



History of Arts & Culture Priorities

ArtsDay 2012

The first year of ArtsDay Los Angeles pioneered a dialogue between arts advocates and city council representatives with the goal of advancing access to the arts throughout Los Angeles. Specifically, 75 advocates, who met with council members and staff in delegation visits, urged the city to retain the full 1% of the Transient and Occupancy Tax, the sole revenue stream for the Department of Cultural Affairs (DCA). The event culminated in a lively reception celebrating over 200 grantees of DCA as well as the partnership between the City of Los Angeles and its arts and cultural communities.

ArtsDay 2013

In the second year, ArtsDay expanded to include both delegation visits with council offices as well as a Council Chambers presentation sponsored and led by Councilmember Tom LaBonge. 300 arts advocates wearing their red ArtsDay t-shirts (designed by a local artist) gathered in the Rotunda before entering Council Chambers. A dynamic group of speakers addressed the City Council to show their support for the arts and culture sector in the nation's Creative Capital. Arts and culture policy priorities focused on the following:

1. A Strong Economy initiative including incentives for small creative businesses; public transportation growth to bolster creative business access; and the restoration of the full 1% TOT allocation to DCA.
2. A Vibrant Economy request including appointments of artists and arts leaders on boards and commissions; support of ordinances, such as the mural ordinance, to maintain LA's identity as the Creative Capital; and support of the Broadway Arts Corridor project that would reinvigorate the city.
3. A Complete Education request that would support workforce development through a complete education for all young people in Los Angeles.

After the Council presentation, Arts for LA hosted a lunch in Bradley Tower to honor Mayor Villaraigosa, and 90 delegates met with their councilmembers.

ArtsDay 2014

The third year of ArtsDay was the largest showing of support, with hundreds of advocates gathering at City Hall to celebrate Los Angeles' rich arts and cultural communities. The day began with a reception in the Rotunda followed by a presentation in the Council Chambers, sponsored and led by Councilmember Tom LaBonge. Arts advocates packed the hall in red ArtsDay t-shirts to show their support for the region's creative sector. After the council presentation, a powerhouse line up of

speakers, and group photo on the steps of City Hall, 110 delegates met with their council district representatives to discuss a number of critical arts and culture priorities, which included:

1. A World Class City of Vibrant Neighborhoods, achieved by empowering the Department of Cultural Affairs with adequate resources; the confirmation of a General Manager to lead DCA's efforts; and the restoration of General Fund support for DCA's operation, as with other city departments.
2. A Strong Creative Economy built through the passing of a resolution in favor of SB 1432 to fund the California Arts Council's grant support to Los Angeles organizations; creation of incentives to halt runaway production and keep jobs in LA; the establishment of a Joint Committee Meeting of Workforce Development and Arts, Parks, Health, Aging, and the River Committee to ensure LA and LAUSD are united in serving the city's youth; and increased incentives for small creative businesses and entrepreneurs throughout Los Angeles.
3. Improving Equitable Access to Arts and Culture by fixing and widening restrictive language in the Arts Development Fee Administrative Code; including arts and culture strategies as tools to revitalize and redevelop communities and neighborhoods; and lastly to advocate for continued public transit expansions to experience arts and culture throughout the city.

ArtsDay 2015

In its fourth year, ArtsDay 2015 was a year of celebration of the many contributions and achievements by the City of Los Angeles, Council Committees, and the Department of Cultural Affairs. Hundreds of advocates gathered again to network at the Rotunda reception, which included a performance by a local LAUSD choir. Following the reception, advocates filed into Council Chambers to enjoy an exciting presentation, now led by Councilmember Mitch O'Farrell, Council District 13 and Chair of the Arts, Parks, Health, Aging, and River Committee. Dynamic speakers addressed the packed house and student spoken word artists filled the chamber with powerful poetry. Arts for LA and advocates applauded the City for their efforts in the following:

1. Increasing funding for mural conservation, restoration, and production of new murals throughout the city.
2. The confirmation by Mayor Garcetti of Danielle Brazell, a visionary leader, as the General Manager for the Department of Cultural Affairs who could continue to innovate and expand programs, services and funding for the city.
3. The collaborative, tremendous work of the City Controller, City Council Members, City Attorney, and the Department of Cultural Affairs to fix the Arts Development Fee (ADF), adjusting restrictions to provide greater flexibility to use up to \$10 million in unspent funds to benefit the city's residents.
4. The Department of Cultural Affairs' development of the Creative Economic Development Fund (CDEF) which would provide \$100,000 in grants to independent businesses, self-employed artists or cultural producers, artists collectives, or nonprofit organizations with earned income activities that use commercial strategies in pursuit of an arts or cultural mission.

ArtsDay 2016

In its fifth year, Arts for LA expanded ArtsDay LA to ArtsWeek - 3 days of civic engagement across Los Angeles County.

April 5: The LA County Board of Supervisors declare it to be ArtsWeek in LA County and present scrolls to three founding Arts for LA board members (Michael Alexander, Leni Boorstin, Charmaine Jefferson)

in proud recognition of their 10 years of leadership and achievement in advancing arts and culture throughout Los Angeles County, as arranged by Supervisor Solis.

