



Olga Garay  
EXECUTIVE DIRECTOR

January 11, 2010

The Honorable Antonio R. Villaraigosa  
Mayor of Los Angeles  
Room 303, City Hall  
Attention: Pamela Finley, Legislative Coordinator

The City Council  
C/O City Clerk  
Room 395, City Hall

CULTURAL AFFAIRS  
COMMISSION

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**RE: REQUEST FOR APPROVAL TO ACCEPT A \$20,000 GRANT FROM THE NATIONAL ENDOWMENT FOR THE ARTS**

The General Manager of the Department of Cultural Affairs respectfully requests that the City Council, subject to approval by the Mayor:

1. AUTHORIZE the General Manager of the Department of Cultural Affairs, or designee to retroactively submit and accept a grant award from the National Endowment for the Arts in the amount of \$20,000 for the period of January 18, 2010 through June 30, 2010;
2. AUTHORIZE the General Manager of the Department of Cultural Affairs, or designee to negotiate and execute the grant award and agreement on behalf of the City and submit the required reporting relative to the grant, subject to the City Attorney approval as to form and legality;
3. AUTHORIZE the Department of Cultural Affairs to expend for the purposes of a minimum 1:1 match a percentage of full-time salaries equivalent to \$15,000 from Fund 100, Account 1010, and up to \$5,000 in part- time salaries funds from Fund 100, Account 1070;
4. AUTHORIZE the Department of Cultural Affairs to receive and expend National Endowment for the Arts grant funds for all eligible purposes activities for the period of January 18, 2010 through June 30, 2010;
5. AUTHORIZE the Controller to:
  - A. ESTABLISH a new appropriation account within Fund 337, Cultural Affairs Grants, to be labeled "The Big Read 09/10";
  - B. APPROPRIATE \$20,000 received from the National Endowment for the Arts into the newly established Fund 337, "The Big Read 09/10";
6. AUTHORIZE the General Manager of the Department of Cultural Affairs, or designee to prepare any Controllers instructions needed to implement actions approved by the Council and Mayor on matters presented in or deriving from the transmittal, and/or to make necessary technical adjustment, subject to review by the City

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Administrative Officer, and further, REQUEST that the Controller implement these instructions.

### SUMMARY

The Department of Cultural Affairs (DCA) submitted a grant application to the National Endowment for the Arts (NEA) for the "Big Read" Program on February 3, 2009, and was awarded \$20,000 in funding. All matching funds have been sourced as "in-kind" full-time and part time salary contributions. The period of grant support will be January 18, 2010 through June 30, 2010.

In accordance with Administrative Code 14.6.B, DCA requests authority to accept these grant funds, and expend them in accordance with the recommendations above.

### BACKGROUND

The Big Read is a national initiative sponsored by the National Endowment of the Arts (NEA) designed to restore reading in American culture. The Los Angeles Big Read program will take place between January 18, and June 30, 2010, and consist of sequential events celebrating "Sun, Stone, and Shadows," a collection of short stories from contemporary Mexican authors. The program will target an adolescent population, yet include sufficient activities to engage all age groups and demographics. DCA successfully implemented a previous Big Read program in November 2008, with over 3,500 high-school students and adult community members participating in program activities.

Projected partners with DCA for grant programming include : 1) Los Angeles Public Library, 2) Los Angeles Unified School District (LAUSD), Lincoln High School campus, 3) Partnership for Los Angeles Schools, Santee Education Complex, 3) Latino Theater Company, a non-profit youth education service provider, 4) California Institute of the Arts (CalArts) Community Arts Partnership and Sony Pictures Entertainment, 5) Friends of Taxco, a United Nations Sister City organization, and 5) Fondo de Cultura Economica USA, a publishing firm who will provide copies of the novel at a substantial discount.

The Big Read program will have both a local and international component. Planned local activities taking place in Los Angeles will include: 1) LAUSD In-school reading and activity groups at the Santee Education Complex and Lincoln High School campus, 2) DCA Youth Art Cener (YAC) After-school reading and activity groups at Sun Valley YAC, Canoga Park YAC, and William Grant Still YAC (South Los Angeles), 3) Computer animation classes for middle school students through the Sony/CalArts/DCA Media Arts Program, students will read stories and create films at Bannings Landing Community Center (Willmington), Center for the Arts, Eagle Rock, San Ferndando Gardens Community Center (Pacoima), Watts Towers Art Center, and William Reagh Los Angeles Photo Center (South Los Angeles), 4) An

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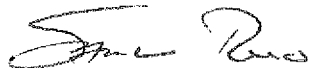
exhibition of student art work and films at the City Hall Bridge Gallery and the Barnsdall Jr. Art Center; 5) A free to-the-public panel discussion at the Central Library featuring emerging Mexican and Mexican American authors, and 6) A culminating theater production created and performed by participating high school students through the direction of the Latino Theater Company and presented at the Los Angeles Theater Center in Downtown Los Angeles.

Planned international activities include : 1) Interactive discussion groups- using internet technology, students at participating Los Angeles high schools and students in Guadalajara, Mexico will read selected stories and discuss common thematic elements, 2) Collaborative Visual Art project-students at the Canoga Park Youth Arts Center in Los Angeles, and students at the Delores School in Taxco, Mexico, a school for developmentally disabled youth, will read stories and create complimentary artworks. Student artwork from each country will be combined into a visual display and exhibited at the City Hall Bridge Gallery and the Barnsdall Jr. Art Center Gallery.

This grant requires a minimum 1:1 matching contribution. Existing full and part-time salary appropriations included in the FY 09/10 adopted budget have been identified for this match. We anticipate the total percentage of salary expenditures for program staff to equal \$15,000 in full time salaries, and \$5,000 in part- time salaries. The NEA accepts this funding as an appropriate match for their grant contribution. If awarded grant funding, additional monies will also be sought from private and corporate sources as necessary to program additional grant activities.

**FISCAL IMPACT**

There is no impact to the General Fund 100.



OLGA GARAY  
General Manager   
Department of Cultural Affairs

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