

Olga Garay  
GENERAL MANAGER

January 5, 2012

CULTURAL AFFAIRS  
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Jonathan Weedman

The Honorable City Council  
of the City of Los Angeles  
Room 395, City Hall  
200 North Spring Street  
Los Angeles, CA 90012

RE: Los Angeles Theater Center (CF No.s 11-2095 and 10-0830)

The City Council is scheduled to commence a hearing on January 10, 2012 regarding a lease between the City and the co-tenants of the Los Angeles Theater Center – the Latino Theater Company and the Latino Museum of History, Art, and Culture. The Council will consider the termination of the lease on the basis that the quality or quantity of services provided by the tenants under the lease do not meet the reasonable expectations of the City, as required by the lease.

The Department of Cultural Affairs (DCA) was directed to conduct a program audit for each of the co-tenants with regard to their respective performance and compliance with various provisions of the lease. DCA is providing to the Council for its consideration and review the department's analysis of compliance for the Latino Theater Company and the Latino Museum of History, Art, and Culture. DCA requested information from the co-tenants to help the department make its analysis. Copies of the following information submitted by the co-tenants is also provided to the Council:

1. Latino Theater Company *Strategic Plan at the Los Angeles Theater Center*
2. Latino Theater Company – 3 Year Plan 2010, 2011, 2012
3. Latino Theater Company *Response to Department of Cultural Affairs Audit of Section 4 of City of Los Angeles Lease for Los Angeles Theater Company*
4. Latino Museum of History, Art & Culture *Programming Report Years 2008, 2009, 2010*

Sincerely,

  
 OLGA GARAY-ENGLISH  
 General Manager

Attachments

**ANALYSIS OF COMPLIANCE WITH PROGRAM REQUIREMENTS**

**THE LATINO MUSEUM OF HISTORY, ART AND CULTURE**

LEASE AGREEMENT (CONTRACT NO. C-109390) BETWEEN THE CITY OF LOS ANGELES (CITY) AND  
LATINO THEATER COMPANY AND THE LATINO MUSEUM OF HISTORY, ART AND CULTURE (TENANT)

**LATINO MUSEUM RESPONSES - 3/14/11**

| Contract Article No. | SUMMARY OF PROGRAM REQUIREMENTS   | DOCUMENTS RECEIVED AND ANALYZED   | COMPLIED YES (Y) / NO (N) | REMARKS  |
|----------------------|---|-----------------------------------|---------------------------|--|
| 4.3                  | Museum shall be open to the public six days each week throughout the year and shall be open on weekends (except Thanksgiving, Christmas, and New Years day).  | TLM PROGRAMMING RPT FOR 2008-2010 | ??                        | Response is: The [main floor and level 1b gallery spaces] are open to the public from 10am to 4pm, Tu – Sun..(Prog Rpt – Question 5, Page 9) It is not clear from the response that this has been the case from 2008 to now.   |
| 4.7                  | Tenant shall develop and sponsor programs to involve the public with theater and museum as cultural or educational experiences by offering the public such experiences as live theater, dance and musical concerts, poetry readings, films, lectures, and other theater and visual artistic experiences | TLM PROGRAMMING RPT FOR 2008-2010 | Somewhat                  | TLM has conducted a formalized Community Outreach Program since 2008, providing TLM resources, lecturers and programs on Latino history, art and culture to collaborating partners at satellite sites. Film and Lecture series satellite sites predominantly East LA Library & Pacoima Family Source Ctr. Several exhibitions/lectures at LATC-Lobby and TLM Gallery and events at Disney Concert Hall, LAPD and Staples Ctr. (Prog rpt – Question 2, Pages 1 – 8) |
| 4.7.1                | Tenant shall create high visibility outreach efforts to bring community awareness and involvement into the programs.  | Same as above                     | Somewhat                  | Same as above  |
| 4.7.3                | Tenant shall serve as a resource to local educational institutions and engage in collaborative efforts with other cultural organizations.   | TLM PROGRAMMING RPT FOR 2008-2010 | ??                        | Programming rpt lists several strategic partnerships (schools, cultural organizations, consulates, clubs, societies, etc., but few are listed as partners in programming schedule(Prog. Rpt – Question 3, Pages 7 & 8)   |
| 4.7.4                | Tenant shall provide studio and theater space for local artists and performers to practice, display, and/or perform their disciplines.  | TLM PROGRAMMING RPT FOR 2008-2010 | Yes                       | Local Latino artists' work exhibited year-round in 1B and Lobby galleries.(Prog. Rpt – Activities List Pgs 2 – 4.)   |
| 4.7.5                | Tenant shall utilize a designated space for the display and sale of works of arts, artifacts, and other related income opportunities, including potential retail operations typical of museums.   | TLM PROGRAMMING RPT FOR 2008-2010 | No                        | "The Latino Museum...has been confined...to roughly 1/3 of the basement and [part] of the 5 <sup>th</sup> Floor...due to lack of space, TLM has not been able to establish a gift shop or bookstore/library..."(Prog rpt. - Question 4 response)   |
| 4.8.3                | A minimum of one day a week will be free admission day to the Museum for school children and reduced rates for Senior citizens and school age children on all other days.   | TLM PROGRAMMING RPT FOR 2008-2010 | Yes                       | "The Museum does not charge an admission fee." [Programming Report - Question 5, Line 1] It should be noted that, as with 4.3 response, this statement only indicates TLM's current operation, and does not indicate that admission has never been charged.  |

ANALYSIS OF COMPLIANCE WITH PROGRAM REQUIREMENTS  
 LEASE AGREEMENT (CONTRACT NO. C-109390) BETWEEN THE CITY OF LOS ANGELES (CITY) AND  
 LATINO THEATER COMPANY AND THE LATINO MUSEUM OF HISTORY, ART AND CULTURE (TENANT)

LATINO THEATER COMPANY

| Contract Article No. | SUMMARY OF PROGRAM REQUIREMENTS   | DOCUMENTS RECEIVED AND ANALYZED              | COMPLIED YES (Y) / NO (N) | REMARKS   |
|----------------------|---|--|---------------------------|---|
| 4.2                  | An anchor schedule of high quality theater and other performing arts presentations and performances shall be held at the Los Angeles Theater Center (LATC) and open to the general public on a year-round basis with one or more live plays to be held in each of the four theaters per calendar year, so that each of the four theaters are utilized (by holding such performances) at least 150 days per calendar year. | LTC responses; season brochures.             | Yes                       | by 2009, LTC has established 2 annual seasons of 3 productions each, forming LATC programming anchor. Use by theater:<br>(Productions/Performances/Days of Use):<br>Thtr 1: 2008 - 25 / 48 / n/a; 2009 - 23 / 52 / 128; 2010 - 6 / 11 / 117<br>Thtr 2: 2008 - 18 / 55 / n/a; 2009 - 10 / 62 / 105; 2010 - 16 / 52 / 162<br>Thtr 3: 2008 - 14 / 28 / n/a; 2009 - 4 / 32 / 150; 2010 - 11 / 37 / 215<br>Thtr 4: 2008 - 28 / 78 / n/a; 2009 - 7 / 53 / 239; 2010 - 12 / 60 / 239<br>OVERALL DEFINITE UPWARD TREND IN PRDNS & DAYS OF USE |
| 4.2                  | Tenant shall endeavor to have the attendance at the theaters exceed 50% of the total seating of the LATC.   | LTC responses                                | No                        | Thtr 1: 2008 - 22% (5,310) 2009 - 22% (5,615) 2010 - 41% (2,079)<br>Thtr 2: 2008 - 7% (1,125) 2009 - 28% (5,222) 2010 - 31% (4,903)<br>Thtr 3: 2008 - 21% (1,870) 2009 - 33% (3,560) 2010 - 69% (8,146)<br>Thtr 4: 2008 - 11% (880) 2009 - 83% (4,484) 2010 - 48% (2,873)   |
| 4.2                  | Tenant shall develop theater and related educational activities, such as volunteer training, seminars and workshops, outreach programs, artistic displays, and similar programs and events for the benefit of the public.   | LTC responses                                | Yes                       | "Gumdrops and the Funny Uncle" - audience workshops (annual event)<br>"La Voz" - educational wkshop w/HS students<br>Annual summer Youth Conservatory<br>The Big Read / From the Page to the Stage / LATC Cultural Roundtable / annual internships  |
| 4.6.1                | Within nine months from contract execution on January 4, 2006, Tenant shall have completed and submitted to the City for approval a 3 year strategic plan for the use of the LATC (Operational Plan), including (a) goals and objectives, and (b) an assessment of community needs.   |  | Yes                       | 3-yr and strategic plans attached.  |
| 4.6.9                | Tenant shall provide program criteria with the input of the City and subject to the approval of Tenant's Board of Directors.  |  | ??                        | Unknown if DCA has provided input   |
| 4.7                  | Tenant shall develop and sponsor programs to involve the public with theater and museum as cultural or educational experiences by offering the public such experiences as live theater, dance and musical concerts, poetry readings, films, lectures, and other theater and visual artistic experiences.  | LTC responses; season brochures; LTC website | Yes                       | Evident from programming.   |
| 4.7.1                | Tenant shall create high visibility outreach efforts to bring community awareness and involvement into the programs.  | LTC responses                                | Yes                       | "Goodwill discounts" (tickets / facilities use) for LA artists, arts org's, schools, civic org's valued at over \$252,000. In 2009, over 135 artists & arts org's had free or low cost access to LATC and brought their audiences. Complete program of social networking. Extensive flyer/brochure distribution. Web email blasts. Collaborate with local cultural org's events, e.g. LA Wine Tasting, Para Los Ninos, Music Center, Arts Weekend LA & Downtown Art Walk.   |
| 4.7.2                | Tenant shall provide programs and classes in the theater arts at a reasonable fee for children, adults, and professional artists within the community and outside the local community.  | LTC responses; website                       | Yes                       | Summer Youth Conservatory encourages youth to pursue theatre arts in hs/college. Tuition - \$1,200 99% of enrollees receive partial or total scholarships through Boeing, Flourish Fnd & 20 <sup>th</sup> Cent Fox TV grants, Book Adaptation: From the Page to the Stage is a literacy development prog. conducted with elementary schools. 2 teacher workshops, 2 to 4 workshop classes w/students & final performance with prof. Actors. Funded by US Dept of Education.   |
| 4.7.3                | Tenant shall serve as a resource to local educational institutions and engage in collaborative efforts with other cultural organizations.   | LTC responses                                | Yes                       | Extensive list of collaborations including UCLA, Univ. of Guadalajara, Floricanto Dance Theater Co., NAACP, LA County HS for the Arts, Santee Ed. Complex, CalArts, Directors Lab West, et al.  |
| 4.7.4                | Tenant shall provide studio and theater space for local artists and performers to practice, display, and/or perform their disciplines.  | LTC responses                                | Yes                       | Extensive list of cultural, educational, civic and private nonprofit orgs.  |
| 4.8.2                | Tenant shall offer free to the public four live plays (total of at least 30 days for actual performances) per operational year which may be decreased or increased with the approval of the City.   | LTC responses                                | Yes                       | Comps offered to Summer Youth Conserv. & local HS students, local nonprofit org's to all performances. Free performances offered open to the public: 2008 - 8 / 2009 - 8 / 2010 - 30.   |



