

# CITY OF LOS ANGELES

CALIFORNIA



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## DEPARTMENT OF CULTURAL AFFAIRS

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DANIELLE BRAZELL  
GENERAL MANAGER

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April 23, 2018

The Honorable Paul Krekorian  
Budget and Finance Committee Members  
%: City Clerk, City Hall, Room, 395  
Los Angeles, CA 90012

Dear Honorable Members:

In accordance with the Budget and Finance Committee Chair's request dated February 26, 2018, the Department of Cultural Affairs is providing the following comments on the Proposed FY2018-19 Budget.

The Mayor's Proposed 2018-19 Budget addresses funding for critical resources needed to deliver cultural services to residents and visitors through five core areas: Community Arts; Performing Arts; Grants Administration; Marketing, Development, Design, and Digital Research; and Public Art.

Over the past four years, DCA has stabilized many of its operations and worked to restore baseline capacity. The Department has invested in upgrading its systems, online grant applications, new communications infrastructure, and is developing the capacity and tools, that the public will need to provide services at scale with the city's population. In addition, DCA has developed several innovative new cultural programs such as 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; the **Artist in Residence Program** to collaborate with city departments like the Department of Transportation on creative solutions to save lives; **Hire LA Youth** to provide work experience to LA's future employees; **Current: LA Public Art Triennial** to bring public art to everyone outdoors for free; **Citywide Mural Program** to help strengthen mural resurgence in LA; and the **Los Angeles World Airports Public Art Program** to help showcase work from local and regional artists at LAX and Van Nuys Airports. Most recently, the Department launched the **Neighborhood Youth Arts Profile**, an online mapping tool that visualizes youth arts and wellbeing data of our neighborhoods. Each of these service delivery enhancements advances DCA's commitment to foster creativity at all levels in our city.



### **FY 2018-19 Budget Highlights**

The proposed FY18-19 budget for the Department of Cultural Affairs reflects essential resources the Department needs to provide cultural services commensurate with the population and scale of our city. The highlights below demonstrate the strategic investment made through the FY 18-19 budget.

Fund for Revenue Fluctuations – The Proposed Budget includes support for the Reserve for Revenue Fluctuations fund to offset Transient Occupancy Tax revenue during economic downturns. As DCA continues to stabilize operations, this reserve is a key component to ensure the continuity of arts and cultural services.

Community Arts – The Community Arts Division provides high-quality arts instruction in some of our city's most underserved communities. Baseline staffing at each community arts center is accomplished with this budget. These resources will ensure an equitable service delivery of arts education throughout this program.

Cultural Facilities – Capital improvement funding was provided to support deferred maintenance and mitigate public safety issues at our city's community arts centers and theatres. Additional funds through MICLA were allocated for major capital improvements to the Warner Grand Theatre and the Vision Theatre. The addition of a Management Analyst will help to manage the Department's capital portfolio, oversee a facility master planning process, and lead the partnered art centers RFP process in FY18-19.

Performing Arts Program – DCA has continued its efforts to reconstitute the Performing Arts Program, a critical component of the arts delivery system in communities with limited offerings. This program oversees operations of four city-owned theaters, community cultural festivals, and place-based events. The FY18-19 budget provides funding to manage and staff all four of the city theatres. This funding supports baseline resources required to bring operations in house, maximizing rental income and activating our city theatres on a more regular basis.

Grants for Families and Youth – As a result of increased activity of DCA's grants program, the Department received 30 new fundable grant applications to provide additional arts and cultural services to the city's communities and families. The FY18-19 budget provides a modest increase in grant funding to help address the growing need for cultural arts programming without taking away funds from current grantees. This increase in the grants portfolio will generate more than 90 additional cultural events, serving approximately 300,000 residents and visitors. Based on the standard multiplier, the additional grant funding will leverage an additional \$2.2 million dollars in economic activity for the arts.

International Collaborations – In preparation for the 2028 Olympics, the Department received funding for the International Collaboration Concert Program, a new initiative to seed collaborations between LA-based artists and cultural organizations with global partners. This pilot program funds fifteen global collaborations throughout our city to foster exchanges between the international community and the city's local communities.

Olympic Arts Murals – Also in preparation for 2028, the Department received funding to begin restoration of the city's 1984 Olympic murals. Treatment reports will be conducted on six Olympic Art Murals and conservation on three will begin in FY18-19.

City Hall Lighting Public Art Project – One time funding to upgrade the City Hall exterior lighting program. DCA will work with the Mayor's Office, Project Restore, and the Department of General Services to upgrade the program with 21<sup>st</sup> century intelligent fixtures.

At the crossroads of culture, Los Angeles demonstrates how a multiethnic city thrives in the 21<sup>st</sup> century. And, while creativity fuels our signature industries, it is culture that binds community. It provides meaning, reflection, and validation for people; builds communities around shared experiences; and recognizes otherness while emphasizing togetherness. Combined, **arts**, **culture**, and **creativity** are essential aspects of what makes our city vibrant.

We look forward to our continued partnership with the City Council through this budget process and the upcoming fiscal year. Thank you for your consideration of our comments and for your ongoing commitment to arts, culture, and creativity for all in our city.

Sincerely,



DANIELLE BRAZELL  
General Manager  
City of Los Angeles Department of Cultural Affairs

cc: Barbara Romero, Deputy Mayor, Office of the Mayor  
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