



MEDIA ALERT
FOR IMMEDIATE RELEASE

March 7, 2014

CONTACT INFO: **Will Caperton y Montoya**
Director of Marketing and Development
City of Los Angeles Department of Cultural Affairs
will.caperton@lacity.org
213.202.5538

**City of Los Angeles Department of Cultural Affairs
and
Arts: Earth Partnership
announce
New 'Green Arts' Program Launch Event
at the
Los Angeles County Museum of Art**

Los Angeles – The City of Los Angeles Department of Cultural Affairs (DCA), the nonprofit Arts: Earth Partnership (AEP), the Los Angeles Department of Water and Power (LADWP), and the Bureau of Sanitation (BOS) have announced the launch event for an unprecedented Green Arts Program to be a part of the City of Los Angeles' Official Green Business Certification Program.

On Thursday, March 13, 2014, from 7:00 p.m. to 9:00 p.m. at the BP Grand Entrance at the Los Angeles County Museum of Art (LACMA), arts and civic leaders will celebrate the formation of a Green Business Certification Program made specifically for Arts and Cultural businesses.

There will be a brief recognition ceremony at 8:00 p.m. to honor:

- **Joel Shapiro** of Electric Lodge in Venice, CA. the founding venue of the Green Arts Program;
- Los Angeles City Councilmember **Mike Bonin** of the 11th Council District for his support;
- The **Bureau of Sanitation** for its vision of having a multi-faceted approach to business greening and embracing the Arts sector as a partner;
- **Randy Murphy**, Director of Operations at LACMA, for piloting the AEP certification to IAMFA Museums;

and,

- **LADWP** for setting such a clear and ambitious goal for Los Angeles to become the greenest big city in the nation.



MEDIA ALERT
FOR IMMEDIATE RELEASE

“We are thrilled to be a part of the Los Angeles Green Business Certification program and believe the City of Los Angeles has embraced a truly progressive approach with this public/private partnership and multi-pronged approach. As the ‘Creative Capital of the World,’ it is only fitting that Los Angeles have a green certification custom designed for the tremendous and vital arts and cultural sector,” said AEP Co-Founder Justin Yoffe.

“We are happy to collaborate with fellow City agencies and organizations on these important environmental programs, and look forward to working with them to promote and recognize businesses and facilities in the City, who operate in a sustainable manner,” said BOS Director Enrique C. Zaldivar.

The Los Angeles Green Business Certification Program will have a unique approach designed to maximize participants by providing customized checklists and processes for each major business sector that will lead to certification as Green Businesses. Conducted by the Arts: Earth Partnership, the Los Angeles Green Arts Program certifies arts and cultural facilities and businesses throughout the City.

To date, the Green Arts program under AEP has certified more than 20 theaters, museums, art galleries, and art support organizations including the cornerstone museum, LACMA, in process.

Additional Los Angeles Green Arts Program partners include: Arts for LA; LA Stage Alliance; Producers Guild of America – Green; Center for Sustainable Practice in the Arts; and Green Public Art.

Tickets to the launch event are available on-line at Eventbrite:
<https://www.eventbrite.com/e/aep-launch-event-at-lacma-tickets-10128309045>

Admission to the launch event includes free parking on-site at LACMA, musical entertainment, and beverages and finger foods provided by Patina.

For more information, please contact Adam Meltzer of AEP at 323.864.9130, or via email at: Adam@ArtsEarthPartnrship.orgor, or go to: www.artsearthpartnership.org.

For more information on the City’s Green Business Certification Program, please contact George Payba of the BOS at 213.485.3698, or via email at: george.payba@lacity.org, or go to: <http://environmentla.org/>.



MEDIA ALERT
FOR IMMEDIATE RELEASE

About the City of Los Angeles Department of Cultural Affairs

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 40 million annual overnight and day visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grantmaking, marketing, development, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's projected operating budget and managed portfolio totals \$52 million in fiscal year 2013/14. It consists of: \$13.4 million in City related and indirect cost allocations; \$10.5 million in Transient Occupancy Tax funds; \$9 million in one-time City funding; \$9 million in funds from the Public Works Improvements Arts Program (PWIAP); \$7.5 million from the Private Arts Development Fee Program (ADF); and \$2.4 million raised to date this fiscal year in private and public funds from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$16.5 million in PWIAP and ADF funds in FY13/14. Of this amount, typically 15% to 20%, or between \$2.5 and \$3.3 million, is attributable to artists' fees.

DCA's Marketing and Development Division has raised \$26 million over the last 12 fiscal years to re-grant to LA-based artists and arts and cultural organizations, and to support DCA's special programming and facilities. DCA also grants approximately \$2.3 million annually to 268 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division. Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

###