



MEDIA ALERT
FOR IMMEDIATE RELEASE

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Media Contact: **Will Caperton y Montoya**
DCA Director of Marketing and Development
213.202.5538
will.caperton@lacity.org

**DEPARTMENT OF CULTURAL AFFAIRS
AWARDED
NATIONAL ENDOWMENT FOR THE ARTS
BIG READ GRANT
FOR
2016 *BIG READ PROGRAM IN LOS ANGELES***

Today the National Endowment for the Arts [announced](#) the latest round of **Big Read grants**. Seventy-five nonprofit organizations will receive grants totaling more than \$1 million to host a Big Read project between September 2015 and June 2016. Visit neabigread.org for a list of Big Read grants sorted by [organization name](#), [state](#), and [book](#). If you are interested in connecting with any of these organizations, please contact NEA Public Affairs at [202-682-5570](tel:202-682-5570) and we will put you in touch.

A program of the National Endowment for the Arts, The Big Read broadens our understanding of our world, our communities, and ourselves through the joy of sharing a good book. Managed by Arts Midwest, this initiative offers grants to support innovative community reading programs designed around a single book. Each organization will develop unique programming that will provide their communities with the opportunity to read, discuss, and celebrate one of [37 selections](#) from U.S. and world literature.

NEA Chairman Jane Chu said, “The Big Read is a powerful example of how the arts can bring communities together and help us to connect with one another. These 75 organizations are creating valuable opportunities for their communities to share wonderful stories and characters and to have meaningful conversations.”

For more information about The Big Read, please visit the [About](#) and [FAQ](#) pages.

Contact information

For general inquires about The Big Read:

Arts Midwest
[612.238.8010](tel:612.238.8010)
thebigread@artsmidwest.org



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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 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 operating budget and managed portfolio totaled \$56 million in fiscal year 2013/14. It consisted 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 \$6.3 million in private and public funds raised from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio that totaled \$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, was attributable to artists' fees.

DCA's Marketing and Development Division has raised \$34 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.