



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

Los Angeles is the only metropolitan area that can boast the highest number and greatest concentration of creative industries jobs in the U.S., representing 1 in 6 jobs locally, 13% of total local private wage and salary income, earning revenues of \$7.7 billion and has expected growth of 7% by 2019 (LAEDC). Tourism is among the largest and healthiest contributors to the Los Angeles economy, supporting an average of more than 517,000 jobs in the Leisure & Hospitality sector last year.

Arts for LA supports the City of LA's commitment to promoting arts and culture in order to build a more prosperous, safe, livable, and sustainable city. Through the Department of Cultural Affairs (DCA), the City of Los Angeles advances the social and economic impact of arts and culture through grantmaking, public art, community arts, and strategic marketing and development. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service to all residents and visitors in neighborhoods throughout LA.

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

#### **SUSTAIN AND INCREASE FUNDING FOR DCA**

Given the size of our local creative economy and the reach of DCA, including how the agency is bringing greater visibility to the region, fostering relationships with both arts organizations and individual artists, working across the city with various departments such as Metro and LAPD, and increasing delivery of services through new innovative programs, we support sustaining and increasing funding for DCA to meet the growing demands of the community and the individual neighborhoods benefiting from this vital investment.

We advocate for DCA to retain the full 1% of the Transient & Occupancy Tax, the sole revenue stream for the Department. For the seventh straight year, Los Angeles County has set a record for drawing big-spending tourists. The county hosted 48.3 million visitors in 2017, a 2.2% increase over the record 47.3 million tourists in 2016, according to Los Angeles Mayor Eric Garcetti. Estimates show visitors are expected to generate at least \$300 million dollars in transient occupancy tax collections for the City of Los Angeles in 2017, a record. These dollars are used to fund local fire, police as well as cultural and recreational services.

When tourism increases more than anticipated, how does DCA receive the greater percentage of funds?

#### **FUND 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. On October 12, 2013, the City of Los Angeles adopted a Mural Ordinance to allow for the creation of new Original Art Murals (OAM) on private property. We urge the council to continue investing in the restoration and commission of new fine art murals needed to maintain our city's legacy as a mural capital.

#### **MORE GENERALLY**

**Are we doing everything in our power to make sure the cultural ecology is supported?  
How do we maximize the investment in arts and culture in a changing funding landscape?  
What can we do to ensure artists can continue to live and work here?**

