



# Countywide Cultural Policy Strategy Proposals

The vision of the Cultural Policy is to ensure that every resident of LA County has meaningful access to arts and culture. It includes three main goals: invest in cultural infrastructure and access to the arts; advance arts and culture across every sector of civic life; promote diversity, inclusion, and belonging through the arts. To achieve the vision and goals of the policy will require multiple tactics and investments over time.

The following strategy proposals for the implementation of the [Countywide Cultural Policy](#) emerged out of ideas and recommendations shared during stakeholder engagement for development of the [Cultural Equity and Inclusion Initiative](#) (CEII), the Countywide Cultural Policy, and the [LA County New Regional Blueprint for Arts Education](#) (Arts Ed Blueprint), in addition to recommendations from CEII Advisory Committee members and LA County Department of Arts and Culture (Arts and Culture) staff. For more information on the process to develop the Cultural Policy, please visit this [web page](#).

Note, two of the original CEII recommendations (#2 and #8) are not included here because they were fully funded and enacted. Recommendation #2 (Inclusive Language, Policies and Infrastructure to Recruit and Retain Diverse Staff and Boards in LA County Arts and Cultural Organizations) does not require additional funding and was fully realized. Recommendation #8 (Increasing Diverse, Inclusive and Equitable Cultural Opportunities and Programming in Unincorporated Areas, more commonly known as Public Art in Private Development (PAPD)) was passed by the Board of Supervisors in September 2021 and provided with initial staffing. Recommendations #1, #3, #4, and #7 have been partially funded and implemented. Strategies will continue to be periodically refined, added, and developed, to remain responsive and relevant to the needs of the field.

**Color Key (Where did this strategy originate?)**

Original CEII Recommendation	Cultural Policy Stakeholder Recommendation	CEII Advisory Committee Recommendation
Department of Arts and Culture Staff Recommendation	Board of Supervisors Motion	

**1. Los Angeles County Cultural Policy:** Enact the Countywide Cultural Policy that serves as a road map for how all LA County departments can contribute to cultural life. The Cultural Policy itself is additional work and requires proper staffing to ensure that the pillars of the Cultural Policy are realized, and that arts and culture strategies are integrated into major Countywide plans and the operations of County departments. This new work will also require proper training for County staff and arts-based cross-sector project support that will have one-time costs as well as ongoing costs.

**3. College Arts Pathways\*:** Expand the existing LA County [Arts Internship Program](#) to increase the number of paid arts internships with the additional positions set aside for foster youth emphasizing inclusivity of those from communities of color, low-income neighborhoods, persons with disabilities, and other communities that experience barriers to arts access.

**4. Creative Career Pathways for Youth:** Employment and Learning Opportunities in the Arts and Culture for High School Students: Develop an LA County initiative creating access to work-based learning and leadership opportunities for all high school students, particularly students of color, low-income students, LGBTQ students, disabled students, current and former foster youth, and youth on probation, as well as others who experience barriers to participation, to prepare youth for careers in the arts and creative industries.

**5. Creative Workforce Development Center(s):** Establish center(s) that link students and mature workers, especially those from communities of color, low-income, LGBTQ and disabled communities, and other communities that are under-represented in the arts, to educational, training and networking opportunities to help them gain skills to work in creative jobs.

**6. Neighborhood Bridges:** Municipal Grants to Expand Arts and Cultural Programming to All Neighborhoods and Communities: Implement an LA County grant program to provide funds to municipal funders that includes diversity, equity, inclusion, and access requirements for re-granting to fiscally sponsored organizations, collectives, traditional and folk artists, and individual artists, especially those from communities of color, low-income, LGBTQ and disabled communities, and other communities that are under-represented in the arts. Create a complementary LA County creative cities network to annually convene the 88 municipalities and unincorporated areas to share about arts and culture programs, resources, opportunities, and promising practices, as well as updates on the Cultural Policy.

**7. Artists Working Cross-Sector to Address Social Problems:** Expand the [Creative Strategist](#) program which places artists, arts administrators, or other creative workers who are representative of diverse constituencies in LA County departments in paid positions as creative strategists to develop innovative solutions to social challenges. Placements should run at least two years and include funding for administration of the program.

**9. Grants to Organizations Serving Diverse Communities:** Expand LA County's [Organizational Grants Program](#), which provides grant funding for the nonprofit arts field and supports arts and culture organizations that have been historically or are currently underfunded and under-resourced, including those that represent communities of color, low-income communities, LGBTQ and disabled communities, and other communities experiencing barriers to participation in the arts.

**10. Parks and Libraries Arts Partnership:** Establish grants and professional development services to parks and libraries in areas of LA County with the least arts programming, to support production and

marketing costs of arts events with a focus on communities of color, low-income communities, LGBTQ and disabled communities, and other communities that experience barriers to participation in the arts.

**11. Connecting Audiences to Cultural Information:** Establish a countywide communications initiative that shares information about the arts with all LA County residents through both traditional and nontraditional methods, taking into account language barriers, geographical concerns, and economic divides that require different forms of outreach.

