



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

201 North Figueroa Street
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WEB culturela.org

MEDIA ALERT
FOR IMMEDIATE RELEASE

July 15, 2010

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**DEPARTMENT OF CULTURAL AFFAIRS ANNOUNCES
2011-2012 GUIDELINES FOR NONPROFIT ARTS ORGANIZATIONS &
OUTDOOR FESTIVALS/PARADES**

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) is pleased to announce the Grant Program 2011-2012 guidelines for organizations and outdoor festivals and parades. DCA's Grants Administration Division subsidizes artists, art teams, festival collaborations between social service organizations and arts producers, non-profit art organization operations, and non-profit art organization projects that specifically support arts management, dance, culture/history, literature, media, music, outdoor festivals/parades, theater, visual/design arts, traditional/ folk arts, or multi-disciplinary arts. All DCA grant-funded activities must support public-benefit activities.

This on-line publication provides information and application forms for non-profit arts organizations as well as non-profit organizations that produce cultural festivals. Eligible organizations may apply for a grant from DCA for operational or project support during fiscal year 2011-2012 (July 1, 2011 - June 30, 2012).

The postmark deadline for this round of grant applications is August 20, 2010.

The guidelines and a message from DCA Executive Director Olga Garay are available online at:

http://www.culturela.org/grants/10-11/2011-12_DCACulturalGrants_InfoApp.pdf

In September, guidelines and applications for individual artists - City of Los Angeles (COLA) fellowships and the Artist-In-Residence (AIR) program - will be available online. Also available in the Fall will be revised Cultural Exchange International (CEI) fellowship guidelines and application forms. Applicants to CEI may be individual creative professionals, non-profit organizations, or for-profit businesses.

DCA has scheduled a series of educational workshops to provide more information about the grant application process. Educational workshops are free



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and open to participants from any area of the LA region. Reservations are not required.

DCA Summer 2010 Workshop Schedule:

Wednesday, July 28, 3:00-5:00pm
John Muir Branch Library, 1005 W. 64th Street, Los Angeles, 90044

Thursday, July 29, 4:30-6:30pm
Eagle Rock Branch Library, 5027 Caspar Ave., Los Angeles, 90041

Thursday, August 5, 4:00-6:00pm
Van Nuys Branch Library, 6250 Sylmar Ave, Los Angeles, 91401

Friday, August 6, 11:00am-1:00pm
Echo Park Branch Library, 1410 W. Temple Street, Los Angeles, 90026

Saturday, August 7, 11:00am-1:00pm
Baldwin Hills Branch Library, 2906 S. La Brea Ave, Los Angeles 90016

For more information about the Grants Administration Division's 2011-2012 guidelines and application, please contact Joe Smoke, DCA's Grant Administration Division Director at: joe.smoke@lacity.org.

About the City of Los Angeles Department of Cultural Affairs (DCA)

The Department of Cultural Affairs generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA managed a portfolio of \$36.3 million in fiscal year 2009/10 which consisted of: \$9.6 million in Transient Occupancy Tax funds; \$11.4 million in funds from the Public Works Improvements Arts Program; \$8.9 million from the Private Arts Development Fee Program; \$5.1 million in City related and indirect costs; and over \$1.3 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. The Department provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.



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The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.3 million in fiscal year 2009/10. In addition, the agency raises outside public and private funds, over \$10.6 million since fiscal year 2006/07, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to fund DCA programs and facilities. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website visited by over 2.7 million people annually.

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