



ARTSWISE

A QUARTERLY BULLETIN

Summer 2005

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ORGANIZATIONAL GRANTS 2005-6

Arts Commission organizational grants increase 15 percent for 2005-6

In July, the Los Angeles County Arts Commission announced \$2,259,000 in grants to 199 nonprofit arts organizations for fiscal year 2005-6 through its Organizational Grant Program (OGP). The grants create visual and performing arts projects, strengthen infrastructure, and provide access to the arts for children and adults. The grants program total allocation increased by 15% or \$294,000 from 2004-5.

2005-6 is the first year of grants to the new category for organizations with budgets between \$500,000 and \$1.5 million. The new category was created to better serve the needs of organizations that anchor communities. Feedback from groups indicated that these organizations needed to focus resources on artistic product and artist employment. The forty-nine grantees in this category will use County funds to increase rehearsal time, commission new works, increase salaries, train artists and teachers, and host guest artists, among other activities.

A complete list of grantees for 2005-6 is online on the Arts Commission's web site,

http://www.lacountyarts.org/OGP_granteelist05-06.pdf.

Two new grantees mine entertainment industry connections

Eighteen of the 199 Organizational Grant Program recipients for 2005-6 are brand new to the program. The two first-time OGP grantees profiled below are making the most of a powerful resource "in their backyard" - the entertainment industry - to better the lives of youth offenders and emerging/ established foreign filmmakers.

The **Indian Film Festival of Los Angeles** (IFFLA) is the first and only annual film festival in the United States dedicated to showcasing films from and about India by Indian and international filmmakers. In three short years, IFFLA has screened more than 80 features, shorts, and documentaries, spanning Bollywood to indies, and earned a loyal following among residents of South Asian descent and non-Indian audiences alike. The 2005 Festival took place at the state-of-the-art ArcLight Cinemas in Hollywood, drawing more than 7,000 film lovers. Under the direction of Christina Marouda, formerly with Lions Gate Entertainment, the Festival also assists with career advancement for its filmmakers by setting up one-on-one meetings with industry professionals from Hollywood's production and distribution companies. IFFLA aspires to "provide a platform for Indian films to be exposed to the U.S. market and educate Los Angeles audiences about India's diverse cinema and culture," explains Ms. Marouda. Funds from the Arts Commission will assist this young organization to make the 2006 and 2007 Festivals a reality. For more info, visit www.indianfilmfestival.org.

The power of the arts to communicate ideas and alternatives is being harnessed by a number of organizations to reach youth at the margins. Among these groups is **The Unusual Suspects**, founded in 1993 by actress Laura Leigh Hughes, which brings together teams of entertainment industry artists - directors, actors, writers, costume and set designers - to teach their craft to kids in the juvenile justice system and foster care. A mere twelve weeks later these young people are ready to mount a play they have written and in which they will star. With new skills and heightened social consciousness, they present "hilarious, stirring, heartbreaking plays about growing up in the ghetto, the tug-of-war between good and evil, the pain of poverty and the alluring glitter of the street economy," to quote Advisory Council member Edward Asner.

The quality of The Unusual Suspects program has already earned it a place on the peer-vetted Arts Education Resource Directory (www.LAARTSED.org) and the Arts Commission is now delighted to welcome the company as an Organizational Grant Program recipient. With OGP funds, it is piloting a theater program for its alumni, culminating in a public performance at the Sylvan Amphitheatre in Yosemite Park, Eagle Rock. For more information, visit www.theunusualsuspects.org.
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ARTS EDUCATION UPDATE

ARTS FOR ALL: Los Angeles County Regional Blueprint for Arts Education maps a series of policy changes and educational initiatives to create systemic change and provide K-12 sequential arts education for the County's 1.7 million students in 81 school districts.

11 L.A. County school districts make a commitment to arts education

The County's ten-year arts education initiative, launched in the fall of 2002, is making significant strides. Eight of the County's school districts - Beverly Hills, Compton, Culver City, Norwalk-La Mirada, Pasadena, Rosemead and Santa Monica-Malibu plus the classrooms run by the L.A.

County Office of Education - have adopted policies and plans for arts education. Three other districts - Burbank, Castaic and Hacienda-La Puente - have adopted policies and are on track to finalize and present plans to their boards in fall 2005. Policies and plans are necessary foundation stones for establishing meaningful arts education as part of the school curriculum.