THE LATINO MUSEUM  
OF HISTORY, ART & CULTURE

Programming report  
Years: 2008, 2009, 2010

**1. Weekly schedule the Museum is open to the public:**

The Latino Museum Galleries (Main Lobby Gallery & Lower 1B Gallery) are open to the public from 10:00 am to 4:00pm Tuesday thru Sunday. The Galleries are closed on Monday.

**2. Brief description of the Museum's outreach efforts to increase community awareness of the museum and its exhibitions.**

**Summary**

**TLM Community Outreach Programs conducted 2008 thru 2010:**

**Purpose for Establishing Community Outreach Programs**

Several studies have indicated that students who take art courses or study music excel in their overall education courses. Add to this, as a result of art experiences, the developed ability for critical thinking and in essence, many of these abilities become life long references.

The Latino Museum has established collaborations/partnerships and conducts the Museum Academy, Exhibition and a Film & Lecture Series, at no cost to the collaborating partner and the partner provides a satellite site, at no cost to TLM, to implement the agreed to services, such as thematic presentations for students, adults and families on Latino history, art, and culture.

TLM has played an important role in providing a greater awareness of an arts education where none may exist by providing underserved communities access to TLM's services.

Statistics show that attendance at museums has been dwindling since the year 2000 and Latinos have the lowest rate of attendance to museums. With this Outreach effort TLM hopes to increase the number of Latino participation, at least with TLM programs to be offered.

**General Program Description**

Since January 2009 The Latino Museum has been conducting a monthly Film and Lecture Series Program at The East Los Angeles County Library. A partnership was established with the Los Angeles County Library and the East Los Angeles County Library-Chicano Resource Center. In addition, this collaboration was also supported by Supervisor Gloria Molina and we continue to receive support from her Field Deputy's.

**Summary: Latino Museum's activities conducted in 2008 (includes some**

## 2007 activity)

- Exhibit: "Tengo Casi 500 Anos"** 2/5 – 4/30/07 ELA County  
Commemorating Black History Month Library  
with photographs by Tony Gleaton showing Chicano Resource  
Africa's Legacy in the America's. Center
- Attendees: 644**
- Exhibit: "The Prints of Self Help Graphics"** 12/07 – 1/25/08 TLM Lower Gallery  
Exhibit of Self Help Graphic's mono prints  
of the image of La Virgen de Guadalupe.  
Also, a Virgen Altar by Artist Ofelia Esparza.
- Attendees: 1,111**
- Lecture: "A Discussion of La Virgen de** 12/15/07 LATC-Theater 2  
**Guadalupe:History, Arts and Tradition"**  
Presented by Steven Loza, Ph.D., and  
President of the Latino Museum's Board of  
Trustees.
- Attendees: 110**
- Exhibit: "Tengo Mas de 500 Anos"** 3/28 – 5/31/08 TLM Lower Gallery  
Art work by Margaret Garcia and  
photographs by Tony Gleaton. Exhibit  
depicted Africa's Legacy in Mexico.
- Attendees: 1,179**
- Concert: "America Tropical"** 6/6/08 Walt Disney Concert Hall  
World premiere of America Tropical  
Written and directed by Steven Loza, Ph.D.  
Performance by: Mexico City's Philharmonic Orchestra  
Mariachi Los Camperos, Opera Soprano Suzanna Guzman.
- Attendees: 2325**
- Exhibit: "Jose Sacal"** an exhibit of Jose 8/23/08-3/27/09 TLM Lower Gallery  
Sacal's contemporary sculptures from Mexico.
- Attendees: 2,268**
- Lecture: A Lecture by Curator Gregorio** 9/27/08 LATC-Theater 3  
**Luke on the Life of Jose Sacal and a**  
**"3-D" presentation of Sacal's other sculpture**  
**works.**
- Attendees: 285**
- Lecture: "Jesus – His Life in Art"** 12/18/08 LATC-Theater 2  
A lecture and visual presentation  
by Curator Gregorio Luke on art  
influenced by the life of Jesus.
- Attendees: 352**

|  |                    |                       |
|--|--------------------|-----------------------|
| <b>Exhibit: "100 Years of Mexican Music"</b><br>A photographic exhibit of Mexico's musical creativity during the last 100 years. Curated by Steven Loza, Ph.D., performances by UCLA mariachi UCLATLAN.<br><b>Attendees: 802</b> | 1/8-2/5/09         | LATC-Main Lobby       |
| <b>Exhibit: "Venus, Anguiano's nudes"</b><br>An exhibit of Maestro Raul Anguiano's most important nude works in charcoal & graphite, pastel & conte and oils.<br><b>Attendees: 1,267</b>   | 4/9-7/09           | TLM Lower Gallery     |
| <b>Go to College and Graduate Art</b><br>Exhibit by Ignacio Gomez July 2009<br><b>Attendees: 427</b>   | 07/09              | LATC Lobby            |
| <b>Go to College and Graduate</b><br>Lecture by Prof. Sal Castro July 2009<br><b>Attendees: 298</b>  | 07/09              | LATC Theater #2       |
| <b>EI MOVIMIENTO</b><br>Photo documentary by Oscar Castillo<br>(exhibit part of Hispanic Heritage Month, City of Los Angeles)<br><b>Attendees: 1,457</b>   | 08/09 – 02/10      | LATC/TLM Gallery      |
| <b>EI MOVIMIENTO</b><br>Lecture by Oscar Castillo<br><b>Attendees: 58 students</b>   | 08/12/09           | LATC/TLM Gallery      |
| <b>Chicana Falsa,</b><br>Lecture by poet and writer Michel Serros,<br><b>Attendees: 391 Jefferson students</b>   | March 2010         | Jefferson High School |
| <b>MUJER, Art, genesis + power</b><br>Art exhibit - TLM permanent collection<br><b>Attendees: 1,452</b>  | 03/10 – 06/10      | LATC/TLM Gallery      |
| <b>Epic Tales of Latino Art/RING Festival</b><br>LA OPERA Art exhibit –<br>TLM permanent collection<br><b>Attendees: 2,553</b>   | 04/10 – 07/10      | LATC-Main Lobby       |
| <b>Cesar Chavez Day</b><br>Traveling Exhibit/Oscar Castillo's photos<br>partnership with Los Angeles Police Department<br>Chief Beck<br><b>Attendees: 220</b>  | 04/06/10           | LAPD                  |
| <b>Noche Latina</b><br>L.A. Spark, Traveling exhibit<br><b>Attendees: 810</b>  | July 4th, 2010     | Staples Center        |
| <b>Hybridity American United</b><br>Art contest with more than 45 new art talents<br>From different nationalities in U.S.A.<br><b>Attendees: 701</b>   | 06/06/10 -11/09/10 | LATC/TLM Gallery      |
| <b>The Children of Pachamama</b><br>A collective images from around the globe  | 09/10 – 02/11      | LATC-Main Lobby       |

The Latino Museum's permanent collection

Attendees: 755

**Las Virgenes**

12/12/10 – present LATC/TLM Gallery

Exhibition by Ofelia Esparza and Johnny Niccoloro

Attendees: 356

**The Last Zapatistas**

03/11 – present LATC-Main Lobby

Exhibition by Andres Bodek

A collaboration with The Consulate General of Mexico

Attendees: 290

## The Latino Museum Community Film and Lecture Series Program Summary January – November 2009

### Programs Conducted

| <u>Film &amp; Lecture Description</u><br><u>Presenter</u>  | <u>Date &amp; Time</u>                              | <u>Venue</u>  |
|--|---|---|
| "A Medal for Benny" was made in 1947 by Paramount Studios in black and white and is considered one of the earliest depictions of "American Patriotism" and Mexicanos in the USA responded to during World War II. questions. | January 28, 2009<br>6:30pm-9:00pm<br>Free to public | East Los Angeles Library<br><br>Community Room<br>4837 East 3 <sup>rd</sup> Street<br>Los Angeles, CA 90022<br>(323) 263-5087 |
| <u>Number of Attendees</u><br>65   |   |   |

| <u>Film &amp; Lecture Description</u><br><u>Presenter</u>  | <u>Date &amp; Time</u>                                 | <u>Venue</u>  |
|--|--|---|
| "Where Black is Brown" to Dr. Toni-Humber commemorate Black History Month, presentation of visual research on Africa's influence & contributions to Mexico | February 25, 2009<br>6:30pm – 9:00pm<br>Free to public | East Los Angeles Library<br><br>Community Room<br>4837 East 3 <sup>rd</sup> Street<br>Los Angeles, CA 90022<br>(323) 263-5087 |
| <u>Number of Attendees</u><br>62   |  |   |

| <u>Film &amp; Lecture Description</u><br><u>Presenter</u>  | <u>Date &amp; Time</u>                              | <u>Venue</u>   |
|--|---|--|
| "Salt of the Earth" film presented to commemorate International Women's Day. This film was blacklisted in 1950's depicting a real mining strike in New Mexico. | March 25, 2009<br>6:30pm – 9:00pm<br>Free to public | East Los Angeles Library<br>Community Room<br>4837 East 3 <sup>rd</sup> Street<br>Los Angeles, 90022<br>(323) 263-5087 |
| <u>Number of Attendees</u><br>51   |   |  |

| <u>Film &amp; Lecture Description</u> | <u>Date &amp; Time</u> | <u>Venue</u> |
|---------------------------------------|------------------------|--------------|
|---------------------------------------|------------------------|--------------|

