

CITY OF LOS ANGELES

CALIFORNIA



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DANIELLE BRAZELL
GENERAL MANAGER

July 29, 2015

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

The City Council
C/O Holly Wolcott,
City Clerk

RE: REQUEST FOR APPROVAL TO RETROACTIVELY APPLY FOR AND ACCEPT A \$200,000 GRANT FROM THE NATIONAL ENDOWMENT FOR THE ARTS FOR THE "PROMISE ZONE ARTS" PROGRAM AND SUBGRANT TO NONPROFIT GRANT PARTNERS

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 for the "Promise Zone Arts" 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 expend for the purposes of a 1:1 project match:
 - A. \$75,000 from Fund 100, Department 30, Account 9832, as approved by City Council in the adopted FY 15/16 City budget;
 - B. \$75,000 in FY 16/17, pending City Council approval and adoption of the FY 16/17 City budget;
 - C. A percentage of full-time salaries equivalent to \$25,000 from Fund 100, Account 1010, and up to \$25,000 in part-time salaries funds from Fund 100, Account 1070;
4. **AUTHORIZE** the Department of Cultural Affairs to accept a grant award from the National Endowment for the Arts in the amount of \$200,000 for a two-year grant period, from September 1, 2015 through August 31, 2017;
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 the City Attorney approval as to form and legality;



6. AUTHORIZE the Department of Cultural Affairs to receive and expend National Endowment for the Arts grant funds for activities for all eligible purposes, for a two-year grant period;
7. AUTHORIZE the Controller to:
 - A. ESTABLISH a new appropriation account within Fund 337, Cultural Affairs Grants, to be labeled "Promise Zone Arts FY 15/16";
 - B. APPROPRIATE up to \$200,000 received from the National Endowment for the Arts into the newly established account within Fund 337, "Promise Zone Arts FY 15/16";
8. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to execute subgrantee agreements, in a culminative amount not to exceed \$350,000, with nonprofit organizations the Alliance for California Traditional Arts, LA Commons, and the Youth Policy Institute in accordance with the grant award from the National Endowment for the Arts, subject to the City Attorney approval as to form and legality; and
9. 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 adjustment, and further, request that the Controller implement these instructions.

SUMMARY

The City of Los Angeles Department of Cultural Affairs (DCA) was invited to apply for a grant from the National Endowment for the Arts (NEA) Our Town program, designed to support creative placemaking projects that help transform communities into lively, beautiful, and resilient places with arts at their core.

In accordance Los Angeles Administrative Code 14.6(b) and 14.8(c), DCA requests authority to submit this grant application in accordance with the recommendations above, and authorization to subsequently accept grant funds.

In accordance with Los Angeles Administrative Code Sections 10.15 (a) (2), the City does not require competitive bids for contracts for the performance of professional, scientific, expert, or technical services of a temporary and occasional character for which competitive bidding is not practical or advantageous. DCA has determined that it is not practical or advantageous, because the City applied for and was awarded National Endowment for the Arts grant funds in partnership with the named entities as a condition of the grant agreement. DCA is requesting permission to enter into contracts with nonprofit grant partners to execute grant activities.

BACKGROUND

The National Endowment for the Arts' Our Town grant program supports creative placemaking projects where artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work to enhance quality of life and opportunity for residents, increase cultural and economic activity, and create a distinct sense of place.

NEA funding will support Promise Zone Arts (PZA), a cultural asset mapping program with site-specific cultural events that address – Los Angeles Promise Zone goals: improved educational opportunities,

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FY 15/16 Promise Zone Arts Transmittal
National Endowment for the Arts – Our Town grant program

economic development, neighborhood safety, and livability. A 2014 Federal designation, the Los Angeles Promise Zone consists of diverse, highly dense, and underserved communities in Hollywood, East Hollywood, MacArthur Park, Pico-Union, and Koreatown.

Cultural mapping and extensive community engagement will identify cultural assets, including folk and traditional artists that contribute to the area's rich cultural fabric. A Cultural Directory will be produced to inspire use of assets to advance cultural activity within the Promise Zone. Neighborhood events will feature arts interventions, including public art, performing arts programming, multi-media installations, and traditional folk arts that showcase cultural diversity, encourage dialogue, and advance livability within the Los Angeles Promise Zone.

Project partners, for which DCA was awarded funding to implement activities, are the Alliance for California Traditional Arts, which promotes ways for cultural traditions to thrive; LA Commons, which helps neighborhoods give voice to their unique stories through community-based arts programs; and The Youth Policy Institute, which will assist with educational programming.

FISCAL IMPACT

There is no impact to the General Fund 100.



DANIELLE BRAZELL
General Manager
Department of Cultural Affairs