All 11 districts received technical assistance through the ARTS FOR ALL Pooled Fund to support the development of their policies and plans. The Pooled Fund was launched in February 2004 with a \$500,000 gift from the Entertainment Industry Foundation. Additional contributors to the fund include Sony Pictures Entertainment, Creative Artists Agency, Warner Bros. Entertainment, JP Morgan Chase Foundation, The James Irvine Foundation, Getty Foundation, Jewish Community Foundation and Thelma Pearl Howard Foundation.

The Herb Alpert Foundation joins ARTS FOR ALL Pooled Fund as a Targeted Funding Partner

The Herb Alpert Foundation has made a \$1.5 million gift to Santa Monica-based P.S. ARTS to fund a five-year program at Lawndale Elementary School District to establish comprehensive, sequential arts education for the district's nearly 5,000 elementary students at its six elementary schools. **The Herb Alpert Arts Education Initiative at Lawndale** supports the County's *ARTS FOR ALL* initiative.

Announcing the gift, musician and visual artist Herb Alpert said, "The arts allow us to express ourselves authentically. As the voice of the spirit, they help children know themselves, build a positive self-image and develop skills for a richer and more positive life. We hope that this project will motivate others to support the *Arts for All* program and ensure comprehensive arts education for Los Angeles County children. Many county school districts still operate without sequential arts education and would benefit from additional support."

Other *ARTS FOR ALL* Targeted Funding Partners include the Dana Foundation, Los Angeles County Arts Commission, the National Endowment for the Arts and Target Corporation for their support of targeted Blueprint initiatives.

LAArtsEd.org adds providers and programs

www.LAArtsEd.org, the portal that provides one-stop shopping for quality arts programs for schools, is expanding. As of September 1, it will feature 15 additional providers offering 28 different programs. LAArtsEd.org is Los Angeles County's first-ever online arts education resource directory. The 185 programs on the expanded site meet the California state content standards for visual and performing arts and were selected through an intensive application process by a panel of experts including educators, artists, arts organizations and parents. The interactive directory features audio and video samples of the programs and is searchable by artistic discipline (music, dance, theatre, visual arts), school subject area (history, math, English, science), grade level, program type (performance, workshop, field trip, residency) and cultural origin.

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PROGRESS REPORT ON CULTURAL TOURISM

At a meeting on August 5 at the Skirball Cultural Center, Arts Commission Executive Director Laura Zucker and Mike McDowell, Senior Director of Cultural Tourism for LA Inc. (Los Angeles Convention and Visitors Bureau) presented the results of the *LA Cultural Tourism Study - A Comparative Analysis* to 130 members of the arts community.

The study, based on existing data from the 2004 American Traveler Survey (ATS), is the first to provide detailed information on cultural tourists segmented by major U.S. urban areas. It represents the first opportunity to benchmark LA cultural travelers against key competitive urban regions based on consistent data and definitions.

Some of the key findings of the study:

- . On average, LA cultural tourists spent 38% more than total U.S. cultural tourists on the last trip and 62% more than cultural tourists in trips taken over the past 12 months.
- . LA cultural tourists are twice as likely to purchase a travel package or tour than leisure travelers in general.
- . Los Angeles has a higher percentage of cultural visitors who want to return to the region than the five other markets in the study - Chicago, New York, San Diego, San Francisco and Washington, DC.
- . Among the primary activities of cultural tourists to LA, gardens edged out theme parks and beaches were neck and neck with theater.
- . Cultural tourism to LA is slowest in March, April and October; these periods present an opportunity for the arts community and the tourism industry to create packages to generate additional business.

The complete *LA Cultural Tourism Study* is available online at www.artsculturela.org and www.lacvb.com

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ARACELI RUANO JOINS ARTS COMMISSION

Los Angeles County Supervisor Gloria Molina has appointed a new Arts Commissioner from the First District. Araceli Ruano, Esq., is an Associate at the law firm Mayer, Brown, Rowe & Maw where she is a member of the Government and Global trade Practice Group. Prior to relocating to Los Angeles, Mrs. Ruano worked in Washington D.C. She was a Senior Policy Advisor on the Al Gore Presidential Campaign Committee, worked as Assistant Political Director to Vice President Gore in the White House from 1993-1997, and worked as Special Assistant to the Associate Director on the Presidential Transition Office from 1992-1993. She also clerked at the Federal Communications Commission in the summer of 1999. She received her J.D. from the University of California Law School, Los Angeles and did coursework at Diego Portales School of Law in Santiago, Chile. She has a B.A. from Claremont McKenna College in Government/History. She is on the boards of Discovering the Arts, Inc., Environment 2004, Getty House Foundation and Los Angeles Music and Arts School.