**Presenters**

"The San Patricios " documentary film reveals racism & discrimination of the Irish immigrant in America and why they fought for the Mexican Army

April 29, 2009  
6:30pm – 9:00pm  
Free to public

East Los Angeles Library  
Community Room  
4837 East 3<sup>rd</sup> Street  
Los Angeles,90022

(323) 263-5087

**Number of Attendees**

72

**Film & Lecture Description**  
**Presenters**

"Rebels of the South " documentary Film about the followers of Emiliano During the Mexican Revolution, Integrating archival footage, historical Background and interviews conducted In 1980 with surviving Zapatista veterans

**Date & Time**

May 27, 2009  
6:30pm – 9:00pm  
Free to public

**Venue**

East Los Angeles Library  
Community Room  
4837 East 3<sup>rd</sup> Street  
Los Angeles,90022  
(323) 263-5087

**Number of Attendees**

45

**Film & Lecture Description**  
**Presenters**

"National Chicano Moratorium, August 29<sup>th</sup>, 1970"  
Through the presentation of two historic films, "Requiem 29" and "20 Years Y Que", and panel discussion that included members

**Date & Time**

June 24, 2009  
6:30pm – 9:00pm  
Free to public

**Venue**

East Los Angeles Library  
Community Room  
4837 East 3<sup>rd</sup> Street  
Los Angeles,90022  
(323) 263-5087

**Number of Attendees**

70

**Film & Lecture Description**  
**Presenter**

"A Medal for Benny" was made in 1947 by Paramount Studios in black and white and is considered one of the earliest depictions of "American Patriotism" and Mexicanos in the USA responded to during World War II. questions.

**Date & Time**

July 16, 2009  
7:30pm-9:30pm  
Free to public

**Venue**

Pacoima FamilySoucre Center  
Community Room  
11243 Glenoaks Blvd.  
Pacoima, CA 91331  
(818) 834-5179

**Number of Attendees**

35

**Film & Lecture Description**  
**Presenter**

"Salt of the Earth" film presented to commemorate International Women;s Day. This film was blacklisted in 1950's depicting a real mining strike in New Mexico.

**Date & Time**

August 20, 2009  
7:30pm – 9:30pm  
Free to public

**Venue**

Pacoima FamilySource Center  
Community Room  
11243 Glenoaks Blvd.  
Pacoima, CA 91331  
(818) 834-5179

**Number of Attendees**

30

**Film & Lecture Description**  
**Presenters**

"Rebels of the South " documentary

**Date & Time**

September 17, 2009

**Venue**

East Los Angeles Library

Film about the followers of Emiliano  
 During the Mexican Revolution,  
 Integrating archival footage, historical  
 Background and interviews conducted  
 in 1980 with surviving Zapatista veterans

6:30pm – 9:00pm  
 Free to public

Community Room  
 4837 East 3<sup>rd</sup> Street  
 Los Angeles, 90022  
 (323) 263-5087

**Number of Attendees**

32

**Film & Lecture Description**  
**Presenters**

"Los Vendidos"  
 "How's school Enrique"

September 17, 2009  
  
 Free to public

East Los Angeles Library  
 6:30pm – 9:00pm  
 Community Room  
 4837 East 3<sup>rd</sup> Street  
 Los Angeles, 90022  
 (323) 263-5087

**Number of Attendees**

40

**Film & Lecture Description**  
**Presenters**

"Lemon Grove Incident"  
 "Tijerina"

October 17, 2009  
  
 Free to public

East Los Angeles Library  
 6:30pm – 9:00pm  
 Community Room  
 4837 East 3<sup>rd</sup> Street  
 Los Angeles, 90022  
 (323) 263-5087

**Number of Attendees**

33

**Film & Lecture Description**  
**Presenters**

"La Chicana"  
 "A Spirit Against All Odds"

November 19, 2009  
  
 Free to public

East Los Angeles Library  
 6:30pm – 9:00pm  
 Community Room  
 4837 East 3<sup>rd</sup> Street  
 Los Angeles, 90022  
 (323) 263-5087

**Number of Attendees**

28

**2010 Summary Quarterly Participant Reports:**

**January– March, 2010**

| <b><u>Events/Exhibits &amp; Programs</u></b> | <b><u>Date &amp; Venue</u></b>                                  | <b><u>Sponsors/ Partners</u></b>                       | <b><u>Quarterly Participants</u></b> |
|--|---|--|--------------------------------------|
| Film Series                                  | January-March 2010  | L.A. County Library                                    | 142                                  |
| "Mexican or American"                        | ELA County Library<br>Community Room<br>Chicano Resource Center | Supervisor Molina/<br>David Vela<br>ELA County Library |                                      |
| Art Exhibit                                  |   |  | 840                                  |
| TLM Museum                                   |   |  | 73                                   |

Academy

SUB TOTAL 1,055

**April-June, 2010**

| <b><u>Events/Exhibits &amp; Programs</u></b> | <b><u>Date &amp; Venue</u></b>                                  | <b><u>Sponsors/ Partners</u></b>                       | <b><u>Quarterly Participants</u></b> |
|--|---|--|--------------------------------------|
| Film Series                                  | April-June 2010   | L.A. County Library                                    | 139                                  |
| "Requiem 29"<br>"Question of Freedom"        | ELA County Library<br>Community Room<br>Chicano Resource Center | Supervisor Molina/<br>David Vela<br>ELA County Library |                                      |
| Art Exhibit<br>Oscar Castillo Photos         |   |  | 1,755                                |
| TLM Museum<br>Academy                        |   |  | 0                                    |
|  |   | SUB TOTAL  | 1,894                                |

**July-September, 2010**

| <b><u>Events/Exhibits &amp; Programs</u></b> | <b><u>Date &amp; Venue</u></b>  | <b><u>Sponsors/ Partners</u></b>   | <b><u>Quarterly Participants</u></b> |
|--|---|--|--------------------------------------|
| Film Series                                  | July-September 2010   | L.A. County Library  | 104                                  |
| "The Unwanted"<br>"Alambrista"               | ELA County Library<br>Community Room<br>Chicano Resource Center<br>City Terrace Library | Supervisor Molina/<br>David Vela<br>ELA County Library<br>City Terrace Library |                                      |
| Art Exhibit<br>Oscar Castillo Photos         |   |  | 1,725                                |
| TLM Museum<br>Academy                        |   |  | 91                                   |
|  |   | SUB TOTAL  | 1,924                                |

**October-December, 2010**

| <b><u>Events/Exhibits &amp; Programs</u></b> | <b><u>Date &amp; Venue</u></b>  | <b><u>Sponsors/ Partners</u></b>   | <b><u>Quarterly Participants</u></b> |
|--|---|--|--------------------------------------|
| Film Series                                  | October-December 2010   | L.A. County Library  |                                      |
|  | ELA County Library<br>Community Room<br>Chicano Resource Center<br>City Terrace Library | Supervisor Molina/<br>David Vela<br>ELA County Library<br>City Terrace Library |                                      |
| Art Exhibit<br>Oscar Castillo Photos         |   |  | 1,574                                |

TLM Museum  
Academy

90

SUB TOTAL

1,664

PARTICIPANT YEAR TOTAL

## 2011 TLM Community Outreach Programs:

### Events/Exhibits & Programs

### Date & Venue

### Sponsors/ Partners

Film Series  
"Chicano Park"  
"Viva La Raza"

February 28  
ELA County Library  
Community Room

L.A. County Library  
Supervisor Molina/  
David Vela  
ELA County Library/  
Alice Medina-Daniel  
Hernandez  
City Terrace Library/  
Jing Li

Art Exhibit  
"Pachama" Photos

March 2011  
ELA County Library  
Chicano Resource Center

TLM Museum  
Academy

February 22  
City Terrace Library/  
Community Room

March 5  
Community Room  
ELA County Library

## 2011 Pending New TLM Sites

1. Anthony Quinn Library – East Los Angeles
2. Rosemead County Library – City of Rosemead

### **3. Brief description of any collaboration with local educational institutions and/or cultural organizations.**

The Latino Museum is committed to building a broader understanding of the rich history of Latino art and to increasing public awareness of outstanding works of contemporary Latino artists. Through our various outreach programs and educational services, we strive to encourage young people to develop their sensitivity to art in its many forms and to pursue their creative aspirations.

