



MEDIA ALERT
FOR IMMEDIATE RELEASE

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**Multi-Agency Collaboration
Unveils Online Survey
of LA’s Creative Community on August 15, 2011
to Determine Affordable Space Needs
for Area Artists, Arts-Related Businesses, and Others**

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) has partnered with Bringing Back Broadway, the Community Redevelopment Agency of the City of L.A., the City Planning Department’s Urban Design Studio, the Local Initiatives Support Corporation (LISC), California Institute of the Arts (CalArts), the Actors Fund/Actors Fund Housing Development Corporation, and Artspace Projects, to explore new affordable, mixed-use creative facilities in Downtown Los Angeles.

DCA was recently awarded \$100,000 in federal funding from the National Endowment for the Arts Mayors’ Institute on City Design 25th Anniversary Initiative. Funding is being used for planning and pre-development of the **Broadway Arts Center (BAC)**, envisioned as a mixed-use affordable artists’ housing, performance/exhibition space, educational facility, and creative commercial center, located in the Historic Broadway Theater District in downtown Los Angeles. The goal is to utilize the arts to promote a safe and vibrant community, create jobs, provide opportunities for artists, and further enhance community development.

Two surveys that will help the team understand the space needs of the creative community in the Los Angeles region are underway. One survey is for individuals, and the other survey is for organizations and businesses. The agencies affiliated with this project will be holding a **Survey Workshop and Kick-Off Event on August 15**, and will provide an opportunity for those in the creative fields to learn more about this important initiative.

Broadway Arts Center Survey Workshop and Kick-Off Event

Date: Monday, August 15, 2011
Time: 7:00 p.m. to 8:30pm
Place: Los Angeles Theatre Center
514 South Spring Street
Los Angeles, CA 90013



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The online surveys will be available for participation from August 15 to October 10, 2011 at: www.CreativeSpaceLA.org

A Spanish version of the survey of individuals can be found at: www.EspacioCreativoLA.org

For more information about the Broadway Arts Center, please visit the website at CreativeSpaceLA.org and log on to Facebook at Creative Space L.A.

Project Partners:

- City of Los Angeles Department of Cultural Affairs (DCA)
www.culturela.org
- Bringing Back Broadway
www.BringingBackBroadway.com
- The Community Redevelopment Agency of the City of Los Angeles
www.crala.org
- The City Planning Department Urban Design Studio
www.UrbanDesignLA.com
- The Local Initiatives Support Corporation (LISC)
www.lisc.org
- California Institute of the Arts (CalArts)
www.calarts.edu
- The Actors Fund
www.actorsfund.org
- Artspace Projects
www.artspace.org

About the National Endowment for the Arts (NEA)

The NEA is a public agency dedicated to supporting excellence in the arts – both new and established – bringing the arts to all Americans, and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. For more information, please visit www.arts.gov.

About the City of Los Angeles Department of Cultural Affairs (DCA)

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and



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partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$15 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the www.culturela.org website visited by over 2.7 million people annually.

About The Actors Fund

The Actors Fund is a national human services organization that helps everyone – performers and those behind the scenes – who works in performing arts and entertainment, helping nearly 12,000 people directly each year, and hundreds of thousands online. Serving professionals in film, theatre, television, music, opera, radio, and dance, the Fund's programs include social services and emergency assistance, health care and insurance, housing, and employment and training services. With offices in New York, Los Angeles and Chicago, The Actors Fund has – for over 125 years – been a safety net for those in need, crisis, or transition. Visit www.actorsfund.org.

About Bringing Back Broadway

Bringing Back Broadway is a public-private partnership initiative led by Los Angeles City Councilmember José Huizar with Executive Director Jessica Wethington McLean, focused on an ambitious ten-year plan to: revitalize the historic Broadway district between 2nd Street and Olympic Boulevard; activate inactive theaters; re-activate more than a million square feet of vacant commercial space; assist retailers and prevent further retail vacancies; increase parking and transit options to serve Broadway; encourage cultural, entertainment, and retail uses on Broadway that will sustain generations; create



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a sense of place and history through urban planning, design, and lighting guidelines and streetscapes; and make the dream of once again riding a streetcar downtown a reality. As a link between the past and the future, the revitalized historic Broadway corridor will ensure that the vibrant, cultural character of Broadway remains, while helping Broadway provide something for everyone, day and night, by complementing and connecting new large-scale downtown entertainment and cultural destinations, as well as galleries, restaurants, and cultural activities throughout Downtown. For more information, please visit: www.BringingBackBroadway.com.

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