

City of Los Angeles, Department of Cultural Affairs



Rebounding with ARP support – May 26, 2021

Overview

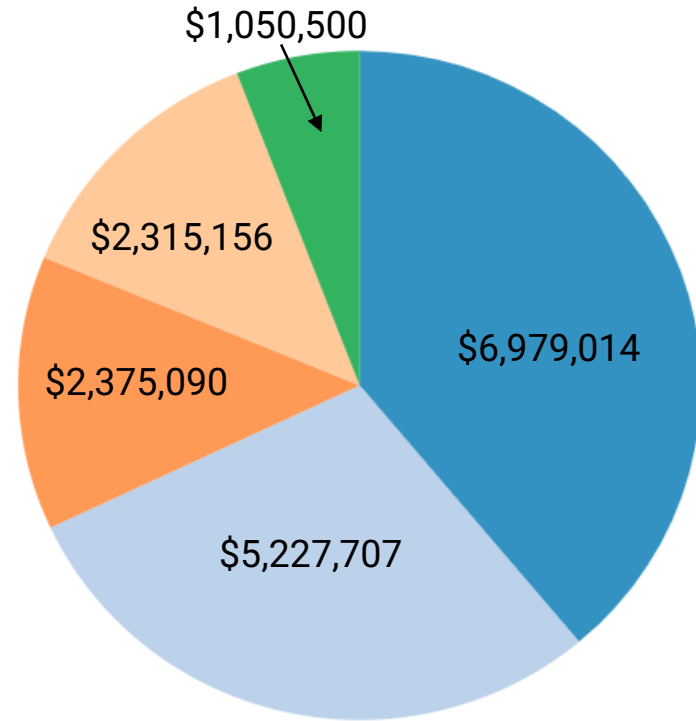
Within a region of 12 million persons, the City of LA represents a residential population of 3.9 million. We speak more than 80 languages throughout a diverse geography of 462 square miles. Our major commercial industries are: aerospace, entertainment, product design, international trade, manufacturing, and music. With consistently sunny weather and a constant buzz from our creative sectors, the city hosts 20 million annual non-regional tourists (pre-COVID numbers).

The City of LA Dept. of Cultural Affairs (DCA) operates with more than 70 full-time and 200 part-time employees. Our annual operating budget of \$18 million is drawn from two sources: the City's Tourist Occupancy Tax (fees per bed per night at hotels) and 1% of commercial development (public arts fees). **DCA is funded primarily (77%) through the TOT; thus, our FY 20-21 budget crashed when tourism dropped 90% during COVID.**

Our Mayor and City Council recently authorized the use of **American Rescue Plan (ARP) funding to stabilize DCA's annual operating budget, as well as provide a one-time \$4 million budget increase for job-programs and safe-reopening activities.** This \$4M increase is currently aimed at: A) one-time supplements to peer-reviewed grantee organizations (\$2M), and B) a set of new "LA Creates" worker advancement programs, such as a Youth Training and Employment Mural Program (\$2M).

FY 19-20 operating budget \$17.95 Million*

- Community Arts
- Grants Program
- Public Art
- General Administration and Support
- Marketing and Development



* Reduced to \$16.3M in March 2020 as a result of the pandemic

FY19-20 Grant Program metrics

Investments:

\$ 2.5 million for non-profit cultural organizations

\$ half million for festival producers

\$ quarter million for individual artists

\$ quarter million for international artist performers

\$ quarter million fast-grants for new pop-ups on streets and sidewalks

Outcomes:

more than 3200 full-time, part-time and occasional/seasonal jobs supported

more than 3200 community volunteer positions created

more than 1600 free and low-cost activities sponsored

more than 2 million residents and tourists served

more than 350 organizations funded

funding for emerging, small, mid-size, large and extra-large organizations

all art forms developed with project-funds

scholarships to monthly and annual educational seminars

special equity funding for art-workers residing and serving more-deserving communities

(with economic barriers to equality linked to gender, ethnicity, immigration status, ability, sexual preference, etc.)

