



MEDIA ALERT
FOR IMMEDIATE RELEASE

MEDIA ALERT

October 13, 2022

Contact: Juan Garcia
Public Information Director
juan.garcia@lacity.org

**CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS
ANNOUNCES RELEASE OF
REQUEST FOR PROPOSALS
FOR THE
MURAL WORKS PROGRAM**

*An open call for Los Angeles muralists to work with local young people
as part of a \$1 million mural initiative*

LOS ANGELES - The **City of Los Angeles Department of Cultural Affairs (DCA)** today released a Request for Proposals (RFP) for the **Mural Works** program seeking muralists and muralist teams to propose their own historically significant murals located in the City of Los Angeles that need conservation. Mural Works encourages muralists to submit mural conservation proposals that include a paid youth apprenticeship opportunity for young people from the mural’s local neighborhood. Selected mural conservation projects should depict the social justice theme(s) of the mural, notable cultural figures, or important histories that are meaningful to residents.

“Preservation of these historic murals will serve as cultural markers, connect them to the social justice themes of today, and inspire multiple conversations between the past and the present,” said **Felicia Filer, DCA Acting Assistant Manager and Public Art Division Director**. “The Mural Works initiative will provide encouragement, mentorship and paid apprenticeship opportunities to learn from Los Angeles’s master muralists that have defined the City of Los Angeles.”

Mural Works is a pilot program developed by the Department of Cultural Affairs (DCA) in response to Mayor Garcetti’s FY21/22 adopted Social Justice Budget to help offset the ongoing economic impacts of the Covid-19 pandemic incurred by muralists and young people in lower socio-economic communities.

Mural Works will allocate funding to muralists and young people living and/or working in neighborhoods that have heretofore gone underserved during the pandemic. It will provide opportunities for personal and professional growth to muralists who are interested in hiring and training the next generation of muralists in Los Angeles. It will also provide paid jobs for young people in those neighborhoods while providing a public mode for healing in this tumultuous time.

To align with the goal of increasing equity, DCA will prioritize the mural restoration projects in neighborhoods that have been most affected by the Covid-19 pandemic. Specifically, neighborhoods with high poverty rates, higher population densities, and neighborhoods with higher populations of people of color who have borne the largest brunt of this pandemic. The funding allocation model will weight submissions based on the applicant's alignment with the program goals and proposed locations.

Project budget allocations will range from \$10,000 to \$25,000 inclusive of all costs including labor, equipment, rentals, materials, permits, youth stipends, general liability insurance, and a 15% contingency. DCA has identified the Economic & Workforce Development Department and the Youth Development Department as resources to help muralists locate young people looking for paid work opportunities.

DCA will host an optional virtual workshop on Thursday, October 27, 2022 to answer questions from muralists interested in applying to the RFP prior to submitting a proposal. To register, applicants are encouraged to send an email to the Public Art Division at: dca.publicart@lacity.org by Friday, October 21, 2022.

The RFP seeks initial conceptual proposals submitted by Sunday, November 13, 2022, at 11:59 p.m. An evaluation panel will review the applications for the RFP for mural conservation projects for pre-existing murals, and select up to twenty proposals to receive a commission. For more information and additional criteria for submitting a proposal, please visit: culturela.org/calls.

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).

###