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DANIELLE BRAZELL
GENERAL MANAGER

April 21, 2016

Honorable Paul Krekorian, Chairperson
Budget and Finance Committee Members
c/o City Clerk, City Hall, Room 395
Los Angeles, CA 90012

ATTN: Richard Williams, Legislative Assistant

Dear Councilmember Krekorian:

Thank you for the opportunity to provide a response to the Mayor's Fiscal Year 2016-17 Proposed Budget. As the City continues to address the complex challenges facing some of our most vulnerable residents, we equally embrace the transformational opportunities before us.

Over the past fiscal year, DCA has made several enhancements to its service delivery portfolio, including the launch of a new website, implementation of the Arts Activation Fund, hiring a Performing Arts Director, and operationalizing the city-wide mural program. In addition, DCA received a \$1 million dollar grant from Bloomberg Philanthropies to create the City's first public art biennial, *CURRENT:LA Water*, matched with Arts Development Funds. Each of these service delivery enhancements have repositioned DCA as a progressive, 21st Century civic arts agency committed to fostering creativity at all levels, and in all neighborhoods of our city.

In addition to raising over \$1.5 million dollars in outside funding since my appointment, DCA has demonstrated an increased commitment to partnering with city departments to maximize our impact. These new collaborations include: placing an artist in residence with the Department of Transportation; utilizing Recreation and Park sites for *CURRENT: LA Water*; and collaborating with the Los Angeles Public Library on *The Big Read Program in LA* and a special art-library card designed by marquee street artist Shepard Fairey.

The Mayor's Proposed Budget builds on this trajectory by reinforcing the Department's service delivery goal priorities; increasing stakeholder access; expanding public awareness and engagement; and strengthening contract and capital administration. Through modest service enhancements and increased staffing, DCA is poised to meet operational and workload demands to ensure that the City of Los Angeles remains the undisputed creative crossroads of the world.

Support for the Arts and Cultural Facilities and Services Trust Fund, DCA's primary source of funds, is provided by ordinance through a dedicated percentage of the City's "hotel bed tax" or Transient Occupancy Tax (TOT). With the DCA Trust Fund fully reimbursing the General Fund for all DCA related costs, we commend the Mayor for proposing to allocate projected TOT revenue towards DCA's budget this coming year.

While tourism continues to increase at record-setting rates, DCA is also aware that this revenue stream will fluctuate. As part of this year's budget, DCA, with support from the Mayor and City Administrative Officer, will create a Reserve Fund for Revenue Fluctuations. As DCA continues to grow this reserve, we will augment funding during economic downturns without causing traumatic disruptions to DCA's core services.

DCA will continue its national leadership role of providing quality arts and cultural programming in Los Angeles. My staff and I look forward to working closely with our elected officials and the community, and I appreciate your consideration of the Proposed Budget.

Sincerely,

A handwritten signature in blue ink that reads "Danielle Brazell". The signature is written in a cursive, flowing style.

Danielle Brazell
General Manager
Department of Cultural Affairs

cc: Barbara Romero, Deputy Mayor - Office of the Mayor City Services
Matt Szabo, Deputy Mayor - Office of the Mayor Budget and Innovation
Miguel A. Santana, City Administrative Officer
Greg B. Good, Chief Executive Officer - Office of the Mayor City Services
Elaine Owens-Sanchez, Sr. Administrative Analyst II- Office of the CAO
Areen Ibranossian, Chief of Staff - Council District 2
Edgar Garcia, Policy Analyst - Office of the Mayor City Services