Los Angeles is the creative capital of the world, so culture isn’t an afterthought for us – it’s part of who we are, and it’s essential to the health and happiness of our people.

Art has extraordinary power to transform perceptions, attitudes, and behaviors, especially when it lives in places that are accessible to everyone.

We’re proud to invest in the creative expression that thrives in our city, because it gives Angelenos more opportunities to exercise their imaginations and inspire one another.
BEYOND
SURVIVE
THRIVE
The City of Los Angeles Department of Cultural Affairs (DCA) serves over 4 million residents and 50 million tourists that annually visit Los Angeles’s cultural destinations and contribute to the City’s economy. DCA grows and changes in response to the needs of the City, and manages an extensive array of enriching arts and cultural initiatives. DCA’s free or low-cost programming for young people, seniors, family, and friends serves as a testament to the City’s investment in building a more attractive, accessible, and vibrant place to live and visit.

As the City’s official arts agency, DCA’s direct reach within the diverse communities of Los Angeles is deep and broad. This year, the Department implemented new initiatives and approaches to advancing our core values of: **Inclusion; Diversity; Equity; Excellence; and Access** while stressing belonging by expanding outreach via our digital and social media platforms and generating economic vitality. These efforts have effectively leveraged Cultural Affairs as a collective impact department that accelerates citywide strategies.

**COVID-19 Pivot**

The COVID-19 pandemic created a global catastrophe impacting millions of people. The highly infectious virus quickly spread throughout the city and county of Los Angeles inundating hospitals with patients suffering from the virus infection. Mayor Eric Garcetti issued an emergency authorization for all residents of the city to
stay home with minimal contact. Businesses, schools, and many day-to-day activities were shut down to prevent the further spread and contagion of the deadly COVID-19 virus.

During this time, DCA staff were required to adapt to new ways of providing the much-needed services. As a result, DCA initiated numerous efforts to explore new technologies to continue providing inspirational art exhibitions and online courses for constituents to connect with on virtual and online platforms.

DCA’s Public Art Division and the Los Angeles City Council designated $340,000 in Arts Development Fees to establish a **Citywide COVID-19 Emergency Response Program** to provide additional emergency relief and commission opportunities for individual artists who live in Los Angeles. This effort provided opportunities for DCA to share new artistic voices during the pandemic.

Los Angeles City Mayor Garcetti requested DCA staff to create a social marketing campaign to encourage people to protect themselves and each other from infection. DCA developed the Art of Well-Being campaign to encourage residents of Los Angeles to practice social distancing, wear masks, get tested, and get vaccinated to prevent the further spread of the virus. The campaign was promoted with billboards around Los Angeles and at LAX, and across DCA’s social media platforms on Twitter, Instagram and Facebook, reaching thousands.

**Major Achievements and Initiatives**

**Initiating and Implementing New Programs and Services**

Over the last seven years, DCA expanded service delivery in communities with limited cultural infrastructure by launching and implementing innovative programs such as: **CURRENT:LA**; the **Arts Activation Fund**; the **Creative Catalyst Program**; the **Creative Pathways for Youth Initiative**; the **Neighborhood Youth Arts Profile**; the **Community Teaching Artist Certificate Program**; **Reimagine Public Art**; the **Art of Wellbeing campaign**; and the **Art of Belonging campaign**, among others.
Through numerous assessments of quantitative and qualitative data gathered to address constituent demand, DCA was also able to increase financial and staffing resources. To broaden the reach of the City’s arts and cultural programming, DCA partnered with more than 490 nonprofit arts and cultural organizations and artists this year to provide additional initiatives and activities for families and youth in applied creativity through music, dance, theater, poetry, visual, and digital arts, delivering cultural programs in virtually every LA neighborhood.

**Fortifying the City’s Historical and Iconic Infrastructure**

DCA successfully secured and obtained a United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Designation for Frank Lloyd Wright’s historic Hollyhock House commissioned by Aileen Barnsdall 100 years ago. This is the first and only UNESCO designation the City of Los Angeles has received, recognizing DCA’s preservation efforts.

DCA also completed a 5-year historic restoration of the Watts Towers in partnership with the Los Angeles County Museum of Art. The 100-year-old sculptural towers are a significant and iconic landmark for the Watts Community and the City of Los Angeles, and the Watts Towers Art Center has provided cultural enrichment programs to residents for the past 60 years.

