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*

* 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

<table>
<thead>
<tr>
<th>Community Arts</th>
<th>Grants</th>
<th>Public Art</th>
<th>Performing Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed a consultant to suggest ways to improved methodologies for youth arts learning.</td>
<td><strong>New program that places artist-in-residence in social justice organizations in specific communities, is evaluated by a local university.</strong></td>
<td><strong>Public Art fees used to commission local artists to perform on-line “projects of hope.” More than 250 artists are given $1500 commissions.</strong></td>
<td>Construction and building-maintenance increased during building closures.</td>
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<tr>
<td>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.</td>
<td><strong>New fast-response mini-grant program is launched to provide $600-$1000 fees to more than 850 artists.</strong></td>
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Public Art fees used to commission local artists to perform on-line “projects of hope.” More than 250 artists are given $1500 commissions.
## FY 20-21 strategic planning

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

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

* 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
	hank you, for supporting states, cities, and tribal communities!
ART = JOBS (plus Wellness)

FINANCIAL, SOCIAL, EMOTIONAL, & INTELLECTUAL, BETTERMENT!

THE END

Q & A