### **The Latino Museum has formed strategic partnership with:**

- Thomas Jefferson High School

- Temple City High School
- University of California Los Angeles
- East Los Angeles College
- The Latino Smithsonian Center, Washington D.C.
- East Los Angeles Library
- Los Angeles House of Lebanon
- Consulate General of México
- Consulate General of China
- Consulate General of Lebanon
- Consulate General of Israel
- Consulate General of Spain
- Los
- UCLA Lab School
- Los Angeles Sister Cities
- UCLA Herb Alpert School of Music
- Los Angeles Unified School District
- Los Angeles Opera
- Dolores Huerta Foundation
- Cultural Center Spark
- Federación de Clubes Zacatecanos
- Jalisco Foundation
- Latina Wise Society
- Dionisio Morales Foundation
- Los Angeles Spark
- Chicano Youth Leadership Conference
- Michelle Serros Lecture series and educational tours
- Coulbarn School of Music
- UCLA Community Schools
- City of Los Angeles /Hispanic Heritage Month
- Los Angeles Police Department
- Los Angeles Metropolitan Art Continuation School
- Mundo Maya Foundation
- University of Southern California
- Cal State Northridge

**4. Does LMHAC maintain a museum gift shop, or contribute to an LATC gift shop?**

The Latino Museum, since the inception of the Lease and Sublease, has been confined by the Latino Theater to roughly one-third of the basement and a small Section of the 5th floor, which is significantly less than 20% of the space of the LATC and due to lack of space, the Latino Museum has not been able to establish a gift shop or a bookstore/library. The Museum plans to open and maintain a gift shop in the lobby area as soon as it is able to do so.

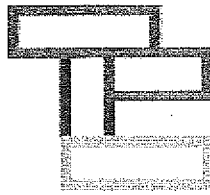
**5. What is the cost of admission to the museum? Are there discounted rates for Seniors, Students, etc? Are there any free admission days for schools?**

The Museum does not charge an admission fee. It is important to point out that Museum's ability to conduct exhibitions was, and is, severely hampered as a result of Theater's refusal to share the space of the LATC. Museum's exhibition area has been limited to the small basement gallery, which is inadequate for its

needs. In addition, the Museum had to go to Court and seek an injunction to use the lobby for its events and to get access to the calendaring system to be able to schedule events. Thus, not until the Museum obtained a court order on April 16, 2010 was it even allowed to use the lobby. Despite these problems and the lack of adequate exhibition areas, Museum held countless events and exhibitions since 2006 that were free of charge including, but not limited to, art, photography and print exhibitions held at the LATC, various lectures, photo documentaries, traveling exhibits, educational activities held at the East Los Angeles Library, various School Tours, and musical presentations.



THE LATINO MUSEUM  
OF HISTORY, ART & CULTURE



February 7, 2011

Lee Sweet  
Department of Cultural Affairs (DCA)  
201 N. Figueroa Street, Suite 1400  
Los Angeles, CA 90012

Dear Lee,

Enclosed find response to Department of Cultural Affairs Audit Section 4 of City of Los Angeles Lease for Los Angeles Theatre Center.

Pursuant to our email correspondence I have included all of the items that you have requested in order to complete the DCA audit. If you have any further questions or need further clarification please call me.

Sincerely,

Paul Stuart Graham  
General Manager

**LOS ANGELES THEATRE CENTER**

514 South Spring Street • Los Angeles, CA 90013 • T 213.489.0994 • F 213.489.1851 • [www.thelatc.org](http://www.thelatc.org)

# Latino Theater Company

## STRATEGIC PLAN

at the

# LOS

# ANGELES

# THEATER

# CENTER


**Area 1 (Red Frame):** A map of Los Angeles with various locations marked, including 'Theater Center', 'Los Angeles', and 'Orange County'. Text includes 'A Strategic Plan for the Theater Center' and 'Los Angeles, CA'.

**Area 2 (Purple Frame):** A diagram showing a hierarchy of roles: 'Executive Director', 'Artistic Director', 'General Manager', 'Production Manager', 'Marketing Manager', 'Finance Manager', and 'Administrative Manager'. Text includes 'A Strategic Plan for the Theater Center' and 'Los Angeles, CA'.

**Area 3 (Orange Frame):** A flowchart showing a process flow from 'Mission Statement' to 'Strategic Goals' to 'Operational Objectives' to 'Performance Indicators'. Text includes 'A Strategic Plan for the Theater Center' and 'Los Angeles, CA'.

**Area 4 (White Frame):** A list of goals: 'Increase revenue by 10%', 'Expand audience reach by 20%', 'Improve customer satisfaction by 15%', and 'Reduce operational costs by 5%'. Text includes 'A Strategic Plan for the Theater Center' and 'Los Angeles, CA'.





**What do we do?**

Our Mission...

# What do we do?

## Our Mission...

produce diverse theater, dance, and music programming

create summits and artistic discussions of people of color

commission new work

train young actors

provide arts education

increase cultural exchanges around the globe

UCLIN

# LOS

# ANGELES

# THEATER CENTER

a microcosm of the new los angeles



captures the creative vitality that comes from people telling their own stories and digging deep into their own traditions to address important issues of our day.

—James Irvine, UCLIN Director

a destination center for those pursuing artistic excellence



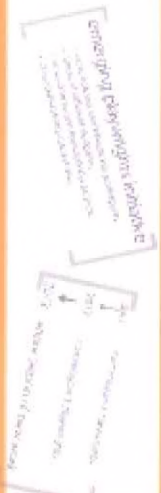
a space where the convergence of people, cultures and ideas give birth to our future



a world-class cultural arts center that reflects the rich diversity of the globe



a laboratory where both tradition and innovation are honored and honored



• a microcosm  
of the new  
los angeles

# cultural roundtable

## purpose

To present and produce new and well-established culturally specific works that connect to the broad range of Los Angeles residents, expanding artistic expression of theater in Los Angeles

## 2009 productions



OVIATION  
PRESENTS  
THE RED SHOES



OVIATION  
PRESENTS  
THE MEXICAN TRILOGY



LA Stage Alliance Division  
Award Nomination for  
best playwrighting



## 2010 productions

Dementia  
Calligraphy  
The Reckoning  
The Mexican Trilogy  
Sick


Latino Theater Company

Culture Clash | Cedar Grove Onstage | Playwright's Arena

Robey Theatre Company | American Indian Dance Theater | UCLA School of Theater, Dance and Television

# first annual playwrights festival

january 29 - 31



**The LACU  
2010 Playwrights  
Festival**  
January 29th - 31st, 2010

Join us for a weekend of play readings and discussions with playwrights and directors. The festival will feature a variety of plays from emerging and established playwrights. The festival will also include a roundtable discussion with playwrights and directors. The festival is a great opportunity for playwrights to showcase their work and for directors to discover new talent.

The Emerging Playwrights Initiative (EPI) is a program of the LACU designed to nurture and support new works while also creating opportunities for collaboration and community between emerging and established playwrights.

**Friday Jan. 29th, 2010**  
10:00am - 12:00pm  
12:00pm - 1:00pm  
1:00pm - 2:00pm  
2:00pm - 3:00pm  
3:00pm - 4:00pm  
4:00pm - 5:00pm  
5:00pm - 6:00pm  
6:00pm - 7:00pm  
7:00pm - 8:00pm  
8:00pm - 9:00pm  
9:00pm - 10:00pm  
10:00pm - 11:00pm  
11:00pm - 12:00am

**Saturday Jan. 30th, 2010**  
10:00am - 12:00pm  
12:00pm - 1:00pm  
1:00pm - 2:00pm  
2:00pm - 3:00pm  
3:00pm - 4:00pm  
4:00pm - 5:00pm  
5:00pm - 6:00pm  
6:00pm - 7:00pm  
7:00pm - 8:00pm  
8:00pm - 9:00pm  
9:00pm - 10:00pm  
10:00pm - 11:00pm  
11:00pm - 12:00am

**Sunday Jan. 31st, 2010**  
10:00am - 12:00pm  
12:00pm - 1:00pm  
1:00pm - 2:00pm  
2:00pm - 3:00pm  
3:00pm - 4:00pm  
4:00pm - 5:00pm  
5:00pm - 6:00pm  
6:00pm - 7:00pm  
7:00pm - 8:00pm  
8:00pm - 9:00pm  
9:00pm - 10:00pm  
10:00pm - 11:00pm  
11:00pm - 12:00am

**EPI** Emerging Playwrights Initiative


## emerging playwrights initiative

The Emerging Playwrights Initiative is designed to nurture and support new works while also creating opportunities for collaboration and community between emerging and established playwrights.


- an insider's look into the play development process
- features plays for the 2010 season through table readings
- roundtable discussions with directors, playwrights and critics and open dialogue with the audience

## **emerging playwrights initiative**

The Emerging Playwrights Initiative is designed to nurture and support new works while also creating opportunities for collaboration and community between emerging and established playwrights.



**a destination  
center for those  
pursuing artistic  
excellence**

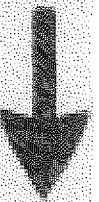


Provide artistic excellence to Los Angeles  
by exposing our audiences to major artists



artists summit


2011



true festival

2012

- 3 day conference
- 10 artists from around the world
- artists will propose new work and conduct workshops for the cultural roundtable
- 10 day festival
- artists from around the world will participate
- a safe artistic environment and open discussions with artists
- cultural meetings and artistic roundtables
- performances and workshops



- a laboratory
- where both tradition and innovation are honored and honed

# emerging playwrights initiative

- local, national and interational participants
- artists of different disciplines
- cross-cultural and transnational projects
- cross-generational laboratories

2011

commission 5 playwrights



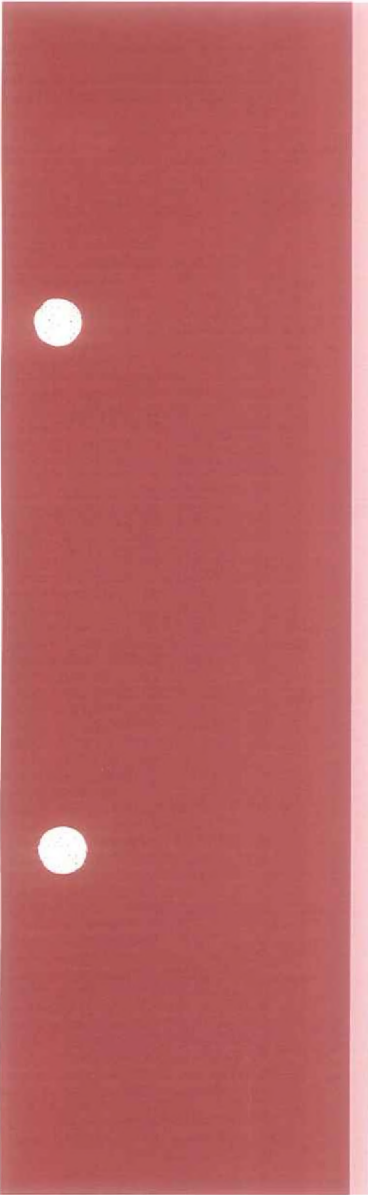
2012

commission 5 playwrights



2013

entire season of new work



**captures the creative vitality that comes from people telling their own stories and digging deep into their own traditions to address important issues of our day.**

