



Olga Garay  
EXECUTIVE DIRECTOR

December 26, 2007

To All Interested Parties:

CULTURAL AFFAIRS  
COMMISSION

Adolfo V. Nodal  
PRESIDENT

York Chang  
VICE PRESIDENT

Celeste M. Alleyne  
Richard Montoya  
Lee Ramer  
Josephine Ramirez  
Gayle Garner Roski

On behalf of Mayor Antonio R. Villaraigosa and the Department of Cultural Affairs (DCA), I am pleased to invite you to submit a bid to conduct the City of Los Angeles' Cultural Master Plan process. The Cultural Master Plan is critical to developing Los Angeles as a national and international artistic center, thereby improving the quality of life for our nearly 4 million residents and promoting a vibrant cultural environment for our 25 million annual visitors. To accomplish these goals, we want to engage an accomplished consulting firm that will assist us in creating a collective vision for Los Angeles' arts and culture community, as well as identifying strategies through which DCA can play a significant role in accomplishing said vision.

The scope of work detailed in the accompanying Request for Proposals outlines a participatory, inclusive process that invites all sectors of our diverse community to envision the role Arts and Culture should play in Los Angeles. Our hope is to produce a strategic plan that builds upon our strengths, targets areas where we must improve and offers specific ways that the arts can be nurtured given the difficult economic issues facing the City.

The attached Request for Proposals offers a detailed blueprint for how we will move forward on this ambitious task, but it is important to note that we want a flexible, dynamic process and will work closely with the Consulting Team chosen to make course corrections, as needed, to develop a first rate plan. We hope you will consider embarking on this historic process with us, and thank you for your interest in creating the next Cultural Master Plan for the City of Los Angeles.

Sincerely,

Olga Garay  
Executive Director