**12. Connecting Organizations to New Audiences and Participants:** Establish LA County planning and implementation grants to small and mid-sized arts organizations to build their capacity to reach new audiences and participants including those in communities of color, low-income communities, LGBTQ and disabled communities, and other communities that experience barriers to arts participation.

**13. Equitable Access to Arts Education:** Encourage entities to adopt and implement the [New Regional Blueprint for Arts Education](#), and provide specific support to school districts through:

- Grants to fund dedicated arts coordinators who both reflect and promote the diversity of the student population, to serve every school district in LA County
- Grants to school districts in support of their arts education plans
- Alignment of in-school and out-of-school arts learning opportunities

**14. Re-Establish the Free Concerts in Public Sites Program:** The [Free Concerts](#) in Public Sites program has provided funding to support free concerts in community settings for decades, building on the origins of the Department of Arts and Culture as the County's Music Commission. In the program, County and municipal agencies and nonprofit presenters applied for funding to cover musician performance fees at set rates and were required to select music groups from Arts and Culture's pre-vetted list of musicians ([Musicians Roster](#)). Make the program permanent again by providing general fund dollars to support an annual Free Concerts series.

- Production and promotion costs will be included to ensure the concerts are successful and well attended
- Department will explore feasibility of reimagining the program to support free arts festivals, partnering with arts organizations, presenters or sponsors, and expanding artistic disciplines beyond music

**15. Expand the Community Impact Arts Grant Program:** Prior research has shown [the Community Impact Arts Grant](#) (CIAG) program to be an effective strategy to reach communities that are not as well served by grants to arts nonprofits. Building on lessons learned from previous grant cycles, double the Community Impact Arts Grant program and include a focus on organizations serving communities of color, low-income communities, LGBTQ and disabled communities, and other communities experiencing barriers to participation in the arts. Explore partnering with relevant County departments to match the CIAG expansion funds with a goal to increase support for arts-based programming in key cross-sector areas such as aging, veterans, justice, foster youth, and health.

**16. Create Emergency Network with a Preparedness Fund:** Convene a LA County arts emergency network, in alignment with the Economic Resiliency Taskforce recommendation, to increase communication, preparedness, and support during and in response to emergencies affecting the arts sector. Arts and Culture will partner with local arts agencies to develop an emergency cultural operations framework that can be mobilized to deploy information quickly and in a coordinated

manner. A professional development program will be developed to prepare the arts and creative sector for natural disasters and emergencies. If feasible, create and maintain an emergency preparedness fund for artists and arts organizations that can be distributed in the event of a natural disaster or worldwide pandemic. Annual contributions will accumulate until an emergency occurs.

17. **Expand Professional Development Programming:** Provide support and professional development training for artists, arts organizations, and teaching artists in LA County. Programs can include apprenticeships, mentorships, business and DEI classes, support to attend conferences and forums, and other technical assistance and toolkits.
18. **Expand Civic Art Program\*\*:** The Department of Arts and Culture commissions artists to create socially engaged civic artworks, support conservation efforts, and provide artistic and cultural services and an evolving array of programming throughout the unincorporated areas of Los Angeles County. This strategy could increase the cap on civic art projects from \$1M to \$2M, expand the types of capital projects that are eligible to include additional types of infrastructure such as transportation projects, and create a new art acquisition or commission program for County departments and agencies and ensure that the cap applies to each capital project number and not the project as a whole.
19. **Create the Los Angeles County Mural Ordinance:** The Countywide Mural Program seeks to establish a comprehensive network of mural activity and engagement by muralists, property owners, community stakeholders, educators, technicians, technologists, and preservationists. Create guidelines and develop a streamlined process and grant money to assist artists with fees associated with permitting of murals. This could include the development of a utility box program as one aspect.
20. **Arts and Justice Reform:** Fund strategies in the Countywide Plan for Elevating the Arts as a Justice Reform Strategy (Arts and Justice Reform [Plan](#)). The landmark County plan, adopted by the Board in March 2020, proposes innovative arts-based strategies for fostering cohesion, building resilience, facilitating reentry, youth diversion, and preventing justice system involvement in communities most impacted by carceral systems. Specific strategies will be expanded by Arts and Culture staff.
21. **Recognize American Indian and Alaskan Native (AIAN) Communities:** Mandate Land Acknowledgments and create an interactive map and toolkit that can be used by Departments. Establish a protocol for County capital projects, facilities, and Civic Art sites to recognize the First Peoples upon whose unceded land the County now sits through signage and/or recognition on websites about these facilities and projects. Create training content for County employees to understand the Land Acknowledgment policy. Establish a fund to hire AIAN artists and culture bearers to provide Land Acknowledgment and other cultural and educational services at County events and ceremonies.
22. **Create a Database of County-Owned Creative Space:** Through the Needs Assessment, a list will be created of County-owned space that could be made available for artistic programming and creative workspace that can be used by the public or for County staff. Create a database of these spaces that is easily accessible and understandable.
23. **County-Owned Creative Space Operators:** Provide funding and authority to Arts and Culture to operate or identify and select arts nonprofits to operate County-owned space for creative use. Nonprofit arts organizations would receive a multi-year \$1/year agreement to be the anchor tenant

and operator of the space and would be responsible for maintenance, operation, and programming, including managing schedule and sub-lease agreements with other artists, arts organizations, and creative workers. Space uses could include office space/incubators, artist studio and rehearsals, classes and workshops, arts programming and presentations, or multipurpose community arts programming. If feasible, County to provide additional operating subsidy or baseline facility maintenance for utilities, security, and/or parking fees.