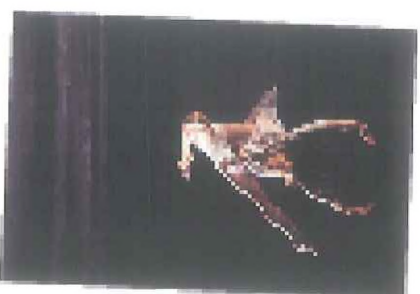
# dance initiative

nurture dance by providing  
space, workshops, performances

## 2010 pilot program

collaboration with one (1) artist  
for Fall Season

## adaptation of **the tempest**



2011


commission two (2) artists

2012

commission three (3) artists

- database of latino plays and latino writers

- oral storytelling laboratories



**pass skills and  
experiences to young  
and emerging artists**



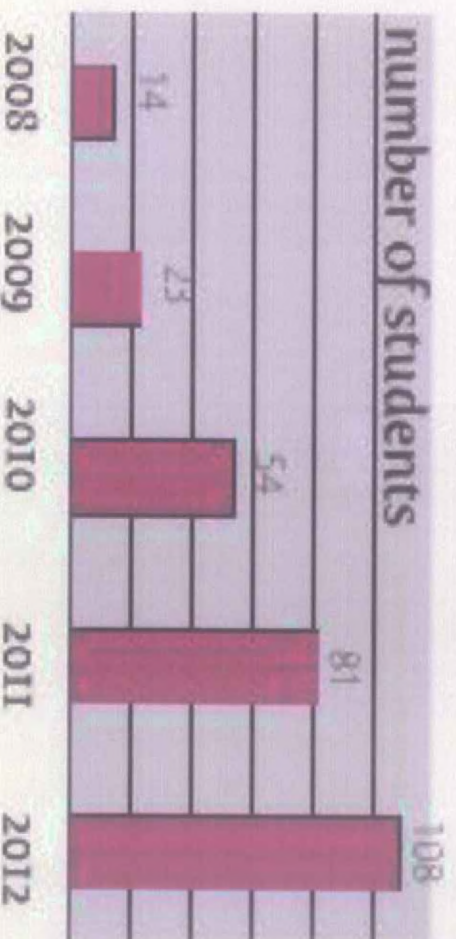
- 4-week program
- for youth (ages 14-18) from under-served communities
- students gain experience and train in a university-like program
- professionally trained directors, writers, actors, and theater technicians
- final culminating performance

# summer conservatory



## goals

- (1) to prepare high school students for a four-year university education in theater arts
- (2) provide high school students with vocational training



# latc training academy

acting classes, directing lab, playwrighting lab

- 10 week courses from January - March
- for young adults (ages 20-35)
- 20 participants @ \$400 each

# technical training internship

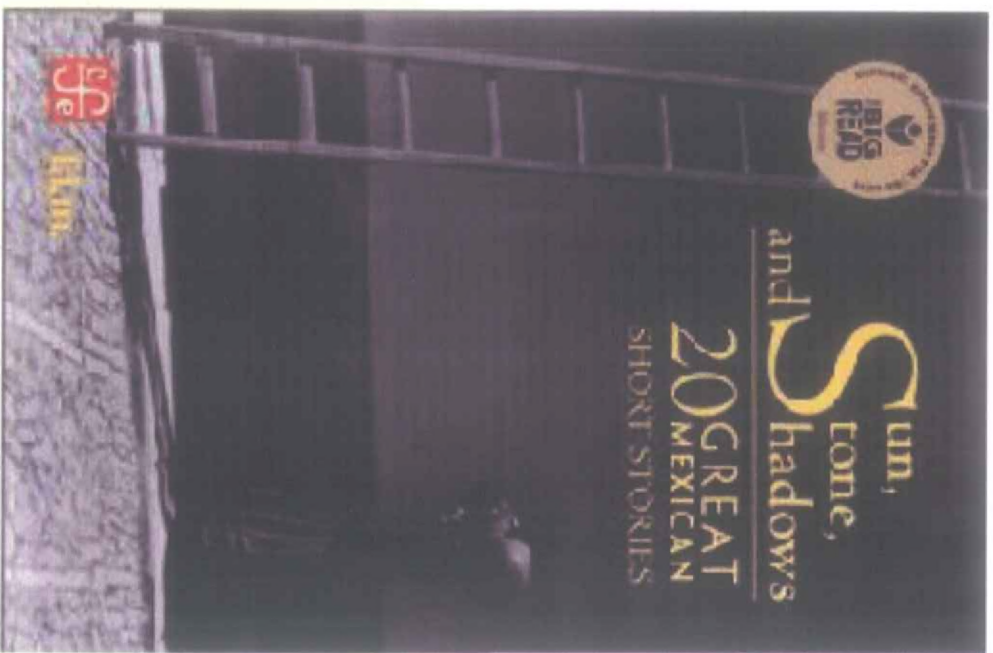
invite interns to work with the technical staff

**a space where  
the convergence  
of people,  
cultures and  
ideas give birth  
to our future**



theater-based, literacy development program which utilizes the arts to develop literacy skills in children while also sparking the power of their imagination

book adaptation: from  
the page to the stage



# the big read

Mexican short stories brought to life  
through the medium of theater

- workshops to high school students
- theatrical adaptations by students
- trip to the LATC to experience a Latino Theater Company theatrical adaptation

# estado

...a state of being...a state of art...a state of mind...a state of flux...



**D A W**  
*Downtown  
Art Walk*

the coffee shop

**a world-class  
cultural arts  
center that  
reflects the  
rich diversity  
of the globe**



Dementia  
by Evelina Fernandez  
(Latino Theater Company)

Sick  
by Erik Patterson  
(Playwrights Arena)

1951 - 2006  
by Donald Freed

Latino Theater Company  
25th Anniversary  
Celebration  
July 16 - 18



A Mexican Trilogy  
by Evelina Fernandez  
(Latino Theater Company)

Calligraphy  
by Velina Houston  
Directed by Jon Lawrence Rivera  
(Playwrights Arena)

The Reckoning  
by Kimba Henderson  
(Robey Theatre Company)

La Virgen de Guadalupe, Dios  
Inantzin  
by Evelina Fernandez  
(Latino Theater Company)



A Mexican Trilogy  
by Evelina Fernandez  
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Calligraphy  
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The Reckoning  
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La Virgen de Guadalupe, Dios  
Inantzin  
by Evelina Fernandez  
(Latino Theater Company)

**Latino Theater Company – 3 Year Plan 2010, 2011, 2012**

**STATEMENT OF GOAL, OBJECTIVES, AND EXPECTED OUTCOMES**

**About the Latino Theater Company**

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The Latino Theater Company is committed to the creation of exciting, thought-provoking main stage theater in Los Angeles. Founded in 1985 by Jose Luis Valenzuela, the Latino Theater Company began its legacy of producing memorable work and exploring the U.S. Latino experience in bold and contemporary terms. In 2006, the Latino Theater Company was awarded a 20-year lease to operate the Los Angeles Theatre Center (the LATC) and embarked on a new vision to create a world class arts center; a microcosm of the diverse Los Angeles landscape. In 2009, over 135 artists and arts organizations were served by being produced or presented or given access to affordable or donated space for rehearsals, performances and cultural events and over 45,500 people attended events at the center.

Our mission is to produce diverse theater, dance, and music programming and artistic dialogue for people of all cultures through commissions, theatrical training, arts education, and international cultural exchanges with artists and audiences from around the globe. We envision the LATC as a world-class cultural arts center for those pursuing artistic excellence; a laboratory where both tradition and innovation are honored and honed; a space where the convergence of people, cultures and ideas contribute to the future. The median age of our ticket holder is 32.9 years with 21.5% of the audience between 5-17 years, 33.2% between 18-34 years and 20.5% between 35-59 years. The median household income is \$39,144 and 24.3% of the audience has earned a college degree. 37.5% of households have children. Ethnic make-up is 13.1% Black, 10.1% Asian, 54.3% Hispanic and 22.5% White. Our audience members come from a 40-mile radius of downtown Los Angeles.

**Latino Theater Company Goals at the Los Angeles Theatre Center**

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- Promote intercultural understanding through the performing arts
- Provide diverse programming at affordable ticket prices
- Develop and produce new work that examines, in bold contemporary terms, cultural experiences in the U.S.
- Commission emerging and established artists to create new plays, translations, and dramatic events that deal with cultural convergences
- Give young and diverse directors, designers, writers, choreographers and musicians opportunities to exercise their talents in collaboration with other artists
- Create new audiences for young and experimental artists
- Create international exchanges that promote artistic excellence and cultural understanding
- Provide outstanding educational programs under the California Content Standards

**Objectives**

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- Broaden audience base 20,000 by 15% each year, totaling 30,500 by 2013.
- Deepen audiences by converting 100 passes to memberships and reach 300 members by 2013
- Commission 10 local, national, and international artists of different disciplines by 2013
- Diversify and grow the Latino Theater Company Board of Directors by recruiting 6 new members representative of the diverse Los Angeles community by 2012

**Expected Outcomes**

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- Increase number of patrons served (Serve 51,000 in 2010, 60,000 in 2011, and 71,000 in 2012)
- Increase number of artists/arts organizations served (150 in 2010, 180 in 2011, and 220 in 2012)

- Attract younger age groups (18-24, 25-34, 35-44) and diverse audiences representative of Los Angeles (45% Latino, 12% Asian, 10% African American, 31%White, 2% Other)

#### **LATC Cultural Roundtable**

The Los Angeles Theatre Center captures the creative vitality of people telling their own stories and digging deep into their own traditions to address important issues of our day. To provide programming that is relevant and relates to the different cultures of Los Angeles, the Latino Theater Company created the LATC Cultural Roundtable, which includes the Robey Theatre Company, Cedar Grove Productions, Playwrights' Arena, and the American Indian Dance Company. The Latino Theater Company collaborates with these organizations to present and produce new, culturally specific works that connect to the broad range of Los Angeles residents. The Latino Theater Company, as operators of the Los Angeles Theatre Center, provides these small and developing arts organizations with various resources through its own organizational structure, allowing these organizations to allocate their own resources to artistic excellence and capacity building.