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APPLICATIONS FOR FORD AMPHITHEATRE 2006 SUMMER SEASON DUE SEPTEMBER 14

The Ford Amphitheatre in Hollywood is seeking proposals for performing arts and film events to be considered for its 2006 Summer Season. The Ford is a renovated historic 1241-seat open-air amphitheatre located in a 35-acre County regional park and operated by the Los Angeles County Arts Commission. Over 100 performing arts and film events are presented at the venue each summer. Projects chosen for the Ford's Summer Partnership Program receive significant presentation support and assistance.

Guidelines outlining the Ford's Summer Partnership Program, with instructions for applying and other opportunities for participating in the Ford's summer season, are available at:

<http://www.FordAmphitheatre.com/en/ford/apply.asp> To apply for the Summer Partnership Program artists are required to submit an electronic eGRANT application. Before opening an application, groups should read the application guidelines first. The **deadline** to apply is **Wednesday, September 14, 2005**.

A workshop about the Summer Partnership Program and how to submit a competitive proposal will be held on Thursday, August 25th at 7:00 pm at the Ford, 2580 Cahuenga Blvd. East, 90068, in the Hollywood Hills.

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FREE CONCERTS IN AUGUST AND SEPTEMBER

The Arts Commission sponsors free concerts at community venues throughout Los Angeles County to provide residents access to quality music programming. The Arts Commission and the Recording Industries' Music Performance Trust Fund provide funds for the program. Free concerts in August and September include:

Thursday, August 18, 2005

Great Notes Chamber Ensemble

5:45pm-6:30pm

(Classical, Jazz)

Baldwin Park, 1st District

4100 Baldwin Park Blvd.

Baldwin Park, 91706

Contact: Inez Alvarez

626-813-5245

Sunday, August 21, 2005

Revolucion Band

5:00pm-7:00pm

(Latin)

Rosewood Park, 1st District

5600 Harbor Street

Commerce, 90040

Contact: Beverly Wiggins

323-722-4805

Tuesday, September 13, 2005

Chinese Classical Music Ensemble

6:30pm-7:30pm

(World)

Agoura Hills Branch of the Los Angeles Public

Library, 3rd District

29901 Ladyface Court

Agoura Hills, 91301

Contact: Raya Sagi

818-889-2278

Thursday, September 15, 2005

Pieces of Eight

11:30am-1:30pm

(Jazz, Popular Standard),

Langley Center, 1st District

W Emerson Ave.

Monterey Park, 91754
Contact: Beth Ryan
626-307-1478

Friday, September 16, 2005

Mariachi Plata

12:30pm-2:30pm

(Mariachi)

Senior Multipurpose Center, 3rd District

1360 North St. Andrews Place

Hollywood, 90068-1438

Contact: Tony Grijalva

323-876-7704

Friday, September 16, 2005

Mariachi Divas

12:00 pm-1:00 pm

(Mariachi)

Grand Performances, 1st District

350 South Grand Avenue

Los Angeles, 90071

Contact: Alice Platt

213-687-2272

Friday, September 16, 2005

Bobby Matos and His Afro Latin Jazz Ensemble

2:00pm-4:00 pm

(Latin Jazz)

Angelus Plaza, 1st District

255 South Hill Street

Los Angeles, 90012-3500

Contact: Sandra Howard

213-623-4352

Saturday, September 17, 2005

Susie Hansen Latin Band

5:00pm-7:00pm

(Latin Jazz)

Norwalk City Hall, 4th District

12700 Norwalk Boulevard

Norwalk, 90650

Contact: Veronica Garcia

562-929-5544

Friday, September 23, 2005

I See Hawks in L.A.

12:00 pm-1:00 pm

(Americana/Roots)

Grand Performances, 1st District

350 South Grand Avenue

Los Angeles, 90071

Contact: Alice Platt

213-687-2272

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The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, Arts for All; administers a grants program that funds more than 250 nonprofit arts organizations annually; funds the largest arts internship program in the country in conjunction with the Getty Foundation, programs the John Anson Ford Theatres and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Arts Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 60 free concerts each year in public sites. The 2005-6 President of the Arts Commission is Hope Warschaw.

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