



MEDIA ALERT
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**City of Los Angeles Department of Cultural Affairs
Announces
New 'Green Arts' Program
to Promote and Recognize
Environmentally Sustainable Businesses
with the
City of Los Angeles Bureau of Sanitation
and the
Arts: Earth Partnership**

Los Angeles – The Department of Cultural Affairs (DCA), the nonprofit Arts:Earth Partnership (AEP), and the Bureau of Sanitation (BOS) have announced an unprecedented “Green Arts” program to be a part of the City of Los Angeles’ **Green Business Certification Program**.

The Los Angeles Green Business Certification Program will have a unique trifurcated approach designed to maximize participants by providing customized checklists and processes for each major business sector that will lead to certification as Green Businesses.

Conducted by the Arts:Earth Partnership, the **Los Angeles Green Arts Program** will certify arts and cultural facilities throughout the City. AEP will certify arts and cultural businesses using their Environmental Standards for Cultural Facilities; DCA will promote the program, and BOS will serve as coordinator. The Green Arts Program was created by a motion of recently retired Councilmember Bill Rosendhal (CD 11).

To date the Green Arts program under AEP has certified more than 20 theaters, museums, art galleries and art support organizations with many more, including the cornerstone museum LACMA in process.

Sanitation will partner with the Los Angeles Community College District (LACCD) to implement and run the general Los Angeles Green Business Program. This voluntary program will recognize and promote green businesses within the City of Los Angeles and focus on the office/retail, restaurant, and auto repair business sectors. The program was created through a motion by ex-Councilmember Richard Alarcon (CD 7).



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The third leg of the program is a partnership of BOS, the Los Angeles Tourism and Convention Board (LATCB), and Green Seal Inc. (Green Seal). The Los Angeles Green Lodging Program will certify green hotel and lodging properties in the City. Green Seal will certify facilities using their Environmental Standard for Hotels and Lodging Properties; the LATCB will promote the program, and BOS will serve as coordinator.

The Green Lodging Program was the first green business program to be implemented after the original motion from former Councilmember Alarcon.

Combined, the three programs will form the Los Angeles Green Business Certification program and establish Los Angeles as the first City in the United States to have custom green business certification process for each major sector.

“We are thrilled to be a part of the Los Angeles Green Business Certification program and believe the City of Los Angeles has embraced a truly progressive initiative with this public/private partnership and three pronged approach. As the Creative Capital of the world, it is only fitting that Los Angeles have a green certification custom designed for the tremendous and vital Arts and Cultural sector,” said AEP Co-Founder Justin Yoffe.

Olga Garay-English, Executive Director of the Department of Cultural Affairs, added: “Since 2007, DCA has been working with Arts:Earth Partnership to pilot this exemplary program. Working with BOS, we are now able to bring it to scale.”

“We are happy to collaborate with fellow City agencies and organizations on these important environmental programs, and look forward to working with them to promote and recognize businesses and facilities in the City, who operate in a sustainable manner,” said Bureau of Sanitation Director Enrique C. Zaldivar.

To become a certified green business, participants will have to comply with all environmental laws and regulations, and also meet program standards for conserving resources, preventing pollution, and minimizing waste, thereby improving the livability of the City’s neighborhoods.

For more information on the City’s Green Business Certification Program, please contact George Payba, Bureau of Sanitation, at 213.485.3698, or via email at: george.payba@lacity.org, or go to: <http://environmentla.org/>.



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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 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, 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 \$49.6 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 million raised to date 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 Executive Director and Marketing and Development Division have raised over \$21 million since FY07/08 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 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.



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About Arts:Earth Partnership

Arts:Earth Partnership is a grass roots nonprofit organization that has developed a hands on, customizable approach to green certifying arts and cultural businesses. Born at the 100% renewable energy powered Electric Lodge in Venice, CA, it entered into an unprecedented contract with the City of Los Angeles Department of Cultural Affairs in February, 2010 to assess and certify all of the City owned cultural facilities.

To-date, AEP has successfully certified twelve of the arts facilities owned and operated by the City of Los Angeles. AEP sees the greening process as a way to revitalize and stimulate the Arts organizations it serves through cost savings, networking, and expanded fundraising opportunities. After all, "Less Waste = More Art."

With generous grants from DCA and Council District 11, most cultural businesses can receive a free sustainability assessment from AEP which will provide them with a "menu" and roadmap to becoming a City-recognized green business.

For more information, please visit www.artsearthpartnership.org or contact its Director of Operations, Adam Meltzer, at: adam@artsearthpartnership.org.

About the Bureau of Sanitation

As the lead agency for the City's environmental programs and initiatives, the Bureau of Sanitation protects public health and the environment through the administration and management of three major program areas: Clean Water (Wastewater), Solid Resources (Solid Waste Management), and Watershed Protection (Stormwater). These infrastructure programs collect, treat, dispose, and recycle the solid and liquid waste generated by the nation's second largest city of 3.8 million residents in a 468 square mile area. Through these essential programs, the Bureau delivers a triple bottom line of economic, environmental, and social benefits that sustain the quality of life in the City of Los Angeles.

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