



Olga Garay  
GENERAL MANAGER

November 5, 2008

Dear Colleague:

CULTURAL AFFAIRS  
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I am pleased to introduce you to the Cultural Exchange International (CEI) Pilot Program, a grants program DCA is launching over the next two years. As you know, Los Angeles is a rich tapestry of cultures, as well as the home of this country's largest creative work force. According to a study by the nonprofit Los Angeles County Economic Development Corporation, commissioned by Otis College of Art and Design and published in 2008, nearly one million employees work directly or indirectly in the creative industries of Los Angeles and Orange counties.

Los Angeles County based firms in the creative industries generated nearly \$100 billion in revenues during 2007, and the state of California received more than \$3.8 billion in taxes tied to these industries. With 344,600 employees in Los Angeles County, the creative industries rank second, behind tourism and hospitality, and ahead of business and professional services, in terms of sheer size and impact. And professionals in the field agree that tourism, which ranks first, is fueled by our cultural offerings. DCA believes that a program that celebrates the arts and culture of our lively and thriving communities, builds bridges around the world, and contributes to the cultural capital of the region, should be a cornerstone of DCA's portfolio. As such, we are launching the Cultural Exchange International Pilot Program.

The goal of CEI is to enhance Los Angeles as a national and international art center, fostering cultural tourism through the expansion of networks and fostering an exchange of knowledge between arts professionals. Additionally, CEI seeks to reach out to audiences throughout the City's rich and diverse communities engaging them in the work that international artists and their LA hosts will create over the next two years.

Made possible by a generous grant from the Durfee Foundation, DCA will award CEI grants, generally ranging from \$5,000 to \$20,000, during four (4), six-month grants cycles from Fall of 2008 until 2010. Further, DCA staff is seeking additional funding partnerships that would allow us to leverage the City and Durfee Foundation investments, which total \$450,000, by obtaining additional public and private matches. If we are successful in doing so, please note that the guidelines may be modified throughout the two-year pilot to allow for projects that target specific countries or regions.

CEI will bring international arts professionals (artists, arts administrators, arts/cultural educators and scholars, creative entrepreneurs, and cultural experts) to our community to exhibit, present, perform, conduct research, and enter into collaborative relationships with arts organizations and artists. In turn, LA audiences will be treated to concerts, visual arts exhibitions, film screenings, panel discussions, master classes, and a whole host of activities that will allow them to experience the arts and culture of peoples from around the world.

Similarly, LA arts professionals who want to share our multicultural riches beyond our shores will be able to represent our world-class city and, upon returning, share their experiences with LA audiences through workshops, panel discussions, exhibitions, and performances. Public presentations will take place at both DCA managed theaters and arts centers and local arts, cultural, and educational institutions.

We encourage you to review the CEI guidelines and application. Please contact Joe Smoke, DCA's Cultural Grant Program Director, with any questions. He can be reached at [joe.smoke@lacity.org](mailto:joe.smoke@lacity.org). We are so pleased to bring this funding opportunity to the City of Los Angeles and especially grateful to the Durfee Foundation for partnering with us. DCA is eager to hear about the upcoming international projects you have on the horizon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Olga Garay', followed by a long horizontal flourish line extending to the right.

Olga Garay  
Executive Director