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EL PUEBLO DE LOS ANGELES
HISTORICAL MONUMENT

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April 21, 2015

Honorable Members of the Budget & Finance Committee
c/o Richard Williams
Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

Re: Fiscal Year 2016-2017 Proposed Budget – El Pueblo Historical Monument

El Pueblo de Los Angeles Historical Monument is a living museum that has a unique role as the historic center of the city. El Pueblo is an important cultural and historical destination for those visiting Los Angeles, and it currently attracts over two million visitors a year from throughout the United States and from every continent in the world.

The department is comprised of the following divisions: Events and Marketing; History and Museums; Property Management; and, General Administration and Support. El Pueblo generates approximately \$4.8 million annually to pay for the direct and indirect costs for approximately 70 full and part-time employees. The department remains focused on generating sufficient revenue next fiscal year from our parking lots, concessions, special events, and filming contracts.

FY 2016-2017 budget highlights include:

- An overall revenue target of \$4.8 million;
- Continued funding from the Arts and Cultural Facilities and Services Trust Fund to support museum guides and encourage tourism; and,
- Continued part-time funding to support filming and special events.



El Pueblo is very enthusiastic about the renovation work for the new Channel 35 – LA CityView Headquarters project and the seismic rehabilitation of the Pico House. However, the department will be challenged in trying to achieve the filming and special events revenue goal since much of our filming activity is in the construction zone.

Major projects for this coming fiscal year include the installation of automated payment kiosks at two parking lots; starting construction for the Channel 35 headquarters project, opening the Italian American Museum to the public; and, opening a new Visitor Center in coordination with the Western National Parks Association.

If you have any questions concerning the department's budget, please contact me at (213) 485-8222.

Thank you,



Christopher P. Espinosa
General Manager