



**MEDIA ALERT**  
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**City of Los Angeles Department of Cultural Affairs  
Announces Pilot Programs to  
Stimulate Disaster Preparedness for Arts Businesses**

Los Angeles – Remembering the 20<sup>th</sup> anniversary of the costly Northridge earthquake in Southern California, the City of Los Angeles Department of Cultural Affairs (DCA) announces the launch of pilot programs to stimulate disaster preparedness for nonprofit arts organizations and artists’ businesses.

Last September, during Emergency Preparedness Month, the Grants Division of the City of Los Angeles Department of Cultural Affairs (DCA), the San Diego Foundation, and Arts Orange County met to review the results of an Emergency Readiness Survey created and disseminated in the summer of 2013. Survey results revealed that nearly 70% of artists’ businesses and nonprofit arts organizations did not have serious "business continuity" plans to quickly rebound from modest interruptions or community emergencies. Yet most survey respondents wanted to help their community in the aftermath of a disaster, like the many artists who volunteered or performed in shelters after Super Storm Sandy.

As founding partners of the Southern California Arts Responder Network, Joe Smoke, Felicia Shaw, and Pat Wayne from the agencies mentioned above discussed options to pilot different types of awareness campaigns and projects that would stimulate and encourage emergency readiness in their respective arts sectors.

In October, DCA posted a mini-grant application and awarded 22 local organizations with two-year subscriptions to an on-line emergency preparedness and business continuity planning platform called **ArtsReady**, developed in 2011 by the Atlanta-based agency South Arts in the aftermath of Hurricane Katrina.

The 22 Los Angeles organizations awarded grants are: The Actors Fund, Angels Gate Cultural Center, Arts and Services for the Disabled, Arts for LA, Inc., artworxLA (formerly The HeArt Project), California Lawyers for the Arts, Center for Nonprofit Management, Dance Resource Center of Greater Los Angeles, EngAGE, Future Roots, Inc., Gabrielino/Tongva Springs Foundation, Heroes of Life, The Hollywood Arts Council, Justice by Uniting in Creative Energy (JUICE), LA STAGE Alliance, Network of Ensemble Theatres, Piece by Piece,



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Plaza de la Raza, Rogue Artists Ensemble, Viver Brasil Dance Company, Vox Femina of Los Angeles, and Watts Village Theater Company.

Over the next two years these organizations will meet independently to quarterly program benchmarks, update Facebook content, upload data to the Cloud, select partners outside of the LA region, and encourage each other to innovate and upgrade their readiness for all types of business dilemmas under independent evaluation of the Southern California Center for Nonprofit Management. More than 20 other local, state, regional, and national partners are also piloting the same **ArtsReady** resource throughout the United States.

The first year of results from the **Los Angeles ArtsReady Pilot Program** will be available in early December, 2014.

### **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 have raised over \$26 million over the past twelve years to re-grant to LA-based artists and arts and cultural organizations for re-granting initiatives, 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 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.



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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](http://culturela.org) website visited by over 3 million people annually.

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