The Latino Theater Company has received support in the amount of \$225,000 over 36 months from the James Irvine Foundation to launch the LATC Three-Year Audience Development Project. The 2009 season at the LATC featured 4 main stage productions and 30% of the available capacity was sold. The purpose of this 3-year Audience Development Project is three-fold:

- (1) To triple the capacity of the LATC's season by 2013 by producing more productions using Actors Equity Association (Equity) professional stage actors theater contracts
- (2) To increase the percentage of available tickets sold from 30% to 60% by 2013 by implementing new marketing strategies, targeting specific ethnic groups in Los Angeles
- (3) To enhance the LATC marketing activities, increase ticket revenue, and create economic sustainability for permanent marketing positions at the LATC

Due to budget constraints, most shows by the LATC Cultural Roundtable are Equity (Actors Equity Association) Waiver productions in the 99-seat theater. With additional production and marketing support, the LATC Cultural Roundtable, and other small theater companies, will have the ability to produce Equity productions, move their productions to larger theaters, increase production capacity, and increase ticket sales.

This three-year Audience Development plan creates opportunity for significant growth and development of the Los Angeles Theatre Center audience base. The Latino Theater Company will conduct the following activities to achieve these goals:

**Provide support for pre-production costs.** To produce Equity shows and move productions to larger theaters, theater companies at the LATC need additional funds to meet salary, health and pension compensation requirements. Production support over the next three years will enable the LATC Cultural Roundtable theater companies to create jobs for artists and establish a solid foundation of committed supporters and patrons.

**Replicate target marketing campaigns.** The Latino Theater Company's marketing model was created to attract Latino audiences through community involvement and engagement. The Latino Theater Company marketing model targets Latino audiences for Latino productions. This model is made up the following target marketing activities:

- Advertisements in Ethnic specific media (newspaper, radio, television)

- Advertisements distributed to targeted zip codes through the LA Times
- Promotion at local Latino community events, fairs, and festivals
- Promotion on ethnic specific websites/blogs
- Host special events for Latino organizations
- Partner with community organizations to produce their own community events at the LATC  
This goal is to replicate the marketing model within the Asian-American and African-American communities to continue to broaden these audience groups at the LATC. In collaboration with the LATC Cultural Roundtable theater companies, target marketing techniques include:
- Ethnic specific advertising: The LATC seasonal programming and special promotions will be advertised in ethnic specific newspapers, radio and television stations, and websites/blogs.
- Community advisory committees: Representatives from the community will be invited to serve as the voice for their own communities, contributing ideas and suggestions for programming, events, and the vision for the center. Meetings and events for the community advisory committees will be held at the Los Angeles Theatre Center.
- Partnerships with community leaders and organizations: Local organizations have established relationships with the LATC's target markets. They are able to provide insight on the direct needs of the community. To position the LATC as a gathering place for social, educational, professional and artistic purposes, the Latino Theater Company launches various campaigns to attract groups, create conversation, and promote progress within the community.
  - Host-A-Night opportunities allow community leaders, groups, and businesses to purchase the entire house for a performance. In addition to receiving 300+ tickets, the group can host a reception with the cast members or create a fundraiser for a local charity.
  - Group sale deals are available to groups of 10 or more, a great opportunity for loyal patrons to invite their friends and family at a discounted price. In addition, a database of educators and students groups at the college and university level is being developed.
  - The community organizations themselves also contribute to educating patrons by participating in audience talk backs as panelists and providing literature and resources in the grand lobby before and after performances. For example, during the 2010 season, a health fair was held in the LATC grand lobby to address the reoccurring health themes in the season productions.

**Deliver unified marketing efforts into the community.** In Summer 2009, the Los Angeles Theatre Center acquired a new look. Rebranding of the center was the first step towards creating a marketing strategy that was more innovative, cohesive, and attractive. The LATC brand conveys artistic excellence and the marketing creative process involves participating artists and LATC Cultural Roundtable theater companies. The Latino Theater Company established a professional marketing team consisting of a Graphic Designer, Public Relations Representative and Web Developer to create marketing materials and activities to cross-promote all shows and producing theater companies at the LATC through printed materials, press coverage, and web presence. In addition, a Marketing Coordinator was hired to be the in-house lead of the marketing team and coordinator of marketing activities for the LATC.

**Increase visibility within the community.** The Latino Theater Company aims to increase visibility of the LATC's diverse programming by being more accessible to the local community through internet marketing and community events.

- Internet marketing strategies: The Latino Theater Company continues to develop its internet marketing strategies.

- A pilot website was launched in 2009 and reevaluated using data from Google analytics, feedback from patrons, and input from the staff. Based on this reevaluation process, changes will be made in 2010 allowing for more interaction with patrons, easy accessibility to most visited pages, more incorporation of social networking sites, and content relating to the artistic process (Video blogs/articles featuring artists, playwrights, and directors).
- The Latino Theater Company makes significant progress in online presence for the LATC through social media. For example, Facebook fans increased to almost 4,000 in a few months and user controlled content type websites, such as Yelp.com and Goldstar.com, provide the LATC with positive reviews. In addition to maintenance of social media websites, our new online strategy is to target artistic and culturally-specific groups. Activities that increase online following focus on these specific groups since research shows a correlation between artists and regular attendance at theater events.
- The shift from print media to internet media changes public access to news. The new public relations strategy for the Los Angeles Theatre Center, in addition to outreaching to press from newspaper and television networks, will also target downtown bloggers and culturally-specific blogs. Bloggers provide downtown dwellers and cultural groups with regular posts on the new happenings of downtown Los Angeles.
- Local community events: LTC will extend marketing activities to more local community events, targeting specific ethnic and age groups. Most recently, the LATC doors have opened during the monthly Downtown LA Art Walk which attracts tens and thousands of avid art fans from all over Southern California. The LATC's monthly art walk event, *Estado*, features diverse theater, music, and visual art as a way to fully integrate the center within surrounding community and successfully attract new, younger and more diverse audiences to the LATC.

**Develop cross-cultural dialogue between different audience groups.** The LATC goal is not only to broaden the Latino, Asian-American, and African-American audience groups, but also create cross-cultural relationships. By presenting a united marketing effort, the LATC will be a place for the community to experience their own culture and other cultures, creating opportunities for discussion and promotion of cultural sensitivity and awareness. The LATC will achieve cross-cultural dialogue through the following initiatives:

- Literary initiatives at the LATC create synergy between audiences, artists, and the art itself. The LATC Playwrights Festival invites the community to get an insider's look into the play development process by featuring plays and playwrights of the upcoming season through play readings. Roundtable discussions with diverse Directors, Playwrights, and Critics provide a space for open dialogue with the audience. Literary events, like the LATC Playwrights Festival, contribute to the art creation process, provide opportunities for social interaction, and directly outreach to the artistic community.
- *Estado* is the newest addition to the Latino Theater Company's Marketing Strategy at the LATC. *Estado* is a means to converse with a flourishing population that is eager to be entertained and inspired. In addition to being a monthly event held in conjunction with the Downtown Art Walk, the goal is to fuse the LATC's connection with the community through *Estado* media in the form of print, online, and neighborhood outreach. The *Estado* newsletter will be issued quarterly and *Estado* videos posted online monthly. *Estado* will showcase Los Angeles actors, directors, playwrights, and artists as well as highlight the up and coming work at the LATC.
- The LATC Grand Lobby is a gathering place in itself. Audiences and performing artists congregate in the lobby at the end of each show. The Grand Lobby houses concessions stands, tables and chairs, which creates a comfortable environment for post-production conversations.

With a total of four theaters exiting into the Grand Lobby, the LATC creates a natural forum to discuss and create connections between the different plays and audiences. The goal is the creation of official event gatherings before and/or after performances.

**Conduct regular evaluations of our progress.** Our performance measures include the following.

- Number of tickets sold/visitors to the center (Ovation Tix Box Office System)
- Number of Artists/Arts Organizations Served (Literary Department/Submission Database)
- Value of financial and in-kind contributions to arts organizations (Facilities & Finance Department)
- Online activity/presence (Google Analytics, Facebook Insights)
- Demographic information (Box Office Surveys, Patron Email Surveys)

### **Audience**

---

The current ethnic makeup of the LATC audience is 13.1% Black, 10.8% Asian American, 54.3% Latino and 22.5% Anglo. These statistics closely reflect the ethnic makeup of Los Angeles County. The goal is to not only to uphold an ethnic makeup that closely reflects the population, but also broaden the audiences and deepen participation in each ethnic category. In addition, we will create activities to attract younger audience members to the LATC. The median age of our ticket holder is 32.9 years with 21.5% of the audience between 5-17 years, 33.2% between 18-34 years and 20.5% between 35-59 years.

Our audience members come from a 40-mile radius of downtown Los Angeles including the communities of Altadena, Alhambra, Monterey Park, East Los Angeles, Whittier, Montebello, Venice, South Central, Silver Lake, Echo Park, Los Feliz and Hollywood.