Over the course of the last seven years, DCA successfully expanded the City’s cultural capital investment through more than 20 adaptive reuse and modernization projects throughout LA totaling over $150 million dollars.

**Promoting Social Equity**

DCA’s mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike. Earlier this year, DCA began a comprehensive Racial Equity Assessment of the Department’s organizational policies, practices, and perceptions to confirm the Department’s programs and policies are designed to advance equity.
DCA and the Los Angeles County Department of Arts and Culture will join international cities chosen for the World Cities Culture Forum’s Global Leadership Exchange Program. The two agencies will have a principal role in two projects: a Cultural Olympiad two-way exchange between Los Angeles City and County and their Paris counterparts to embed frameworks for cultural equity and inclusion in the 2024 and 2028 Olympics; and a multi-city Cultural Data Mapping exchange to share best practices in data collection of cultural assets to manage resources effectively.

**Building Vibrant, Equitable, and Sustainable Programs**

Through the dedication, innovation, and commitment of DCA’s staff, the Department has managed to leverage the status of the City as an exemplary leader in arts and cultural programming. Based on a recent survey by the Southern Methodist University (SMU) Data Arts, the Los Angeles Region was ranked #1 in terms of creative workers and #3 as one of the most robust arts and cultural markets in the Country. The SMU Arts Vibrancy Index Report, which draws upon a set of data-informed indices to recognize arts-vibrant communities across the United States indicates this sector, like every other in our city, has been especially hard hit as a result of the public health crisis.

In February 2021, a public opinion survey completed by Loyola Marymount University’s Center for the Study of Los Angeles (StudyLA) concluded that Angelenos want more access to arts and culture, especially at the local and neighborhood levels. Over 2,000 adults completed surveys conducted in English, Spanish, Mandarin, and Korean and respondents were asked a range of questions about quality-of-life perceptions and various civic issues. The report represents responses pertaining to all substantive questions about arts and culture. The responses in the report are clear in conveying that our City’s residents overwhelmingly believe that:

- Access to arts and culture helps promote health and well-being
- Murals, cultural festivals, and public art foster a sense of belonging
- Art helps to understand other cultures better
• Arts and culture helps people feel connected to their community
• Arts and culture helps people feel connected to Los Angeles
• Arts and culture is an important part of being an Angeleno

Cities across the country recognize the important role creativity will play in rebuilding local economies and community well-being by putting their creative workers back to work to create a more livable, equitable, and prosperous city - and Los Angeles is no exception. Los Angeles is fueled by creativity and innovation.

Acknowledgements

DCA is, indeed, a unique and strong local arts agency. I want to take a moment to publicly thank and acknowledge all of DCA’s employees, and especially thank DCA’s Senior Staff: Daniel Tarica, Will Caperton y Montoya, Felicia Filer, Alma Gibson, Ben Johnson, Joe Smoke, and Leslie Thomas for their leadership and fierce and unwavering dedication. I am honored to have worked alongside them and learned from them and their teams.

DCA continually strives to maintain its role as a leading, innovative, creative agency devoted to service. DCA accomplished great things for the people of our city and remains committed to the roles that arts and culture play in Los Angeles.

Danielle Brazell
General Manager
City of Los Angeles Department of Cultural Affairs
## DCA’s Impact

**FY 2020/21**

**$16.3 MILLION**

The City of Los Angeles’s Overall Investment in the Arts

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Funded Project Participants</td>
<td>2,440,205</td>
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<tr>
<td>Social Media Followers and Website Users</td>
<td>581,402</td>
</tr>
<tr>
<td>Community Arts Participants</td>
<td>313,086</td>
</tr>
<tr>
<td>Performing Arts Participants</td>
<td>26,559</td>
</tr>
<tr>
<td>Public Art Funded Program Participants</td>
<td>5,735</td>
</tr>
</tbody>
</table>

**3,366,987**

Total People Served

Daniel Tarica
Assistant General Manager
The Grants Administration Division supports more than 1,500 programs and events each year by funding local artists, arts organizations, and festival producers. Upwards of $4 million is awarded to more than 300 organizations annually to stabilize and support this sector and to create free and low-cost arts and cultural experiences for Angelenos in neighborhoods across the city. This year more than 800 individual artists were supported through the Artist Emergency Relief Fund in response to canceled events because of the pandemic.