24. **Pilot a Creative Space Partners Subsidy Program:** Identify and select nonprofit arts organizations that have existing facilities to be creative space partners across the County, providing affordable access to their spaces for arts and cultural uses. Selected partners would receive grant funding to subsidize free or low-cost rental fees for artists, arts nonprofits, and creative entrepreneurs to use their sites. Include a minimum of one per Supervisorial district or align locations with cultural districts or other arts and creative hubs.
25. **Establish a Cultural Capital Grant Program:** Expand access to funding for cultural capital projects that support the construction, renovation, or upgrade of arts and cultural facilities for Organizational Grant Program grantee organizations that have existing spaces. Capital grant support can prioritize projects that increase access to the arts and cultural resources for communities of color, low-income communities, LGBTQ and disabled communities, and other communities experiencing barriers to participation in the arts, and help prevent displacement of arts organizations.
26. **Incorporate Arts in Real Estate Development Programs:** Arts and Culture will partner with relevant County agencies (LA County Development Authority, CEO, Regional Planning) to identify ways to incorporate arts and culture in development projects, such as affordable spaces for arts nonprofits, the commissioning of art, façade grants, and business corridor programs. Incorporate low-cost or free artist housing or live/work space within County affordable housing developments.
27. **Support Cultural Districts and Anchors Across the County:** Identify at least one legacy cultural organization with deep ties to their community to recognize as an arts anchor institution and provide grants to support place-based arts activities in naturally occurring and formally designated cultural districts, transit-oriented districts, cultural hubs, and/or in each of the [County's 16 regions](#). Each anchor institution would be provided additional County funding to increase accessibility to arts and culture for the residents of the County and support the role of arts in creative placemaking, placekeeping, civic engagement, and equitable community development. Program would also serve to build capacity toward future designations of California state cultural districts in LA County.
28. **Create an Arts Services Resource List:** Establish one or more artist registries, master agreements, or prequalified lists to be used by all County agencies when hiring artists and/or arts organizations. Arts and Culture will create and maintain a list of artists by genre and discipline, similar to the [Musicians Roster](#) for musicians. Arts and Culture may also create prequalified lists of artists or arts organizations providing arts-based community engagement or other services of interest to advancing the Cultural Policy and cross-sector missions of County department partners. Lists may be created by Arts and Culture independently or jointly with a specific department and may include pay scales, as relevant, to ensure County artists are fairly compensated when hired.
29. **Recognize Cultural Contributions of Diverse Artists and Communities.** Identify opportunities to recognize artists, culture bearers and/or cultural organizations and celebrate cultural heritage and

artistic expression of diverse communities as part of the County’s annual Heritage Month celebrations (Black, Latino, Native American, and AAPI). Recognition could include a grant award, fellowship, an artwork commission, or a collaboration with the County cultural institutions. Component of program would use County communication resources to highlight artists and artworks in the County Civic Art Collection. Combined, these efforts increase visibility, combat cultural erasure, advance narrative change, and recognize contributions of communities of color.

**30. Launch Arts and Impact Fund Grant.** Launch a new County arts and impact opportunity fund for an annual matching grant that will allow Arts and Culture to catalyze partnerships between County Departments and artists, nonprofit arts organizations, or arts collectives to use arts and culture strategies to address Board Priorities (e.g., Health, Homelessness, Justice Reform, Child Protection, Sustainability, etc.) or to meet goals in County plans and policies, such as Purposeful Aging LA, Sustainability Plan, LA River Master Plan, etc.

**31. Establish LA County Arts and Creative Economy Campaign.** Establish a County inter-departmental work group led by Arts and Culture to connect all of the ways the County supports the arts, culture, and creative economy. Centralize promotion of these programs on one public-facing website that links to opportunities on Arts and Culture; Department of Consumer and Business Affairs; Workforce Development, Aging and Community Services; and other department websites. An aspect of this strategy could include additional funding to create new and expanded field supports, such as staffing and funding to expand Creative Career Pathways for Youth programs and industry partnerships.

\*Arts and Culture staff will evaluate this set of recommendations for feasibility. For example, it could be determined that the field is saturated and cannot accommodate further arts internships.

\*\*Recommendation No. 18 updated on 01.07.2022 for accuracy.