



MEDIA ALERT
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**CITY COUNCILMEMBER BOB BLUMENFIELD
AND
CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS
SHAPE, ENHANCE, AND TRANSFORM
CANOGA PARK CULTURAL ARTS HUB
WITH
EXTENSIVE RENOVATIONS TO MADRID AND TAXCO THEATRES**

Canoga Park - Los Angeles City **Councilmember Bob Blumenfield** in Council District 3 and the **City of Los Angeles Department of Cultural Affairs (DCA)** are working together to shape, enhance, and transform a Canoga Park commercial neighborhood into the **Canoga Park Cultural Arts Hub**, a cultural and performance arts corridor with the renovation of the department’s **Madrid Theatre** and the **Taxco Theatre**.

With support and leadership from **Councilmember Bob Blumenfield**, Council District 3 invested nearly \$8 million in the renovation of the historic 430-seat **Madrid Theatre** with a projected grand re-opening during the 2024-2025 season. The **Taxco Theatre**, acquired in 2018 under Councilmember Blumenfield's guidance, closes its doors this September, 2022 for a **\$1 million renovation**, transforming this neighborhood mainstay into the only publicly-owned facility providing opportunities for local artists, nonprofit organizations, community organizations, and performing arts students to develop and produce new work. The Taxco’s projected grand opening is set for 2023.

“We are excited to re-establish another arts and cultural anchor in Canoga Park and the surrounding communities with the continued building of the Canoga Park Cultural Arts Hub,” said **Los Angeles City Councilmember Bob Blumenfield from Council District 3**. “With the renovations of the Madrid Theatre and the Taxco Theatre, we are creating a stronger legacy foundation of opportunity for young people to participate in workforce development for the arts, and for people to experience more arts and cultural experiences.”

DCA Interim General Manager Daniel Tarica said: “Thanks to the support of Councilmember Blumenfield, we are proud to see this initiative come to fruition, further

developing the foundation for arts and cultural programming for the residents of the City of Los Angeles in the San Fernando Valley. In partnership with DCA's Madrid Theatre and Canoga Park Youth Arts Center, this investment will create new opportunities for programming for young people and adults. As DCA embarks on the renovation of the 400+ seat Madrid Theatre, the Taxco Theatre will play an integral role to further support the community."

The Madrid Theatre Cultural Hub (MaTCH) is a funding initiative within DCA's Performing Arts Division that expands and enhances the programming DCA provides at the Madrid Theatre and will offer through residencies at the Taxco Theatre. MaTCH will help incentivize the use of both theaters by providing additional support to expand the number of events and residencies booked into the venues, and to help promote and support regional performing artists and companies creating work across Los Angeles.

Canoga Park has a long tradition and history of supporting local arts and culture. In 1963, a sister-city program was established between Canoga Park and the city of Taxco, Guerrero, Mexico by community residents. The Canoga Park Chamber of Commerce sponsored numerous cultural exchange programs and tours. The cultural exchanges provided international goodwill through art exhibitions, dance performances, and numerous cultural and artistic activities for the community to enjoy.

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 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](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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