



MEDIA ALERT
FOR IMMEDIATE RELEASE

MEDIA ALERT

September 20, 2021

Contact: **Will Caperton y Montoya**
Director of Marketing, Development, and Design Strategy
will.caperton@lacity.org

**City of Los Angeles Department of Cultural Affairs
and
Councilmember Mark Ridley-Thomas
Announce
Request for Proposals
for the
Management, Operations, Programming, and Engagement
of the
Vision Theatre and Manchester Junior Arts Center**

Los Angeles - The **Department of Cultural Affairs (DCA)** and the **Office of Councilmember Mark Ridley-Thomas (CD 10)** are seeking to contract with a venue operator to manage, operate, and program the **Vision Theatre** and the **Manchester Junior Arts Center (Vision | MJAC)**. The Request for Proposals is now available online at culturela.org. The deadline for applying is **December 17, 2021 at 11:45 p.m.**; all proposals must be submitted via email to: dca.contractsunit@lacity.org.

In collaboration with Council District 10 and other members of the Proposition K program management team, the Department of Cultural Affairs developed the Request for Proposals (RFP) to solicit responses from performing arts groups and venue operators to manage and operate the Vision Theatre and Manchester Junior Arts Center (Vision|MJAC) located in the vibrant and historic Leimert Park Village neighborhood of South Los Angeles in Council District 10.

"The Vision Theatre sits as the crown jewel of performance and artistic expression in Leimert Park. Its rebirth represents a grand opportunity to honor a long and storied cultural legacy as well as write a new chapter," said **Councilmember Ridley-Thomas**. "While there are still many stops ahead, this solicitation for an operator with the skill and capacity to program to the caliber that the community deserves and expects, gets us even closer to a long-awaited opening night."

"The Department's goal is to reopen the Vision Theatre as the premiere venue in South Los Angeles serving the community. We will accomplish this goal by



MEDIA ALERT
FOR IMMEDIATE RELEASE

completing a \$40 million adaptive reuse and modernization project and by identifying the most experienced and qualified partner to successfully program, operate, manage, and maintain the Vision|MJAC,” said **DCA General Manager Danielle Brazell**. “Partners with a proven track record of administering a year-round, multidisciplinary performing arts center/theater with a training program focused on the creative development of young people in the performing arts, technical production, and leadership will be considered through this process.”

Vision Theatre and Manchester Junior Arts Center

The Vision Theatre, a Spanish-style Art Deco movie palace built in 1931, stands in the heart of Leimert Park Village. In 1997, the City of Los Angeles took control of the property with the goal of providing a performance and junior arts center, under DCA’s Performing Arts Program within its Community Arts Division. Through Proposition K funding, Phase 1 of the renovation of the theater was completed in 2011. The focus of Phase 1 was to renovate and restore the front portico, lobbies, and upstairs offices and events spaces to become the Manchester Junior Arts Center (MJAC).

The City is currently in the process of completing Phases 2, 3, and 4 of the renovations. These phases include: a complete restoration of the historic ceiling mural; a complete renovation of the audience chamber with 750 seats; building a new stage and fly loft with state-of-the-art production and audio/visual equipment; creating a new lounge/event space; and providing new offices and storage, backstage dressing rooms, orchestra pit, artist amenities and green room, stage door/loading dock, and other production enhancements. To date, the City has invested \$36.5 million in infrastructure upgrades, preservation, and interior improvements.

RFP Questions

Questions regarding this RFP can be addressed to: dca.contractsunit@lacity.org. All questions and answers will be made available to all applicants on the LABAVN website at: <https://labavin.org>. No individual answers will be given. The deadline for questions is **Friday, December 10, 2021**.

RFP Pre-Proposal Conferences/Site Walks

Two (2) socially-distanced, in-person, mandatory Pre-Proposal Conferences/Site Walks will be held for applicants to attend either on **Tuesday, October 5, 2021 at noon or on Wednesday, November 3, 2021 at noon** at the Vision Theatre, 3341 West 43rd Place, Los Angeles, CA 90008. RSVPs are required in advance by **Friday, October 1, 2021 or Friday, October 29, 2021** to receive tour link and protocols. Applicants should RSVP to: yvonne.farrow@lacity.org.



MEDIA ALERT
FOR IMMEDIATE RELEASE

RFP Working Group

A working group consisting of staff from the office of the City’s Chief Administrative Officer (CAO), DCA, and CD 10 regularly met since May, 2021 to prepared the RFP based on DCA’s programming objectives for the venue, adhering to Prop K requirements, and, most importantly, taking into consideration the needs and desires of the community. The RFP is being released through the **Los Angeles Business Assistance Virtual Network (LABAVN)** and the **Los Angeles Procurement Online Portal (LAPOP)**, and is posted on the DCA website at: <https://culturela.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 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](https://instagram.com/culture_la), and Twitter [@culture_la](https://twitter.com/culture_la).

#visionrfp
#thevisiontheatre
#leimertpark

###