



MEDIA ALERT
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**BROADWAY ARTS CENTER PROJECT AWARDED
\$100,000 PLANNING GRANT FROM
NATIONAL ENDOWMENT FOR THE ARTS**

*Public-private partnership will develop concepts for
providing affordable artists' housing and creative support services
within the Broadway Historic Theatre District*

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) and project partners were awarded \$100,000 by the National Endowment for the Arts (NEA) for the Mayors Institute on City Design 25th Anniversary Initiative (MICD 25). The grant project team, led by the Department of Cultural Affairs, includes The Actors Fund, Artspace, L.A., Councilmember José Huizar's Bringing Back Broadway Initiative, CalArts, the City of Los Angeles Planning Department, the Community Redevelopment Agency of Los Angeles, and the Local Initiatives Support Corporation.

The partners will use the MICD25 grant to develop planning studies for creating a creative mixed-use facility, the "Broadway Arts Center," along the historic Broadway corridor. The conceptual project would offer multi-disciplinary support for artists and arts service providers in Downtown Los Angeles, including affordable artists' housing, incubator performance/exhibition space, ground floor retail spaces, creative office space, an educational facility, and support for existing historic theaters.

"Broadway is one of the most important streets in our city – with generations of creative and commercial history, but it needs support so that it can be vital and thrive for generations to come," said City Councilmember José Huizar, initiator and chair of Bringing Back Broadway. "This grant from the National Endowment for the Arts will allow a world-class team of creative and cultural leaders to develop out-of-the-box ideas for using the arts as a catalyst for revitalization. The vision is to mix artists' housing, arts education, and commercial uses to support the creative industries, which are the lifeblood of Broadway's past, present, and future."

The NEA grant will fund planning studies, resource development, and public meetings with stakeholders. The goal is to develop a conceptual project, which can be implemented on Broadway to serve approximately 5,000 artists and 200 Cal-Arts students per year, and which can be used as a model for implementation elsewhere.



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MICD25 supports creative placemaking projects that contribute toward the livability of communities and help transform sites into lively, beautiful, and sustainable places with the arts at their core. Each of the selected MICD25 grant projects takes a problem such as isolated neighborhoods or a neglected waterfront and uses the arts to change that environment. The aesthetic and communal qualities of art make them excellent construction materials for transforming physical spaces.

The historic Broadway corridor, in the center of downtown Los Angeles, features one of the largest concentrations of historic theaters on one street in the nation. Twelve beautiful theaters are located within nine blocks, set between several architectural gems; these structures stand in tribute to the architectural and engineering achievements of the early 20th century. The Broadway corridor is part of an important National Register Historic District.

Broadway enjoys a colorful history as the birthplace of vaudeville and cinematic entertainment in Los Angeles and was once considered the retail capital of the United States. It was also an important west coast center for business and commerce and was one of the most popular destinations for Angelenos and tourists utilizing the city's former streetcar system. Even with its rich history, currently there is a progressively high vacancy rate among ground floor retail shops. More than a million square feet of commercial space is also vacant in the upper floors of Broadway's buildings, and very few of the glorious historic theaters offer entertainment programming.

The project's future potential, however is tremendous. The area has abundant regional transit, with numerous inter-modal transit centers within walking distance, and Broadway will be the spine of the alignment for a modern streetcar system intended to be constructed within the next several years. The Downtown L.A. Streetcar will connect Downtown's major cultural, commercial, and entertainment destinations, including: Bunker Hill, Grand Avenue, and the Music Center; Historic Broadway and the Historic Core; and South Park, L.A. LIVE, and the Los Angeles Convention Center.

"The Actors Fund and Artspace are key private partners. They each have the track record to bring this mixed-used project to fruition. They will take the leadership in locating financing, from planning to construction, through the Actors Fund Housing Development Corporation. The two private nonprofits will also direct planning studies with CRA-LA, and administer the affordable housing component," said Olga Garay, Executive Director of the City of Los Angeles Department of Cultural Affairs. The Fund has built four housing communities that include over 550 affordable housing units in various cities, and has one additional housing project in development. Artspace, America's leading nonprofit real estate developer for the arts, has built 24 housing communities for artists that include over 900 affordable live-work units, and has six additional projects in development.

"People who work in the arts and entertainment often have lower incomes and only a small percentage work full-time. Creating affordable housing opportunities for them is a good thing and will foster economic development and further help to revitalize downtown Los Angeles," said Joe Benincasa, Chairman, Actors Fund Housing Development Corporation.



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The MICD25 grants range from \$25,000 to \$250,000 and were awarded to 21 communities ranging from Easton, Pennsylvania to Los Angeles, California. The NEA announced 21 grants throughout the country totaling \$3 million. This is the first grant program developed under NEA Chairman Rocco Landesman's leadership.

Los Angeles Mayor Antonio Villaraigosa will host this year's Mayors Institute on City Design conference in Los Angeles in early August. He will present the concepts to be developed by the grant to attending Mayors and urban planners from across the nation.

About the National Endowment for the Arts

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

DCA managed a portfolio of \$36.3 million in fiscal year 2009/10 which consisted of: \$9.6 million in Transient Occupancy Tax funds; \$11.4 million in funds from the Public Works Improvements Arts Program; \$8.9 million from the Private Arts Development Fee Program; \$5.1 million in City related and indirect costs; and over \$1.3 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. The Department 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 \$20.3 million in fiscal year 2009/10. In addition, the agency raises outside public and private funds, over \$10.6 million since fiscal year 2006/07, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to fund DCA programs 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 culturela.org website visited by over 2.7 million people annually.



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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 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. BringingBackBroadway.com

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