



MEDIA ALERT
FOR IMMEDIATE RELEASE

July 15, 2015

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

**Arts-Based Community Development Investment
for
Los Angeles**

***City of Los Angeles Department of Cultural Affairs’
Promise Zone Arts Program
Selected as One of 69 National Endowment for the Arts
Our Town Projects Nationwide***

[Los Angeles] - **National Endowment for the Arts (NEA) Chairman Jane Chu** announced 69 **Our Town** awards totaling almost \$5 million through the NEA Our Town program's fifth year of funding. The **City of Los Angeles Department of Cultural Affairs (DCA)** is one of those recommended organizations, and will receive **\$200,000 - the maximum grant award** - to support **Promise Zone Arts**, a cultural mapping and community engagement program with site-specific arts and cultural events that address the following Los Angeles Promise Zone goals: improved youth educational opportunities; economic development and job creation; safety; and neighborhood livability. The NEA received 275 applications for Our Town this year and will make grants ranging from \$25,000 to \$200,000.

The Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Since the program’s inception in 2011, and including these projects, the NEA will have awarded 325 Our Town grants totaling almost \$26 million in all 50 states, Puerto Rico, and the District of Columbia.

A 2014 Federal designation, the Los Angeles Promise Zone consists of highly dense and diverse underserved communities in Hollywood, East Hollywood, MacArthur Park, Pico-Union, and Koreatown. The Promise Zone Arts program will identify cultural assets, including traditional and contemporary artists, who contribute to the area’s rich cultural fabric.

Neighborhood events will feature arts interventions, including public art, performing arts programming, multi-media installations, and traditional arts that showcase the areas’ diverse cultural treasures, encourage dialogue, and create opportunity for residents of these historic neighborhoods. Cultural treasures are



MEDIA ALERT
FOR IMMEDIATE RELEASE

defined as people, groups, events, places, practices that are culturally significant. Promise Zone Arts will develop a cultural platform to advance quality of life issues through the arts that can be replicated in other communities.

Promise Zone Arts partners include the Alliance for California Traditional Arts, which promotes ways for cultural traditions to thrive, and LA Commons, which helps neighborhoods give voice to their unique stories through community-based arts programs. The Youth Policy Institute, a lead Promise Zone designee, will further assist with youth arts programming.

Following the initial two-year grant period (2015-2017), DCA will seek a second Our Town grant from the NEA (2017-2019) to create a subsequent program allowing artists to create high-quality, site-specific work, including public art, performing arts programming, multi-media installations, and traditional folk arts. After the final program phase, an evaluation will develop policy for the city that will embrace cultural practices and the arts to address educational and economic community needs.

"The City of Los Angeles Department of Cultural Affairs demonstrates the best in creative community development and whose work will have a valuable impact on its community," said **NEA Chairman Jane Chu**. "Through Our Town funding, arts organizations continue to spark vitality that support neighborhoods and public spaces, enhancing a sense of place for residents and visitors alike."

"The arts reveal the heart and soul of our nation," said **Secretary of the U.S. Department of Housing and Urban Development Julian Castro**. "We're proud to work with the NEA to create neighborhoods of opportunity where culture is honored and creativity can flourish. Together with our partners, we'll give more Americans the chance to experience life in a vibrant and thriving community."

"Los Angeles is the creative crossroads of the world, with a dynamic and diverse arts scene," said **City of Los Angeles Mayor Eric Garcetti**. "DCA's Promise Zone Arts Program will help us better understand the existing rich and diverse cultural economy of neighborhoods in the Los Angeles Promise Zone, and will allow us to use information we collect to develop other strategies to deploy arts and cultural interventions as a way to meet our promise zone goals."

"LA's greatest strength is its human capital. Our artists fuel creativity in LA, and with this project, we want to invest in the creative output of people that reflect the cultural diversity of our Promise Zone neighborhoods," said **Department of Cultural Affairs' General Manager, Danielle Brazell**.

For a **complete listing of projects** recommended for Our Town grant support, please visit the NEA web site at arts.gov. Project descriptions, grants listed by state and by project type, and resources are available as well. The NEA's online resource, [Exploring Our Town](#), features case studies of more than 70 Our Town projects along with lessons learned and other resources.

The Twitter hashtags are: **#NEAOurTown15** and **#PZARTS**.



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 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.

###