DCA's grants system uses a competitive peer-review process to contract with 490 nonprofit and individual grantees for services in every community.

Joe Smoke
Grants Administration Division Director
grants administration division

FY 2020/21

$4,114,686
TOTAL GRANT INVESTMENT

2.4 MILLION
AUDIENCE MEMBERS SERVED

2,208 ARTS JOBS CREATED
1,577 ARTS EVENTS SUPPORTED
311 NONPROFITS SUPPORTED
179 INDIVIDUAL ARTISTS SUPPORTED
Inclusive and representative high-quality arts and cultural experiences are the hallmarks of the Community Arts Division. The Division encompasses 36 neighborhood arts and cultural centers, theaters, and historic sites serving young people and adults.

The centers and theaters are community hubs that are familiar places for unique and highly coveted art experiences and educational programs staffed by dedicated full and part-time art instructors. The historic sites are architectural treasures that are carefully conserved for future generations to enjoy.

Leslie Thomas
Community Arts Division Director
They buried us
but they didn’t know
we were seeds
community arts division

DCA ART CENTERS LOCATIONS

FY 2020/21

313,086 COMMUNITY ARTS PARTICIPANTS SERVED

4,173 COMMUNITY ARTS ACTIVITIES
community arts division

DCA MANAGED ARTS CENTERS

Barnsdall Park and Los Angeles Municipal Art Gallery
Isabelle Lutterodt

Canoga Park Youth Arts Center
Stuart Vaughan

Lincoln Heights Youth Arts Center
Angelica Loa Perez

Sun Valley Youth Arts Center
Jesus (Chuy) Rangel

Watts Towers Arts Center Campus
Rosie Lee Hooks

William Grant Still Arts Center
Amitis Motevalli
Music, dance, theater, and performance art thrive in Los Angeles through the Performing Arts Program. It supports seven theaters whose productions play a vital role in providing a catalyst for economic development, community engagement, and civic identity. These community theaters reshape attitudes, counter cultural stereotypes, and inspire creativity. These venues will be a vital part of the economic recovery of our creative enclaves.

The Performing Arts Program uses an independent, peer-review panel and a public review process to select artists to create and present programming at the theaters.

Ben Johnson
Performing Arts Program Director
performing arts program

DCA THEATER LOCATIONS

FY 2020/21

26,559 PERFORMING ARTS PARTICIPANTS SERVED

227 PERFORMING ARTS ACTIVITIES
performing arts program
The Marketing, Development, Design, and Digital Research Division communicates the vitality of the arts in LA by designing and promoting policy, programming, initiatives, exhibitions, and other cultural events. The division works with local, state, national, and international arts organizations to promote cultural awareness and increase access to arts education.

The division raises funds from government agencies, corporations, private individual donors, and foundations to support arts and culture and promote the local creative economy. With a social media reach of more than 2.13 million, the division highlights the city’s cultures and creative communities by building innovative campaigns; developing relevant content for culturela.org; crafting communications for the media; and designing digital tools in addition to engaging publications, catalogs, event calendars, and cultural guides.

Will Caperton y Montoya
Director of Marketing, Development, and Design Strategy
marketing, development, design, and digital research division

FY 2020/21

$16.3 MILLION
CITY’S INVESTMENT IN THE ARTS

2,130,628
SOCIAL MEDIA IMPRESSIONS

$767,842
FUNDS RAISED

648
FESTIVALS AND EVENTS CURATED IN CULTURAL GUIDES
The Public Art Division creates relevant art that gives neighborhoods a sense of space and belonging. The division engages residents and visitors through five types of arts programs: the Public Works Improvements Arts Program, the Private Arts Development Fee Program, the Murals Program, the Airport Public Art Exhibition Program, and the City Art Collection.

Art in the public realm represents an invitation to engage. Murals are neighborhood conversations; sculptures describe place; and festivals, whether in-person or online, are opportunities for cross-cultural connections. Art becomes a remedy for walls and fences as each program enriches communities with cultural amenities, giving a sense of regeneration, ownership, and pride for residents while remaining an expression of our city’s rich cultural diversity for visitors.