### **Rationale**

---

According to United States Census projections, minorities (or people of color), which includes any race other than non-Hispanic, single-race white, will make up the majority of the U.S. population by 2042. In California, people of color already make up the majority, accounting for 57% of the state's population. As the population changes, new generations emerge, and the entire population becomes more culturally diverse, it is imperative that artists, audiences and performing arts venues reflect these changes to promote cultural tolerance and exchange, nurture the future of art making, and improve the quality of life of all.

The Latino Theater Company, as operators of the Los Angeles Theatre Center, currently provide small and developing arts organizations with the following resources through its own organizational structure, allowing these organizations to allocate their own resources to artistic excellence and capacity building.

- **Working relationship with the Artistic Director.** Jose Luis Valenzuela serves as an artistic resource to the participating companies. He provides artistic guidance, however does not interfere with each company's unique process for choosing work to produce at the Los Angeles Theatre Center. Each company serves their own audience and in order to bring diverse programming to the LATC stages, companies are allotted a reserved slot in the LATC season programming. Jose Luis also helps facilitate relationships between designers and directors.
- **Support from the Latino Theater Company Executive Staff.** As Co-Producers with these theater companies, the Latino Theater Company's General Manager works with each theater company to develop production budgets. The General Manager also conducts the contract negotiations

with Actors Equity. The Financial Director generates financial reports for all productions and manages financial transactions between the Latino Theater Company, the theater companies, and contractors. The Development Department's efforts to bring more funding to support general operations and programming ultimately benefits all theater companies.

- **Programming support.** Production meetings are held with the theater companies. The Programming Director serves as the point person for each of the companies for any issues related to production logistics.
- **Literary support.** The Literary Manager accepts all plays and inquiries from playwrights and serves as the first level of screening for possible plays for production. Plays may be recommended by the Literary Manager to the Artistic Directors of the different theater companies or vice versa. All plays are logged into the LATC Literary Database and all companies have access to this resource. The Latino Theater company also coordinates the Annual Playwrights Festival, an artistic convening for all theater companies, playwrights, artistic directors, and artists.
- **Technical support.** The Technical Director provides technical planning assistance, technical budgets for each production, and pre-production support.
- **Priority access to LATC facilities.** Theater companies are offered office space at extremely affordable rates, to help offset their overall operational expenses. In addition, LATC Cultural Roundtable companies have priority access to all spaces in the Los Angeles Theatre Center for rehearsals, performances, and events. The rental fees are waived for the usage of these spaces.
- **Box office support.** The Box Office Manager meets with each theater company to create ticketing profiles for each production through Ovation Tix, the LATC box office management system. The set up of this system was managed and subsidized by the Latino Theater Company. The box office staff also earmarks a number of tickets per show through half-ticket houses, such as goldstar.com, plays411.com, stubdog.com, lastagealliance.com. Throughout the production run, box office management services assist with the reservation process, group sales, and complimentary ticket codes.
- **Marketing support.** LATC Cultural Roundtable theater companies receive substantial resources from the Marketing Department. All theater companies have access to a professional marketing team. A new look was created for the Los Angeles Theatre Center in 2009. The Latino Theater Company decided to rebrand the Los Angeles Theatre Center with a more consistent image and artistic design collateral to appeal to new audiences. The Graphic Designer meets with the theater companies and seeks to understand their vision for the production. From these meetings, professional designed images are created to visually represent the production. Utilizing the same designer for all printed collateral projects a unified vision between all of the theater companies at the Los Angeles Theatre Center. Theater companies may also send information to our Public Relations Representative. All productions are mentioned in press releases and sent to publications that target the desired audience for each particular show. Also, all productions have a dedicated page on the website. Individual theater companies may submit items to be posted on the website (including photos, links, and text) to promote their productions or special events/projects.

The theater companies are included in marketing materials that are designed, printed, and distributed by the Latino Theater Company Marketing team. This includes season brochures (15,000), postcards (25,000), production programs (15,000), and posters (1,000). Seasonal programming is advertised through newspaper, television, and radio avenues. The Latino Theater Company has also secured marketing partnerships with Time Warner Cable and METRO

and community partnerships with local downtown businesses. Weekly updates are posted online through email blasts sent to over 10,000 contacts in the LATC database and all Social Networks (Twitter, Facebook, Flickr, Website blog).

**Latino Theater Company Partners**

The Latino Theater Company at the Los Angeles Theatre Center receives support from many corporate and community partners, including the James Irvine Foundation, Ford Foundation, Time Warner, Inc., California Community Foundation, Time Warner Cable, METRO, Department of Cultural Affairs-City of Los Angeles, and Los Angeles County Arts Commission.

**Market**

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Our niche market is diverse communities with a focus on producing playwrights of color with plays that explore the issues and aspirations of these communities. The new model we are creating is one of collaboration and support with specific theater companies and community organizations and the creation and continuation of this model may be our real success in the market. This new model has significantly smaller overhead and production costs and allows the LATC to offer opportunities to artists who may not receive such opportunities at other midsize theaters in Los Angeles due to their inflated overhead and production costs. In addition, our niche market, is growing and at an unprecedented rate, positioning the LATC in a place of incredible advantage.

**Latino Theater Company  
Los Angeles Theatre Center**  
Response to Department of Cultural Affairs  
Audit of Section 4 of City of Los Angeles Lease for Los Angeles Theatre Center

February 7, 2011

**The Latino Theater Company's (LTC) core values are artistic excellence, inclusion, outreach and accessibility.**

**LTC Core Programming – Fall & Spring Seasons and Arts Education**

LTC's core programming represents the great diversity of the greater Los Angeles area while operating the LATC as a World Class Cultural Arts Center.

**LATC Cultural Roundtable** – LTC collaborates with other Los Angeles theater companies to produce new, cultural specific works: Robey Theatre Company (African-American), Playwright's Arena (Multi-cultural), Cedar Grove OnStage (Asian-American), American Indian Dance Theatre / Hoop Theatricals (Native American).

- LTC provides developing artists and arts organizations with resources and support through its own organizational structure.
- In June 2010, awarded a 3-year grant for \$225,000 from the James Irvine Foundation for a three-year project to expand production budgets and enhance marketing strategies for productions with Cultural Roundtable
- Goal of program: Provide support to small/developing theater companies, produce Equity (AEA) productions, move productions to larger theaters, increase production capacity, and increase ticket sales.

**Emerging Playwrights of Color Initiative**, launched in 2008, is a program designed to develop new plays for the main stage and give a voice to underrepresented communities.

- Received a \$200,000 grant from the Ford Foundation in 2008; continues to operate through a grant from Time Warner, Inc.
- Initiative includes: maintenance of a database of new plays and playwrights, staged-reading series and workshops with professional actors, and the production of fully produced new plays using AEA (Actors Equity Association) theater contracts.

**LATC THEATER SEASONS**

**LTC's season programming consists of two seasons:**

**East of Broadway Spring Season (March-June) and  
Face of the World Fall Season (September-December).**

- Programming addresses contemporary, universal themes and creates meaningful cross-cultural dialogue, expanding artistic expression in Los Angeles.
- Produces and presents local, national, and international works from a diverse array of cultures
- World-class theater from new and emerging artists and concerts by renowned music and dance artists.
- Audiences of all ages and ethnic backgrounds have access to performances through reasonably priced tickets.

Funders of the Los Angeles Theatre Center Seasons include: James Irvine Foundation, Ford Foundation, California Community Foundation, Shubert Foundation, The Walt Disney Company, Time Warner Cable, Anthem Blue Cross, Time Warner, Inc., Metro, Paramount Pictures, Bank of America, Gateway Sciences and Engineering, Wells Fargo, HBO, John Sergio Fisher & Associates, AECOM, AltaMed Health Services, Cathedral of Our Lady of Angels, Blue Shield, Department of Cultural Affairs-Los Angeles, Supervisor Gloria Molina, L.A. County Arts Commission, Councilmember Bernard Parks, Councilmember Tony Cardenas, Councilmember

Richard Alarcon, Goya Foods, Sensus, Councilmember Jose Huizar, Union Bank of California, Councilmember Ed Reyes, Councilmember Jan Perry, State Senator Kevin de Leon.

**Highlights of critically acclaimed LATC Programming 2009-2010**

LATC Spring and Fall Seasons of 2009 & 2010 have received significant press and are critically acclaimed and nominations

**Nominated for "Best Theater Season 2009-2010" L.A. Stage Alliance Ovation Awards:**  
For *Solitude, 1951-2006, Dementia*

**2009 Face of the World Fall Season**

- **Bronzeville by Timothy Toyama and Aaron Woolfolk**  
(a collaboration of The Robey Theatre Company and Cedar Grove, On Stage)
  - World Premiere
  - Nominated for L.A. Stage Alliance Ovation Award for Best Stage Play
  - Received 4 NAACP Theatre Award Nominations
- **Ruby, Tragically Rotund by Filipino playwright, Boni Alvarez**
  - Produced by Playwright's Arena and the Latino Theater Company
  - World Premiere
  - First professional production for young playwright
- **Solitude by Evelina Fernandez**  
**Produced by Latino Theater Company**
  - World Premiere
  - L.A. Times Critic's Choice
  - L.A. Weekly "Go"
  - Ovation Recommended
  - Nominated for "Best Sound" 2009-2010 L.A. Stage Alliance Ovation Awards
- **The River Niger by Joseph A. Walker**  
**Produced by Robey Theatre Company in association with LATC**
  - Received 3 NAACP Theatre Award Nominations
  - L.A. Weekly "Go"

**2010 East of Broadway Spring Season**

- **Sick by Eric Patterson,**  
**Produced by Playwrights' Arena and Latino Theater Company**
  - World Premiere
  - Backstage West Critic's Choice
  - L.A. Weekly "Go"
- **1951 - 2006 by critically acclaimed Playwright Donald Freed**  
**Produced by Latino Theater Company**
  - World Premiere
  - Nominated for "Best Play" 2009-2010 L.A. Stage Alliance Ovation Awards
- **Dementia by Evelina Fernandez**  
**Produced by Latino Theater Company**
  - L.A. Times Critic's Choice
  - L.A. Weekly "Go"

