



MEDIA ALERT
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**CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS
AND
LA COMMONS
ANNOUNCE RELEASE OF
CULTURAL TREASURES OF SOUTH LA
PUBLIC MAPPING SURVEY
AS PART OF THE
PROMISE ZONE ARTS SOUTH LA INITIATIVE**

*The Initiative and the Cultural Treasures of South LA Public Mapping Survey
will
illuminate Cultural Assets and Advance Economic Development in South LA*

Los Angeles – The **City of Los Angeles Department of Cultural Affairs (DCA)** announced the release of the [***Cultural Treasures of South LA*** Public Mapping Survey](#) in collaboration with [**LA Commons**](#). The survey is part of a cultural asset mapping process that will focus on improving the cultural landscape for South Los Angeles’ Promise Zone residents. The **Promise Zone Arts South LA** initiative begins with this participatory [public survey](#) to bolster and uplift local artists, landmarks, cultural practices, and tradition bearers that the community highlights as significant, illuminating the rich cultural tapestry of the people and places that help local neighborhoods thrive.

“The Department of Cultural Affairs is honored to work with our *Promise Zone Arts South LA* partners LA Commons, SLATE-Z, and Community Coalition on this important, community-driven vision of South LA’s cultural future to support, preserve, and spotlight the cultural treasures of South Los Angeles as identified by the people who live and work there. In conjunction with the [first Promise Zone Arts initiative](#) in the Central Los Angeles Promise Zone, this project will further build an equitable and inclusive cultural ecosystem that reflects the experiences of all Angelenos,” said **Daniel Tarica, DCA Interim General Manager**.

“South LA is rich in cultural treasures, and by illuminating them we are providing access to a source of power for the community. As people connect to these treasures and related local narratives, they are affirmed in their beauty and that of their neighborhoods,” said **Karen Mack, LA Commons Executive Director, Karen Mack.**

Working in collaboration with DCA, LA Commons will lead the Promise Zone Arts South LA initiative and activations with partners [Community Coalition](#), the [South Los Angeles Transit Empowerment Zone](#) (SLATE-Z) and the [USC Price Center for Social Innovation](#).

The federally designated [South Los Angeles Promise Zone](#) encompass the communities of **Leimert Park, Vermont Square, Baldwin Hills/Crenshaw, and connected neighborhoods**. Historically, this region has been the center of African American culture and heritage in Los Angeles, and is closely associated with the development of jazz, hip-hop, spoken word, assemblage art, and black cinema.

In recent decades, the area has seen an influx of Latinx populations that have imbued the area with their own unique cultural traditions. **The initiative will result in a database, interactive map, and video story bank of community-identified Cultural Treasures.**

The timing of designating these Cultural Treasures is essential. The current expansion of LA Metro’s transit lines will create 15 new stations within this specific Promise Zone over the next few years, offering a new gateway to South LA for local and global visitors. The City is expediting development as part of its preparation for the 2028 Olympics and other major events, creating permanent changes to the built environment, preparing for an international spotlight on LA. The anticipated increase in visitors presents an opportunity to bring together disparate agencies, artists, and social service practitioners to celebrate the long arc of artistic expression in South LA, and implement cross-sector, community-based solutions to advance economic and social change.

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

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles’ 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 grant-making; 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).

About the Promise Zone Arts South LA Initiative

The Promise Zone Arts South LA initiative is a cultural asset mapping and activation project led by the City of Los Angeles Department of Cultural Affairs (DCA) in partnership with LA Commons, the South Los Angeles Transit Empowerment Zone (SLATE-Z), Community Coalition, and the USC Price Center for Social Innovation. This project gives South LA residents a participatory platform and the Cultural Treasures of South LA Public Mapping Survey to spotlight local cultural treasures – the artists, sites, cultural practices, and tradition bearers that they deem significant – illuminating the rich cultural tapestry that makes their communities thrive.

About LA Commons

LA Commons, a project of Community Partners, engages communities in artistic and cultural expressions to tell their unique stories and serves as a basis for dialogue, interaction, and a shared understanding of Los Angeles. Through community-based arts programs centered on youth leadership development, LA Commons helps diverse, generally low-income neighborhoods to create dynamic works of public art that build community connection and empowerment.

About The South Los Angeles Transit Empowerment Zone (SLATE-Z)

The South Los Angeles Transit Empowerment Zone (SLATE-Z) is a place-based initiative and collective impact partnership whose mission is to revitalize South Los Angeles by moving residents to economic opportunity.

About Community Coalition

Community Coalition works with residents to help transform the social and economic conditions in South LA that foster addiction, crime, violence, and poverty by building a community institution that involves thousands in creating, influencing, and changing public policy.

About USC Price Center for Social Innovation

The USC Price Center for Social Innovation develops ideas and illuminates strategies to improve the quality of life for people in low-income, urban communities.

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