Felicia Filer
Public Art Division Director
## Public Art Division

**FY 2020/21**

### Total Value of Active Percent for Art Projects

- **$2,070,600**

### Key Statistics

<table>
<thead>
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<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Square Feet of Registered Murals</td>
<td>13,747</td>
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<tr>
<td>Public Art Program Participants</td>
<td>5,735</td>
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<tr>
<td>Number of Active Percent for Art Projects</td>
<td>8</td>
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</tbody>
</table>
DCA’s General Administrative and Support Program encompasses personnel, payroll, facilities, budgeting, and accounting. The team is responsible for processing over 500 contracts annually, positioning DCA as the second ranking agency in terms of the number of City of LA contracts awarded and administered. The proper and smooth administration of the department ensures that the city continues its tradition as a leading artistic destination, incubator, and cultural hub.

Alma Miranda Gibson
General Administrative and Support Program Director
general administrative and support program

FIVE YEAR SUMMARY: BUDGET AND STAFF POSITIONS

BUDGET IN MILLIONS

NUMBER OF POSITIONS

FTE (Full Time Employees) / PTE (Part Time Employees)
29 DCA ARTS AND CULTURAL CENTERS AND HISTORIC SITES

DCA Managed (18)

A. Barnsdall Park
   4814 Hollywood Boulevard
   Los Angeles, CA 90027
   Barnsdall Arts Center (BAC)
   Barnsdall Junior Arts Center (JAC)
   Barnsdall Junior Arts Center Gallery
   Hollyhock House Historic Site
   Los Angeles Municipal Art Gallery (LAMAG)
   323.644.6295 Barnsdall Arts Center
   323.644.6275 Barnsdall Junior Arts Center
   323.913.4031 Hollyhock House
   323.644.6269 Los Angeles Municipal Art Gallery (LAMAG)

B. Canoga Park Youth Arts Center (CPYAC)
   7222 Remmet Avenue
   Canoga Park, CA 91303
   818.346.7099

C. Henry P. Rio Bridge Gallery at City Hall
   200 North Spring Street
   Los Angeles, CA 90012

D. Lincoln Heights Youth Arts Center (LHYAC)
   2911 Altura Street
   Los Angeles, CA 90031
   323.224.0928

E. Manchester Youth Arts Center at The Vision Theatre (MYAC)
   3341 West 43rd Place
   Los Angeles, CA 90008
   213.202.5508

F. Sun Valley Youth Arts Center/The Stone House (SVYAC)
   8642 Sunland Boulevard
   Sun Valley, CA 91352
   818.252.4619

G. Watts Tower Arts Center Campus
   1727 East 107th Street
   Los Angeles, CA 90002
   Charles Mingus Gallery
   Charles Mingus Youth Arts Center (CMYAC)
   Dr. Joseph and Bootsie Howard Gallery
   Noah Purifoy Gallery
   Watts Towers Historic Site
   Watts Towers Arts Center (WTAC)
   213.847.4646 Watts Towers Arts Center
   323.566.1410 Charles Mingus Youth Arts Center

H. William Grant Still Arts Center
   2520 South West View Street
   Los Angeles, CA 90016
   323.734.1165
   William Grant Still Arts Center (WGSAC)
   William Grant Still Arts Center Gallery
## 29 DCA Arts and Cultural Centers and Historic Sites, Continued

