel Department
Maritta Aspen, Office of the CAO
Heather Holt, Ethics Commission
Holly Wolcott, Interim City Clerk
Gerry Miller, CLA
Phyllis Lynes, Personnel Department
Errol Griffin, Office of the CAO
Shannon Prior, Ethics Commission
General Managers' Association

Danielle J. Brazell

Objective

- To foster human capital through creativity

Skills

- Dynamic leader with twenty years nonprofit experience
- Seasoned business executive known for prudent financial and human resource management
- Innovative social entrepreneur
- Effective political strategist and community organizer
- Trusted spokesperson and opinion leader on the value of arts, culture and arts education
- Proven track record in establishing and maintaining cross sector partnerships
- Strong government affairs, community relations and strategic partnership relationships

Experience

Arts for LA

Executive Director

August 2006 - Present

- Transitioned an ad hoc committee of executive arts leaders into a highly visible and respected regional advocacy organization
- Increased operating budget each consecutive year
- Developed an innovative cultural network that activates stakeholders to advocate for arts and arts education in the County of Los Angeles
- Developed a protocol for collaborative advocacy through a regional policy framework
- Co-authored cultural policy for arts education

Screen Actors Guild Foundation

Director of Special Projects

December 2004 - August 2006

- Prepared annual budget in collaboration with the executive director
- Managed day-to-day finances and coordinated annual audit with the CPA
- Designed program content and marketing strategies
- Facilitated organizational planning and implementation of strategic directions
- Developed and implemented fundraising strategies that increased revenue for the agency

Highways Performance Space

Artistic Director

July 1999 - December 2004

- Programmed annual 52-week season of local, national and international performing artists
- Secured new income streams and grew existing revenue
- Developed and implemented marketing initiatives and audience development strategies
- Created local, national and international partnerships with artists and presenters
- Renewed community engagement from a diverse group of artists, audience and program participants

Screen Actors Guild Foundation/BookPALS
Program Coordinator

August 1995 – July 1997

- Coordinated a volunteer base of 350 performing artists
- Managed school site participation
- Assisted the national program director in developing the model, which was replicated in thirteen chapters throughout the United States.

Various
Performing Artist /Teaching Artist

1990 - 2006

- Beyond Baroque, Venice CA
- CALARTS, Valencia CA
- California State University, Los Angeles CA
- Diverse Works, Houston TX
- Ex Theresa, Mexico City DF
- Highways Performance Space, Santa Monica, CA
- LA Bâtie Festival, Geneva Switzerland
- Los Angeles Contemporary Exhibitions, Los Angeles, CA
- Luna Sea, San Francisco, CA
- Randolph Street, Chicago, IL
- Theatre D' Arsenic, Lausanne Switzerland
- University of California, Irvine CA

Awards/Fellowships

- Kennedy School of Government - State and Local Leaders Executive Management Program, 2013
- The James Irvine Foundation - Leadership Advancement Initiative, 2012
- California Leadership - Boeing Fellow 2013
- Shero Award - CA State Senator Curren Price, 2010
- Leadership LA - Boeing Fellow, 2010
- CLEAR Communications - The James Irvine Foundation Fellow, 2009
- Lester Horton Award - Service to the Field Award, 2001
- Visual Art Fellow - J. Paul Getty Trust, 2000
- Theatre D' Arsinic - Lausanne, Switzerland, Commission 1999
- Flintridge Foundation - Pasadena, CA, Commission 1995, 1996
- City of Los Angeles - Artist in Residence Grant, 1998, 99, 03 & 04
- City of Santa Monica - Artist in Residence Grant, 1998
- Liberty Hill Foundation - Artist in Residence, 1996
- ASTRAEA Foundation - Artist in Residence grant 1997
- California Arts Council - Artist in Residence grant, 1996, 1997 1998

References Available Upon Request