

ARTS FOR LA

Issue/Facts: CAO's report and recommendations

On Friday, January 29th, the City of Los Angeles' Chief Administrative Officer (CAO) released a mid-year financial report. The 157 page document calls for immediate cost-saving measures including instructing the Department of Cultural Affairs to notify Contractors that 2009-10 grant funding is no longer available and to work with the City Attorney's Office to begin termination of existing contracts where services have not yet been provided. That means if you have received a grant for this year and have not cashed your check, the funds will no longer be available.

From the Report:

- a. Instruct the Cultural Affairs Department to immediately notify Contractors that 2009-10 grant funding is no longer available and to work with the City Attorney's Office to begin termination of existing contracts where services have not yet been provided;
- b. Instruct the Cultural Affairs Department to identify at least \$500,000 in savings from canceled 2009-10 grants for events or services that have not been provided; and,
- c. Instruct the Cultural Affairs Department to suspend the grant program for 2010-11 and to notify potential grantees that funding will not be available in 2010-11 (\$4 Million).

Sample Script for Public Testimony:

Hello. My name is [NAME]. I live in Council District [#] and work in Council District [#] as the [JOB TITLE] at [ORGANIZATION].

For Organizational Representatives: My organization receives \$[GRANT AMOUNT] from the Department of Cultural Affairs. Matching funding for this grant comes from [LIST INDIVIDUAL, FOUNDATION AND/OR CORPORATE SOURCES]; every dollar we receive from the Department of Cultural Affairs helps us leverage \$[MATCHING FUNDING] in additional public and private support.

Grant money helps support [# full-time, part-time] jobs at my organization [mention stipend artist positions if relevant]. The DCA grant supports [artistic project or general/operating support], which attracts [#] patrons to see my organization's artistic product.

For Individual Artists/Patrons: Briefly tell your story and mention how the arts in the city of Los Angeles support your business, your family and/or your well-being. If your business is related to the creative economy, please explain how cultural tourism helps you thrive.]

Additional Points:

- Arts make money
- Arts attract tourists
- Arts attract businesses
- Arts, like parks, are for everyone

The arts are a part of the solution. Use the arts to generate tourism, stimulate our economy and keep our residents employed. I urge you to maintain the 1% TOT allocation to the Department of Cultural Affairs.

Talking Points

- **Arts are small business.**
- The arts generate city revenues, bringing \$8 into the city for every \$1 invested
- The arts draw international and national waves of cultural tourism, a \$14.8 billion industry that supports 274,000 jobs
- One of every six jobs in the Los Angeles region is in the creative sector
- The local creative economy provides \$121 billion in sales/receipts in Los Angeles County and \$18 billion in Orange County
- Los Angeles is home to over 150,000 independent artists, three thousand arts and cultural organizations, world-class art institutions and the nation's largest collection of small theaters.