



MEDIA ALERT
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Media Contact: Rhonda Mitchell
Public Information Director
City of Los Angeles Department of Cultural Affairs
rhonda.mitchell@lacity.org

**Department of Cultural Affairs
and
Los Angeles City Councilmember Paul Krekorian
announce
Business Stimulation Contracts
for
Nonprofit and For-profit
Theater Businesses**

LOS ANGELES, CA – North Hollywood is home to one of the largest theater districts in California. The NoHo Arts District, impacted by the COVID-19 public health crisis and subsequent physical distancing, has experienced a dramatic loss of revenue from canceled in-person shows, performances, concerts, and other public gatherings. To support and sustain active theater businesses headquartered within Council District 2 that have been affected by the Safer-at-Home directive and physical distancing; the City of Los Angeles Department of Cultural Affairs (DCA) and Los Angeles City Councilmember Paul Krekorian are authorizing \$200,000 in Arts Development Fees to theaters in Council District 2. Funds will be administered through DCA.

The Department of Cultural Affairs is offering business-stimulation contracts of \$8,000 to qualified nonprofit or for-profit theater businesses to create online experiences such as theater workshops, community classes, play-readings, one-person shows, or edited versions of past events.

“The Department of Cultural Affairs applauds Councilmember Krekorian and his team for doing everything possible to safeguard theaters and creative spaces in Council District 2,” said Danielle Brazell, General Manager of the Department of Cultural Affairs. “This direct assistance will provide cultural programming to uplift our spirits and enhance our emotional wellbeing while protecting the cultural organizations that contribute to the civic life and economic vitality of our communities.”

“The public health requirements around COVID-19 have devastated live theater in the NoHo Arts District and throughout my district,” said Councilmember Krekorian, who represents the area. “The funds will help these institutions



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survive until they can once again provide the extraordinary productions that have thrilled theatergoers for decades.”

“It’s appropriate that Los Angeles, with its worldwide reputation for excellence in the arts, would do everything possible to assist the NoHo Arts District,” said Krekorian. “I am profoundly grateful to the Department of Cultural Affairs for its critical work in making these funds available so quickly.”

Eligibility

A limited number of contracts are available. Once DCA receives 15 eligible proposals, the first peer review panel will begin, and an initial round of funding will take place. The second round of review and awards will be made after the next 15 eligible proposals are received, or until the application deadline of June 12, 2020.

Funds may be used for rent, salaries, artists fees, videography, marketing, website administration, and related costs to be incurred between July 1 and August 31, 2020. Each theater business may submit only one (1) application. Eligible theater businesses with fewer than 50 paid annual workers (including proprietors, salaried employees, and independent contractors) are encouraged to apply.

For a complete list of eligibility requirements, instructions on the application process, and the timeline for application and approvals, please visit:

<https://culturela.org/grants-and-calls/restarting-community-business-with-live-theaters-headquartered-in-council-district-2/>

The deadline to submit your application (one per person and venue) is **Friday, June 12, 2020, by 11:59 p.m.**

Questions about this special grant program from potential applicants can be directed to DCA Arts Associate, Brenda Reynolds, at: brenda.reynolds@lacity.org.

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

As a leading, progressive arts and cultural agency, 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



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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](https://www.facebook.com/culturela), Instagram [@culture_la](https://www.instagram.com/culture_la), and Twitter [@culture_la](https://twitter.com/culture_la).

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