Strategic pivots during FY19-20

Community Arts	Grants	Public Art	Performing Arts
<p>Employed a consultant to suggest ways to improved methodologies for youth arts learning.</p> <p>Staff re-deployed as disaster service workers at: food pantries, COVID testing facilities, and family centers, with the option to work-from-home as a call center operator or as a contract-tracer.</p>	<p>New program that places artist-in-residence in social justice organizations in specific communities, is evaluated by a local university.</p> <p>New fast-response mini-grant program is launched to provide \$600-\$1000 fees to more than 850 artists.</p>	<p>Public Art fees used to commission local artists to perform on-line “projects of hope.” More than 250 artists are given \$1500 commissions.</p>	<p>Construction and building-maintenance increased during building closures.</p>

FY 20-21 strategic planning

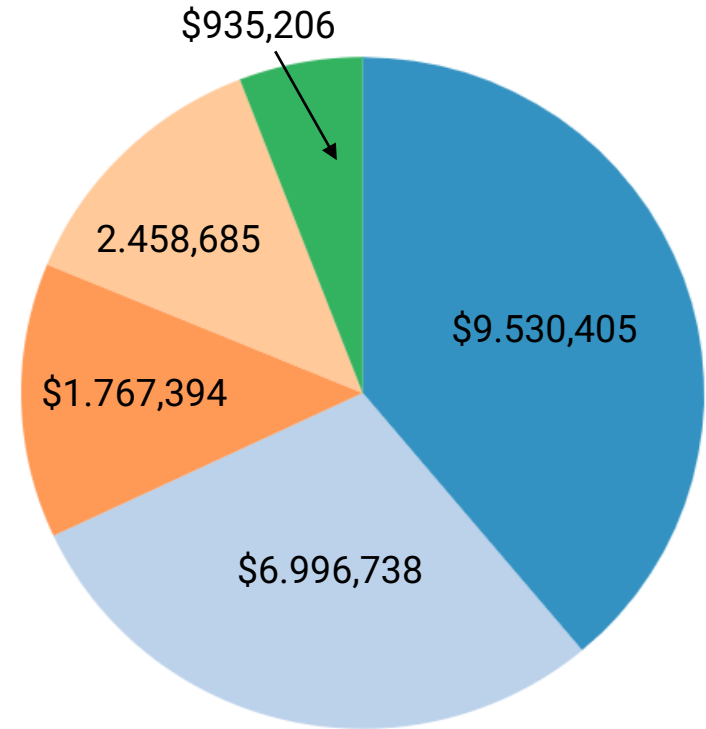
FY20-21 Q1	Q2	Q3	Q4
July-Sept	Oct. - Dec.	Jan- March	April - June
<p>FY20-21 budget enacted, with a hiring freeze as well as the requirement to provide 5%, 10%, and 20% reduction-plans</p>	<p>Maintain staff and revise programs to focus on job retention and increased racial equity</p> <p>City offers \$25,000 incentive for 1500 employees to retire early with full benefits</p>	<p>Pivot programs to demonstrate flexibility and value</p> <p>Encourage community advocacy</p>	<p>Provide justification for a level or increased FY21-22 budget</p>

FY21-22 budget request and response

	2021-22 Budget Submittal (Nov. 2020)	2021-22 Mayor Proposed Budget (April 2021)
Operating Budget	\$16,355,078	\$21,688,428
Positions – Regular Authority	76	67
Positions – Full-Time Reso. Auth.	11	10
Total Staffing	87	77
Related Costs	\$6,539,838	0
Cultural Affairs Appropriation Transient Occupancy Tax/General Fund	\$14,476,000	\$19,451,530

FY 21-22 approved budget \$21,688,428*

- Community Arts
- Grants Program
- Public Art
- General Administration and Support
- Marketing and Development



* Increased by \$4M from what was requested

FY 21-22 new Mayor and Council proposed projects:

One-time effort being planned/implemented for July 1:

Increase Grant Program budget - \$2,000,000

Net Increase citywide job programs- \$2,458,000

Add Youth and Creative Workers Mural Program - \$1,000,000

Add We Create LA - \$1,000,000

**\$682 million dollars of
American Recovery Plan (ARP) funding
already received by the City of LA**



thank you, for supporting states, cities, and tribal communities !

ART = JOBS (plus Wellness)

FINANCIAL, SOCIAL, EMOTIONAL, & INTELLECTUAL, BETTERMENT!



THE END

Q & A