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April 21, 2017

Honorable Paul Krekorian
Chair
Budget and Finance Committee
c/o City Clerk, Room 395
City Hall
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 2017/18 Proposed Budget. By design, the Department of Cultural Affairs (DCA) delivers cultural services to residents and visitors through five core divisions: Community Arts, Cultural Grants, Public Art, Marketing and Development, and Performing Arts. Taken together, this model is an efficient, effective, and equitable delivery system.

Over the past three years, the Department has stabilized operations, restored baseline capacity, and is preparing the readiness to provide services at scale with the population. However, in its current state, the Department's equitable delivery system is out of balance. To help mitigate this imbalance, while continuing to enhance our existing services and programming, DCA developed several innovative new cultural programs. Our team created the **Arts Activation Fund** to invest in creative placemaking events in public spaces; **Promise Zone Arts** to bolster economic opportunity for traditional artists in underserved communities; **embrACE LA** to engage our city in a conversation about race, ethnicity, sexual orientation, diversity, and multiculturalism; the **Big Read Program in LA** to offer young people an exposure to great literary works; the **Artist in Residence Program** to collaboration with city departments like the Department of Transportation on creative solutions to save lives; and **Hire LA Youth** to provide work experience to LA's future employees. Each of these service delivery enhancements has bolstered DCA's commitment to foster creativity at all levels, and in all neighborhoods, of our great city.

As part of its strategic plan, DCA initiated an effort to reconstitute the **Performing Arts Division**, a critical performing arts delivery system in communities with limited offerings. The division is charged with overseeing the operations of four city-owned theaters, community cultural festivals, and placed-based events, as well as providing opportunities for local performing artists to serve as ambassadors of Los Angeles by touring nationally and internationally.

Phase I of the effort requires baseline staffing and a centralized ticketing system. Although this request was not approved for FY 2017/18, DCA will continue to work on fortifying this division to increase the equitable delivery of services and improve the number of cultural offerings across Los Angeles.

The FY 2017/18 Proposed Budget provides additional opportunities for DCA, through three full-time positions allocated to the operations and management of the historic Frank Lloyd Wright Hollyhock House and through the increase in funding for exhibitions, community programs, and additional grant funding. These resources will greatly assist DCA with meeting its mission to advance the social and economic impact of the arts and culture, and to create and support arts and educational programming to provide excellent service to residents and visitors in neighborhoods throughout Los Angeles.

DCA continues to seek outside funding opportunities with over **\$36 million raised to date over the last 15 fiscal years**, despite restrictions imposed on how we can solicit and obtain donations. The recent **\$1 million grant DCA was awarded from Bloomberg Philanthropies** enabled the department to produce LA's first ever public art biennial last summer, ***CURRENT:LA Water***, which generated approximately **156 million digital impressions for DCA, over 33,000 visitors, and 80 media articles in local, national, and international media.**

The Department of Cultural Affairs continues to provide the highest level of services to residents and visitors across Los Angeles within the constraints of the city's ongoing financial challenges. We look forward to working closely with you and the communities we serve to advance arts and culture in the City of Los Angeles. I appreciate your consideration of the budget as proposed by the Office of the Mayor.

Sincerely,



Danielle Brazell
General Manager
City of Los Angeles Department of Cultural Affairs

cc: Barbara Romero, Deputy Mayor, Office of the Mayor
Matt Szabo, Deputy Mayor, Office of the Mayor
Richard H. Llewellyn, Interim City Administrative Officer
Carol Armstrong, Ph.D., Executive Officer, Office of the Mayor
Elaine Owens-Sanchez, Sr. Administrative Analyst II, Office of the CAO
Naomi Iwasaki, Director of Neighborhood Services, Office of the Mayor
Areen Ibranossian, Chief of Staff, Council District 2
Edgar Garcia, Policy Analyst, Office of the Mayor