



## ARTS & CULTURE PRIORITIES FOR THE CITY OF LOS ANGELES

Arts, culture, and creativity play an integral role in making our city vibrant, prosperous, livable, and healthy. With Los Angeles' unique geography, the vitality of our neighborhoods is a critical element of a strong, unified city. Through the Department of Cultural Affairs (DCA), the City of Los Angeles provides quality and affordable arts education for all ages through strategically located arts and cultural centers and landmarks across many neighborhoods. The city also supports an active arts and culture sector through critical grants, public art development, and citywide initiatives. As a catalyst for cultural and economic development, DCA needs the ability to produce and provide access to funding, courses, workshops, exhibitions, and events, which honor LA's rich cultural heritage and treasured historical sites and provide meaningful experiences for residents and visitors.

Arts for LA encourages a continued commitment to advancing the role creativity plays in fueling our region's workforce through arts education and youth development, fostering cultural tourism for the city's projected 451 million annual visitors, and enhancing the quality of life for all our 4 million residents.

Our Arts and Culture Priorities for the City of Los Angeles in the coming year include:

### **DEEPEN INVESTMENT IN COMMUNITY ARTS AND YOUTH ARTS EDUCATION**

If the city is to equitably serve all neighborhoods, then cultural community arts centers need a deeper investment with greater resources, including increased administrative staffing and arts instructors. There are 37 city managed facilities including: ten arts and cultural centers, four theaters, two historic sites, six galleries, twelve public/private partnership arts facilities, and three art centers in development. Many centers are currently unable to serve communities and students after school, when they are needed most. We urge the city to reinforce the operations in these important spaces for all of our neighborhoods with increased resources and staffing.

### **EXPAND THE ARTS ACTIVATION PROGRAM**

We support the city's continued investment in place-based strategies rooted in public engagement. The Arts Activation program is one such strategy for inclusive community revitalization at the neighborhood level. Expanding the Arts Activation Program, which was launched to support the Great Streets Initiative, enhances the physical and social character of neighborhoods by animating public and private spaces, rejuvenating streetscapes, supporting local business activity, and improving public safety through arts and cultural activity. Since more resources are needed to equitably reach all neighborhoods, we ask the city to expand its investment in the Activation fund.

### **INCREASE THE COMMISSIONING AND CONSERVATION OF LA'S FINE ART MURALS**

Murals enhance the visual landscape of our city and are a signature LA art form that fosters neighborhood pride and contributes to the unique tapestry of our diverse communities. We urge the council to increase the investment made to restore and commission new fine art murals needed to maintain our city's legacy as a mural capital, which requires additional resources and staff.