

TRANSMITTAL

To:

THE COUNCIL

Date: 06/24/2016

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



(Ana Guerrero)

ERIC GARCETTI
Mayor



Eric Garcetti, Mayor
Rushmore D. Cervantes, General Manager

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June 22, 2016

Council File: New
Council District(s): Citywide
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The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall
200 N. Spring Street
Los Angeles, CA 90012

Attention: Mandy Morales, Legislative Coordinator

REQUEST FOR AUTHORITY TO ACCEPT CONTRIBUTIONS FROM THE PRIVATE SECTOR TO FUND THE LOS ANGELES HOUSING + COMMUNITY INVESTMENT DEPARTMENT'S "PHASES AND FACES OF AFFORDABLE HOUSING IN LOS ANGELES" BRIDGE GALLERY EXHIBIT

SUMMARY

The Los Angeles Housing + Community Investment Department (HCIDLA) requests authority to accept donations from the private sector to fund the design, installation and launch of its "Phases and Faces of Affordable Housing in Los Angeles" (Phases & Faces) City Hall Bridge Gallery exhibit, which is anticipated to be open to the public from March 15 - April 30, 2017. Contributors to this event are expected to include non-profits, banks, and other philanthropic organizations. HCIDLA also requests Mayor and Council authority for the Phases & Faces exhibit to be declared a Special Event, and that involved City departments be requested to waive all fees, costs and requirements for the purposes of this exhibit.

RECOMMENDATIONS

The General Manager of the Los Angeles Housing and Community Investment Department respectfully requests that:

I. Your office schedule this transmittal at the next available meeting(s) of the appropriate City Council committee(s) and forward it to City Council for review and approval immediately thereafter;

II. The City Council, subject to the approval of the Mayor, take the following actions:

1. ACCEPT privately fundraised funds
2. AUTHORIZE the Controller to:
 - a. Establish a new account 43N394 City Hall Bridge Gallery-Affordable Housing within Fund 44G/43 Affordable Housing Trust Fund.
 - b. Appropriate funds in Fund 44G/43 Account 43N394 City Hall Bridge Gallery-Affordable Housing on as needed basis, as contributions are received and deposited into Fund 44G Affordable Housing Trust Fund.
 - c. Expend funds upon proper demand of the General Manager of HCIDLA, or designee; and,
3. AUTHORIZE the General Manager of HCIDLA, or designee, to prepare Controller instructions and make any necessary technical adjustments consistent with the Mayor and City Council action on this matter, subject to the approval of the City Administrative Officer, and request the Controller to implement these instructions.
4. DECLARE that the Phases and Faces of Affordable Housing in Los Angeles Exhibit from March 15 to April 30, 2017 is a Special Event, and that involved City departments waive all fees, costs, and requirements for purposes of this exhibit.

BACKGROUND

Over the past 25 years, HCIDLA has gone through many incarnations, but the main focus has always remained the same - to increase the supply of affordable housing for the residents of Los Angeles. To commemorate this milestone, HCIDLA will be presenting Phases & Faces, a City Hall Bridge Gallery exhibit showcasing the phases of affordable housing development and the many diverse faces of individuals and families in need of affordable housing. Through the power of words and thought-provoking images, the exhibit aims to inform the public of the City's housing development/ preservation efforts and initiatives, highlight the public-private partnerships that have moved the housing agenda forward, expound the City's role in the battle against homelessness, dispel the racial stereotypes associated with these issues, and hopefully garner even more wide-spread support for affordable housing and homeless causes. Featured topics depicted in the exhibit will include the various types of housing available to everyone, affordability and the role of the Rent Stabilization Ordinance, HCIDLA's programs that ensure that housing in LA are safe and habitable, advances in energy efficiency and sustainability, housing's economic impact, and HCIDLA's supportive programs for LA's residents and communities.

The Bridge Gallery at City Hall has had a rich history of showcasing memorable and essential exhibits. It resides in a location that lends maximum visibility and exposure to both City officials and the visiting public. Phases & Faces will attempt to accurately address the affordable housing crisis and homelessness, and convey a strong message that these plights are not isolated illnesses that affect only the disenfranchised. These are issues that affect everyone both economically and socially, and they are problems that need to be actively confronted and dealt with as a society. HCIDLA hopes that observers

can walk out of that hallway with a greater sense of the crisis at hand and a renewed outlook on how they can make a difference.

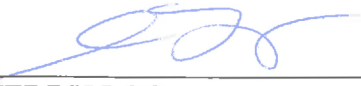
The City's Department of Cultural Affairs (DCA) who manages the Bridge Gallery has set the dates of the Phases & Faces Exhibit for March 15 - April 30, 2017. In collaboration with the DCA in curating the exhibit HCIDLA will be releasing an open call for submission to LA artists, affordable housing developers, art schools and organizations, and other interested parties who may want to submit photography that would fit the exhibit criteria and convey the desired message.

HCIDLA will reach out to its philanthropic and non-profit partners as well as banks and lending institutions to raise funds to help defray expenses such as the DCA exhibit fee, graphic design, production of exhibit materials, insurance and transport of art to be loaned to the exhibit in response to HCIDLA's call for submission, a reception to launch the exhibit, and other related expenses.

FISCAL IMPACT STATEMENT

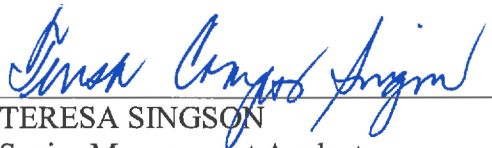
There will be no fiscal impact to the General Fund. All funding for the design, installation and launch of the Phases & Faces exhibit will be provided through contributions from the private sector. Donors will be formally recognized in the exhibit for their generosity and commitment towards the betterment of Los Angeles and its residents.

Prepared by:



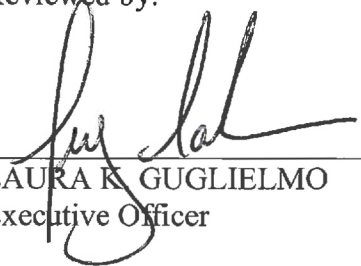
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