### Public/Private Partnerships (8)

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
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<tr>
<td>I.</td>
<td>Art in the Park</td>
<td>5568 Via Marisol</td>
<td>323.259.0861</td>
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<tr>
<td></td>
<td></td>
<td>Los Angeles, CA 90042</td>
<td></td>
</tr>
<tr>
<td>J.</td>
<td>Eagle Rock Community Cultural Center</td>
<td>2225 Colorado Boulevard</td>
<td>323.561.3044</td>
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<tr>
<td></td>
<td>/ Center for the Arts Eagle Rock</td>
<td>Los Angeles, CA 91316</td>
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<td>K.</td>
<td>Encino Arts and Cultural Center</td>
<td>16953 Ventura Boulevard</td>
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<td></td>
<td></td>
<td>Encino, CA 91316</td>
<td></td>
</tr>
<tr>
<td>L.</td>
<td>Lankershim Arts Center</td>
<td>5108 Lankershim Boulevard</td>
<td>323.561.3044</td>
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<tr>
<td></td>
<td></td>
<td>North Hollywood, CA 91603</td>
<td></td>
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<tr>
<td>O.</td>
<td>William Reagh – LA Photography Center</td>
<td>2332 West Fourth Street</td>
<td>213.382.8133</td>
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<tr>
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<td></td>
<td>Los Angeles, CA 90057</td>
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<tr>
<td>P.</td>
<td>Van Nuys Airport</td>
<td>San Fernando Valley Public Art</td>
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<tr>
<td></td>
<td></td>
<td>Exhibition Program</td>
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<td></td>
<td></td>
<td>16461 Sherman Way</td>
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<tr>
<td></td>
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<td>Van Nuys, CA 91046</td>
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### Prop K Facilities in Development (3)

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<th>Name</th>
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<tr>
<td>Q.</td>
<td>Downtown Youth Arts Center Fire Station #23 (DYAC)</td>
<td>225 East 4th Street</td>
<td></td>
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<td></td>
<td></td>
<td>Los Angeles, CA 90013</td>
<td></td>
</tr>
<tr>
<td>R.</td>
<td>Highland Park Youth Arts Center (HPYAC)</td>
<td>III North Bridewell Street</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Los Angeles, CA 90042</td>
<td></td>
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<tr>
<td>S.</td>
<td>Oakwood Junior Arts Center</td>
<td>Vera Davis McLendon Youth Arts Center</td>
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<tr>
<td></td>
<td></td>
<td>610 California Avenue</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Venice, CA 90291</td>
<td></td>
</tr>
</tbody>
</table>
7 DCA THEATERS

DCA Managed (5)

T. Barnsdall Gallery Theatre (BGT)
   4814 Hollywood Boulevard
   Los Angeles, CA 90027
   323.644.6272

U. Madrid Theatre
   21622 Sherman Way
   Canoga Park, CA 91303
   818.347.9938

V. The Taxco/Canoga Park Stage Arts Lab
   7742 Owensmouth
   Canoga Park, CA 91303
   818.347.9419

W. Vision Theatre
   3341 West 43rd Place
   Los Angeles, CA 90008
   213.202.5508

X. Warner Grand Theatre (WGT)
   478 West 6th Street
   San Pedro, CA 90731
   310.548.7672

Public/Private Partnerships (2)

Y. Los Angeles Theatre Center / The NEW LATC
   514 South Spring Street, 2nd floor
   Los Angeles, CA 90013
   213.489.0994

Z. Nate Holden Performing Arts Center (NHPAC)
   4718 West Washington Boulevard
   Los Angeles, CA 90016
   323.964.9768
DEPARTMENT OF CULTURAL AFFAIRS

ABOUT DCA

As a leading, progressive arts and cultural agency, the Department of Cultural Affairs (DCA) empowers Los Angeles’s vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA’s residents and visitors, and ensure LA’s varied cultures are recognized, acknowledged, and experienced. DCA’s mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grantmaking, public art, community arts, performing arts, and strategic marketing, development, design, and digital research. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow us on Facebook at facebook.com/culturela, Instagram @culture_la, and Twitter @culture_la.
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Mayor
City of Los Angeles

Mike Feuer
Los Angeles City Attorney

Ron Galperin
Los Angeles City Controller

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Mark Ridley Thomas, District 10
Mike Bonin, District 11
John S. Lee, District 12
Mitch O’Farrell, District 13
Kevin de Leon, District 14
Joe Buscaino, District 15

CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS EXECUTIVE AND SENIOR TEAM

Danielle Brazell
General Manager

Daniel Tarica
Assistant General Manager

Will Caperton y Montoya
Director of Marketing, Development, and Design Strategy

Felicia Filer
Public Art Division Director

Alma Miranda Gibson
General Administrative and Support Program Director

Ben Johnson
Performing Arts Program Director

Joe Smoke
Grants Administration Division Director

Leslie Thomas
Community Arts Division Director

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Thien Ho, Vice President
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Eric Paquette
Robert Vinson

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