April 6: ArtsDay LA in City Council Chambers, Los Angeles City Hall. Following the reception in the rotunda, advocates filed into Council Chambers to enjoy an exciting presentation, led by Councilmember Mitch O'Farrell, Council District 13. Dynamic speakers such as **Amy Aquino** (actress), **Judy Baca** (Visual and Public Artist; Founder and Artistic Director for the Social and Public Arts Resource Center SPARC; and Professor UCLA World Arts and Cultures and Chicano Studies), **Bryonn Bain** (Artist/Activist & Assistant Professor-in-Residence, UCLA Dept. of African-American Studies), **Alex Johnson** (Executive Director, Children's Defense Fund-California CDF-CA) addressed the packed house and the chamber with powerful poetry. Arts for LA and advocates applauded the City for their efforts in the following:

1. Deepening investment in community arts and youth education by supporting the reinforcement of operations in cultural community art centers (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).
2. Expanding the arts activation program by the city's continued investment in place-based strategies rooted in public engagement.
3. Increasing the commissioning and conservation of LA's fine art murals by enhancing 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.

April 7: TWEET OUT: an all-day social media campaign to reach out to located elected officials through social media to thank them for continued public investment in community arts centers, the value of arts education in workforce development, and for a robust cultural infrastructure.

- #ArtsDayLA hashtag - 116 users, 262 posts, 317,341 reach, and 992,767 impressions
- #ArtsVote hashtag - 125 users, 341 posts, 338,946 reach, and 892,287 impressions
- #ArtsWeek hashtag - 179 users, 329 posts, 491,690 reach, and 1,006,651 impressions

ArtsDay 2017

In its sixth year, Arts for LA expanded ArtsDay LA to ArtsMonth – 30 days of civic engagement across Los Angeles County.

April 3: Arts for LA hosts a Town Hall Meeting at the Japanese American Cultural and Community Center's Aratani Theatre featuring a panel discussion moderated by Bill Davis (President & CEO; KPCC) and speakers such as: Ahilan Arunlanantham (Director of Advocacy/Legal Director; American Civil Liberties Union), Betsy Butler (Executive Director; California Women's Law Center), Mayra Joachin (Staff Attorney; National Immigration Law Center), Daniel Kitowski (Director of Health Services; The Actors Fund), and Terra Russell Slavin (Deputy Director of Policy and Community Building; The Los Angeles LGBT Center).

April 4: The LA County Board of Supervisors declare it to be ArtsMonth in LA County and present a scroll to Arts for LA board in recognition of the launch of ArtsMonth 2017, as arranged by Supervisor Solis.

April 5: Regional Mayor's Summit hosts a break-out session entitled, "The Arts and Economic Growth" featuring Danielle Brazell (General Manager; Department of Cultural Affairs, City of Los Angeles), Sofia Klatzker (Executive Director; Arts for LA), Laura Zucker (Executive Director; Los Angeles County Arts Commission), and Craig Watson (Director; California Arts Council).

April 6: TWEET OUT: an all-day social media campaign to reach out to located elected officials through social media to thank them for continued public investment in community arts centers, the value of arts education in workforce development, and for a robust cultural infrastructure.

#ArtsDayLA hashtag - 2,498,523 impressions - 400% growth from 2016

#ArtsVote hashtag - 2,279,278 impressions - 155% growth from 2016

#ArtsMonth hashtag - 7,398,629 impressions - 636% growth from 2016

April 11: Arts for LA worked with advocates in Santa Clarita to create a local opportunity for civic engagement. The Santa Clarita Valley Alliance for the Arts attended the city council meeting to provide public comment at which ArtsDay was declared by Mayor Cameron Smyth. In addition, arts delegates were able to meet with the city council members and arts commissioners to discuss priorities for the community, including a recently approved Cultural Arts Master Plan.

April 12: Arts for LA convenes community stakeholders to discuss and review the newly developed Policy Framework as created through Arts for LA's strategic planning process.

April 14: Arts for LA produces "99% Allusional," a benefit performance featuring Roman Mars (Host and Creator; 99% Invisible) and Helen Zaltzman (Host and Creator; The Allusionist) at the Colburn School's Zipper Hall.

April 18: Arts for LA worked with advocates in Santa Monica to create a local opportunity for civic engagement. The City Council of Santa Monica recognized ArtsDay and ArtsMonth by stating, "We are a creative city that both honors its past and welcomes its future, relying on the innovation of our visionary pioneers and recognizing the accomplishments that have shaped our identity through The Arts and will continue to define us as a City."

April 19: ArtsDay LA in City Council Chambers, Los Angeles City Hall. Following the reception and performance by Viver Brasil Dance Company in the Edward R. Roybal Board of Public Works Session Room, advocates filed into Council Chambers to enjoy an exciting presentation, led by Councilmember Mitch O'Farrell, Council District 13. Dynamic speakers such as **Rory Pullens** (Executive Director; LAUSD Arts Education Branch), **Yosi Sergant** (Creator and Founder; Manifest Events | Task Force), and **Mason Williams** (Director of Digital Product Development; Mattel, Inc.) addressed the packed house and city council chamber. Arts for LA and advocates applauded the City for their efforts in the following:

1. Adopting a racial equity policy addressing the inequities within our institutions and government systems.
2. Creating a racial equity fund that would support the city's creation of a centralized fund to properly resource the programming to achieve racial equity across the city.
3. Increasing the commissioning and conservation of LA's fine art murals by enhancing 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.

4. Sustaining and increasing funding for the Department of Cultural Affairs to meet growing demands of the community and the individual neighborhoods benefitting from this vital investment.

April 22: The first annual Arts Access Datathon was a one-day event exploring how data can be used to improve access to the arts for everyone presented in partnership with Los Angeles County Arts Commission and the City of Los Angeles, Department of Cultural Affairs.

April 29: The California Alliance for Arts Educations hosted is 4th Annual "Student Voices Campaign" at Plaza de la Raza. Arts for LA partnered with Las Fotos Project to produce a student film which was submitted to the Student Voices Summit and Screening which won 2nd place in the state of California.