

CITY OF LOS ANGELES

CALIFORNIA



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DANIELLE BRAZELL
GENERAL MANAGER

March 27, 2018

The Honorable Eric Garcetti
Mayor of Los Angeles
City Hall, Room 303
Attention: Mandy Morales, Legislative Coordinator

The Honorable City Council
C/O: Office of the City Clerk
City Hall, Room 303

RE: REQUEST FOR APPROVAL TO RETROACTIVELY APPLY FOR AND ACCEPT A \$15,000 GRANT FROM THE NATIONAL ENDOWMENT FOR THE ARTS / ARTS MIDWEST BIG READ PROGRAM

SUMMARY

The City of Los Angeles Department of Cultural Affairs (DCA) applied for and received a National Endowment for the Arts (NEA) / Arts Midwest Big Read Program grant in the amount of \$15,000 to support the tenth annual Big Read Program in LA.

In accordance with Administrative Code 14.6.B, DCA requests authority to accept these grant funds, and expend them in accordance with the recommendations below.

RECOMMENDATIONS:

The General Manager of the Department of Cultural Affairs respectfully requests that the City Council, subject to approval by the Mayor:

1. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to retroactively submit a grant application to the National Endowment for the Arts / Arts Midwest Big Read Program;
2. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to submit all the necessary paperwork relative to the grant, subject to City Attorney approval as to form and content;
3. AUTHORIZE the Department of Cultural Affairs to accept a grant award from the National Endowment for the Arts / Arts Midwest Big Read Program in the amount of \$15,000;
4. AUTHORIZE the Department of Cultural Affairs to expend for the purposes of a minimum 1:1 match a percentage of full-time salaries equivalent to \$15,000 from Fund 100/30, Account 001010, Salaries General;
5. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to negotiate and execute the grant award and agreement on behalf of the City and submit the required reporting relative to the grant, subject to City Attorney approval as to form and legality;
6. AUTHORIZE the Department of Cultural Affairs to receive and expend National Endowment for the Arts / Arts Midwest Big Read Program funds for activities for all eligible purposes;
7. AUTHORIZE the Controller to:

- A. ESTABLISH a new appropriation account within Fund 337/30, Cultural Affairs Grants, to be labeled "NEA Big Read Program in LA 17-18";
 - B. APPROPRIATE \$15,000 received from National Endowment for the Arts / Arts Midwest into the newly established account ("NEA Big Read Program in LA 17-18") within Fund 337/30;
8. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to prepare any Controller's instructions needed to implement actions approved by the Council and Mayor on matters presented in or deriving from the transmittal, and/or to make necessary technical adjustments, and further, request that the Controller implement these instructions.

BACKGROUND

The Big Read is a national initiative of the NEA in partnership with Arts Midwest to broaden the public's understanding of our world, our communities, and ourselves through the joy of sharing a good book. DCA's 2018 Big Read Program in LA, presented in partnership with the LA Public Library, will mark the tenth consecutive grant award from the NEA to DCA in support of this annual literacy initiative.

DCA's 2018 Big Read Program in LA will feature author Claudia Rankine's critically acclaimed work *Citizen: An American Lyric*, whose poetic expression inspires readers to grapple with important political, social, and cultural subjects, and to consider the associations, meanings, and interpretations of language. This book will center a citywide conversation on social tensions, provide poetic insight into racial inequity, and generate constructive discourse. The Big Read Program in LA will consist of in-school and after-school activities, as well as free public reading groups, poetry slams, art exhibitions, walking tours, live performances, panels, and writing workshops throughout the City.

Key Big Read in LA program partners include the Los Angeles Public Library (LAPL) and the Los Angeles Unified School District (LAUSD) participating middle and high schools. In addition to these core members, the partnership team will include staff from DCA's Neighborhood Arts and Cultural Centers; SONY Pictures Entertainment; Social and Public Art Resource Center (SPARC); Self Help Graphics and Art; The Underground Museum; the Grammy Museum; KAOS Network; Grand Park/The Music Center; The Center for the Study of Political Graphics; The University of Southern California; Libros Schimbros Lending Library; and the LA Times Festival of Books.

DCA has successfully organized ten consecutive Big Read in LA programs, beginning in FY08/09. DCA and partners have reached over 78,000 Angelenos of all ages and have provided nearly 16,400 free books to public school students and community members. New readers have been cultivated, book-lovers have been inspired, and reluctant readers have been ignited to pick up a good book.

This grant requires a minimum 1:1 matching contribution. Existing full-time salary appropriations included in the FY 17/18 adopted budget have been identified for this match. The NEA accepts this funding as an appropriate match for the grant contribution.

FISCAL IMPACT

There is no impact to the General Fund 100.



DANIELLE BRAZELL General Manager
Department of Cultural Affairs