



ARTS FOR LA

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March 18, 2009

Dear Member of the Field:

It's hard to believe it's been almost six months since we gathered at the Skirball Center for the Arts Leadership Convergence on October 1, 2008. As most of you know, the months since then have been filled with change and challenge, and Arts For LA has been vigorous in our advocacy on a number of fronts.

Most recently, AFLA was part of a successful effort to keep a \$50 million appropriation to the National Endowment for the Arts in President Obama's Economic Stimulus Package and to defeat the Coburn Amendment, which would have kept any other funds in the package from benefiting any arts organization. Thanks to all of you who sent letters and emails and who made calls to achieve this important goal.

The purpose of our gathering in October was primarily to get your input our Policy Platform, and we came away with a tremendous amount of good feedback. I wanted to take this opportunity to update you on progress that's been made to date on the eleven platform goals.

2008-10 POLICY PLATFORM 11 GOALS/2 YEARS

Arts Education

1. Fund state categorical arts and music block grant.
2. Allocate categorical arts and music block grant exclusively to arts and music programs in each district.
3. Require scheduled briefings on the state of arts education in each district at least twice per year.
4. Develop and implement a second ten-year plan for LAUSD arts education.

Update: *The severe economic downturn has required AFLA to operate in tactical mode as we've forcefully advocated to school boards across L.A. County to maintain their adopted arts education plans, VAPA Coordinators and/or supplemental programs.*

With LAUSD, we have held meetings with school board member Tamar Galatzan, President Monica Garcia and most recently, Superintendent Cortines. We have engaged you in a letterwriting campaign that focused on the importance of not eroding gains in arts education in the county's largest district during this unprecedented economic crisis. Our two primary goals for these meetings has been to unfreeze approved ACPN contracts and to affirm the District's commitment to pursue the Wallace Foundation supported planning grant in a transparent, inclusive and timely manner.

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We have made similar presentations to the school boards of Culver City and Santa Monica/Malibu districts. We have also partnered with Arts For All to identify critical needs in its 34 participating school districts.

This need for these efforts is expected to persist until the economy recovers. Additionally, in May 2009 we are expecting to Beta launch ACTIONS 2.0. This web-based Advocacy Action Center will allow you and your networks to advocate directly to school board and city council members throughout the region and will position us for the next phase of this platform issue, building advocacy teams in five school districts in the County and hire dedicated staff to oversee this.

Funding/Revenue Streams

5. Restore the full 1% of the TOT to the City of LA's DCA grants budget while maintaining adequate funding for Department operations.

***Update:** AFLA already succeeded in getting this goal in the Mayor's Report on Economy and Jobs. We have been working to include it as part of the City's Cultural Masterplan. AFLA will send an official letter to the Planning Committee (with cc: Robin Kramer and Tom LaBonge) urging them to adopt this provision strongly.*

6. Release and apply Quimby Fees as required by law.

***Update:** Initial conversations with City of LA Parks & Rec reveal a willingness to consider using some Quimby funds for public art projects. Arts for LA will convene a meeting with Parks & Rec Commissioners to explore this further. Our plan is to begin by identifying two public art projects and working to generate community support for them.*

7. Elected officials articulate and publicly disseminate policy positions on arts education and arts funding.

Goals 7, 9, and 10

***Update:** Each of these goals require research on the governing structures of the various municipalities and their existing cultural policies. For the first two years, Arts for LA will pilot this project in seven municipalities - City of L.A, Pasadena, Long Beach, Burbank, Beverly Hills, West Hollywood, and Torrance; results will be included on ACTIONS 2.0 to facilitate online community advocacy.*

Cultural Tourism

8. Install displays and information promoting the regions diverse arts and cultural activities in all major transportation hubs.

***Update:** AFLA already succeeded in getting this goal in the Mayor's Report on Economy and Jobs. Cultural displays have been installed at LAX.*

Integrate Arts Into All Aspects of Civic Life

9. Appoint at least one artist or arts leader to every significant public commission.

10. Articulate and publicly disseminate policy positions on arts education and arts funding.

***Update:** The initial step to achieving each of these involves research, which Arts for LA will be conducting as described in Goal #7.*

Cultural Infrastructure

11. Advocate for the support and retention of neighborhood cultural resources and organizations through existing public art policies.

***Update:** AFLA will convene a think tank to identify prospective partners and explore effective strategies to make headway with this goal.*

Your ongoing input on and involvement with these goals is critical to bringing them into fruition. Success will only come as a result of our community's united efforts.

Arts for LA will be hosting another convening of the arts community on June 12, 2009, partnering with the Center for Cultural Innovation and the Los Angeles County Arts Commission. More information will be available in May, but mark your calendars now.

Arts for LA remains dedicated to addressing our large strategic goals while continuing to be responsive to the immediate needs of our field. As our landscape shifts and evolves, we remain fervently committed to fostering a healthy environment in which arts and culture may thrive and be accessible to all in our region.

This report is now available on our website <http://www.artsforla.org/resources/platform>. We invite your feedback on each platform item via our forum section. Your ongoing input and investment informs and guides Arts for LA's direction at every stage.

Sincerely,



Danielle Brazell
Executive Director



Cynthia Campoy-Brophy
Chairman

This report can be viewed online at <http://www.artsforla.org/resources/platform>
To share feedback visit: http://www.artsforla.org/forums/groups/action_platform