



MEDIA ALERT
FOR IMMEDIATE RELEASE

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Finalists Named for \$15 Million in Creative Placemaking Grants

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) has been named a finalist for support from ArtPlace, an unprecedented private-public collaboration of nine of the nation's top foundations, eight federal agencies including the National Endowment for the Arts, and six of the nation's largest banks. ArtPlace supports creative placemaking with grants and loans, research and advocacy. DCA joins 128 other organizations in 68 cities working to transform their communities by driving vibrancy through investments in the arts.

The selected projects represent the best of the more than 2,000 applications from across the country. Finalists were chosen for their potential to have a transformative impact on community vibrancy. Proposed projects run the gamut from temporary art spaces to permanent performance venues, from music festivals to art walks and from streetscaping to artist residencies.

"This new round of applications shows that there is serious momentum building for creative placemaking in the U.S.," says Carol Coletta, president of ArtPlace. "These artists and designers are an undervalued asset for kick-starting momentum in our communities. And in this economy, it's hard to imagine why any community wouldn't deploy every asset it has for success."

ArtPlace expects to distribute \$15 million in 2012. This year's grant recipients will be announced in May. Last year, 34 organizations received a total of \$11.5 million.

The full list of finalists can be found at:
<http://www.artplaceamerica.org/articles/2012finalists/>

Participating foundations include: Bloomberg Philanthropies, The Ford Foundation, The James Irvine Foundation, The John S. and James L. Knight Foundation, The Kresge Foundation, The McKnight Foundation, The Andrew W. Mellon Foundation, The Rockefeller Foundation, Rasmuson Foundation, The Robina Foundation, and an anonymous donor.

In addition to the NEA, federal partners are the departments of Housing and Urban Development, Health and Human Services, Agriculture, Education and Transportation, along with leadership from the White House Office of Management and Budget and the Domestic Policy Council. ArtPlace is also supported by a \$12 million loan fund capitalized by six major financial institutions and managed by the Nonprofit Finance Fund. Participating institutions are Bank of America, Citi, Deutsche Bank, Chase, MetLife, and Morgan Stanley.



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

The **Department of Cultural Affairs (DCA)** 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 ensures access to diverse and enriching cultural activities 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's operating budget and managed portfolio totaled \$38.2 million in fiscal year 2010/11. It consisted of: \$9.5 million in funds from the Public Works Improvements Arts Program (PWIAP); \$8.9 million in City related and indirect cost allocations; \$8.7 million from the Private Arts Development Fee Program (ADF); \$7.7 million in Transient Occupancy Tax funds; and over \$3.4 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 totaling \$18.2 million in PWIAP and ADF funds in FY10/11. DCA's Marketing and Development Division raised over \$16.3 million since FY07/08 to re-grant to LA-based artists and arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA also grants approximately \$2.2 million annually to over 280 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division.

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.

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