**2010 Face of the World Fall Season**

- **La Victima by El Teatro de La Esperanza**  
**Produced by Latino Theater Company**
  - Ovation recommended
- **The Reckoning by Kimba Henderson**  
**Produced by Robey Theater Company**
  - World Premiere
- **Calligraphy by Velina Houston**  
**Produced by Playwright's Arena & Latino Theatre Company**
  - World Premiere

**1. What is the number of productions produced/presented each year, by theater (Thtrs 1, 2, 3 [4?]); how many public performances of each production were staged?:**

|                           | 2008                    | 2009  | 2010  |  |
|---------------------------|-------------------------|-------|-------|--|
| <b>Example: Theater 1</b> | <b>10 prds/100 prfs</b> |       |       |  |
|                           |                         |       |       |  |
| THEATER 1                 | 25/48                   | 23/52 | 6/11  |  |
| THEATER 2                 | 18/55                   | 10/62 | 16/52 |  |
| THEATER 3                 | 14/28                   | 4/32  | 11/37 |  |
| THEATER 4                 | 28/78                   | 7/53  | 12/60 |  |

**Additional Information:**

- There were 199 performances and live events in 2009;
- There were 264 performances and live events in 2010
- Theater 1 was used 128 days in 2009;
- Theater 1 was used 117 days in 2010;
- Theater 2 was used 105 days in 2009;
- Theater 2 was used 162 days in 2010;
- Theater 3 was used 150 days in 2009;
- Theater 3 was used 215 days in 2010
- Theater 4 was used 169 days in 2009;
- Theater 4 was used 239 days in 2010;
- There were 106 community events in 2009;
- There were 268 community events in 2010;
- There were 104 classes and/or training events in 2009;
- There were 96 classes and/or training events in 2010
- There were 487 pre- and post-production days in 2009; and
- There were 537 pre- and post-production days in 2010

**2. What are attendance figures for all productions per year?**

|           | 2008 | 2009 | 2010 |
|-----------|------|------|------|
| THEATER 1 | 5310 | 5615 | 2079 |
| THEATER 2 | 1125 | 5222 | 4903 |
| THEATER 3 | 1870 | 3560 | 8146 |
| THEATER 4 | 880  | 4484 | 2873 |

**3. Brief description of public benefit educational activities (e.g. volunteer training, seminars, workshops, etc).**

- *Gumdrops and the Funny Uncle*, a family-oriented holiday dance celebration of a non-traditional family, followed by workshops with the audience;
- *L.A. Voz*, a three-part educational workshop with spoken word artists and students from Jordan, Santa Monica, and Crenshaw High Schools for six weeks. The students later performed the production for area high school audiences and at a special event honoring Jose Montoya and the African-American poet Sonia Sanchez;

- o *Youth Summer Conservatory* has been operational since July 2008;
- o *The Big Read*, a partnership with the Department of Cultural Affairs, City of Los Angeles and National Endowment for the Arts. Literacy program designed to restore reading to the center of American culture
  - March/April 2010 at Santee Education Complex and at the Los Angeles Theatre Center
  - 2010 book selection was entitled Sun, Stone, Shadows: 20 Great Mexican Short Stories
  - Conducted workshops with drama students, produced a culminating professional performance at the LATC on April 8 and 9, 2010.
- o *Book Adaptation: From the Page to the Stage*, a theater-based literacy development program that utilizes the arts to develop literacy skills in elementary children while sparking the power of imagination.
  - LTC presented Page To The Stage in October/November 2009 at Olympic Primary Center in Downtown Los Angeles
  - Schools receive two professional workshops for teacher, two-four class workshops for students, and final culminating performance with professional actors for the entire school.
- o *LATC Cultural Roundtable* provides office, rehearsal and theater space for local artists and performers to rehearse and practice their disciplines
- o LTC offers year-round internships and has participated in the L.A. County Arts Summer Internship program since 2006

**4. Please provide a copy of the three year strategic operational plan (Section 4.6.1)**

See Attached:

- 1) LTC Strategic Plan
- 2) LTC 3 Year Plan

**5. Brief description of LTC's outreach efforts to increase community awareness in LATC programming and events.**

LTC has reached out with its core values of artistic excellence, inclusion and accessibility to local and national arts and community organizations; universities, colleges and high schools; as well as city, county and state entities, offering free and/or discounted accessibility to the Los Angeles Theatre Center. In 2009, over 135 artists and arts organizations were served by being produced or presented or given access to affordable or donated space for rehearsals, performances and cultural events and over 45,500 people attended events at the center. (2010 figures not yet available) In 2009-2010 LTC provided Good-Will discounts in the amount of over \$252,000.00 to Los Angeles artists, arts organizations, schools and civic groups including but not limited to:

L.A. County High School for the Arts, L.A Arts Share, The Heart Project, USC Film School, UCLA Film School, UCLA School of Theater, City of L.A. Creative Writing Contest (2009 & 2010), UCLA Latino Alumni Association, Latino Business Chamber of Greater Los Angeles, Office of the Mayor 2010 Census Culmination Celebration, Zocalo Lecture Series, Gustavo Dudamel Latino Welcoming Committee, Los Angeles Academy of the Arts & Enterprise, Animo Film & Theater Arts Charter High School, NAACP, MABA, Viva Mexico Theater Festival, The Redcat, Filipino Film Festival, Theater Without Borders, Contra Tiempo Dance Company, Xpressions Dance Company, Bilingual Foundation of the Arts, City of Los Angeles Department of Cultural Affairs, Art Walk, YELP, Office of the Mayor Asian American Heritage Month Writing Contest Event, Office of the Mayor Latino Heritage Month Writing Contest Event, Anteaus Theater company, Latina Dance Project, Dance Camera West, Director's Lab West, L.A. County Arts Commission, Youth Speaks, Lark Theatre Company (NY), Classical Theatre Lab, The SITI Company, LAANE, Kayamanan Ng Lahi Philippine Folk Arts , Watts Village Theater, and more. (See complete list below #8)

LTC 's marketing strategies for LATC events include:

Weekly / biweekly email newsletter (12,000+ subscribers)

- Complete social network campaign on Facebook, Twitter, Youtube, Foursquare,
- Flyer and street team campaign - approximately 10,000 brochures and 12,000 flyers

- 10,000+ brochures mailed per season

LTC collaborates on marketing campaigns with downtown businesses and organizations such as L.A. Wine Tasting, Para los Niños Project, Ukranian Arts Collective, The Music Center, DowntownLA Tonight, Arts Weekend L.A. and participates in the monthly Downtown L.A. Art Walk.

**6. Describe annual classes/training programs in theater arts, and fees charged.**

**Book Adaptation: From the Page to the Stage** is a theater-based literacy development program that utilizes the arts to develop literacy skills in elementary children while sparking the power of imagination.

- LTC presented Page To The Stage in October/November 2009 at Olympic Primary Center in Downtown Los Angeles
- Schools receive two professional workshops for teacher, two-four class workshops for students, and final culminating performance with professional actors for the entire school.

Funded by the U.S. Department of Education

**LATC Youth Summer Conservatory** is a performing arts theatrical training program for high school students with the goal of facilitating student acceptance and enrollment in Theater Departments at colleges and universities.

- LTC inaugurated program in July 2008
- Two objectives of the program: (1) To prepare high school students for a four-year university education in theater arts and/or (2) To serve as a vocational training.
- Theatrical training rarely available to students from underserved communities, but the LTC strives to make available to countless students, despite socio-economic background.
- Over the course of the last three years (2008, 2009, 2010) the Conservatory has enrolled over 50 students into the program.

Fee: \$1,200.00 per student - Scholarships are available to qualifying students.

99% of Summer Conservatory participants receive scholarships thanks to funding by:

Employee Community Fund of Boeing California, Flourish Foundation, and Twentieth Century Fox Television

LATC Youth Summer Conservatory (Students participated from following schools:)

**2009**

Animo Film & Theater Arts Charter High School  
 Abraham Lincoln High School  
 Fairfax High School  
 Patrick Henry High School  
 West Adams Preparatory High School  
 Montebello High School  
 Providence High School  
 California Virtual Academies  
 Compton High School  
 Los Angeles County High School for the Arts  
 Birmingham High School  
 Bridges Academy  
 Silverlake Branch Central High  
 Norte Dame High School  
 Temple City High School  
 Holy Family High School  
 Santee Education Complex

International Studies Learning Center  
 Marymount High School

**2010**

Crenshaw Arts/Tech Charter High  
 Norte Dame High School  
 Providence High School  
 South Gate High School  
 New Designs Charter School  
 Los Angeles School of Global Studies  
 Garfield High School  
 Central High School  
 Miguel Contreras Learning Complex  
 Santee Education Complex  
 Downtown Magnets High School  
 Bishop County Our Lady of Loretto High School  
 Anahuacalmecac University Prep

**7. Brief description of collaborations, by year, with local educational and cultural institutions.**

- 2008 UCLA School of Theater, Film & Television New Works Festival; *Lot Sand Found, The House of Dinah or The Black Queens; English Only: A Fight for Words in America*
- 2008 University of Guadalajara, Los Angeles – Co-productions: *Canek, Filoctetes, Intimamente Rosatio de Chiapas, Troker, Alfonsina Riosantos "Autorretrato"*
- 2008 Floricanto Dance Theater Company – “*Dia de Los Muertos*”
- 2009 – UCLA School of Theater, Film & Television – New Play Festival Play Reading Series
- 2009 - Actions of Transfer: Women's Performance in the America's - closing performance (El Maiz by Jesusa Rodriguez and Liliana Felipe)
- 2009 - Mexican Consulate, Los Angeles “Viva Mexico Bicentennial Celebration Theater Festival”
- 2009 – Grupo Asosal Salvadorean Dance Troupe
- 2009 – Teatro Ollin & Grupo Asosal Salvadorean Dance Troupe – “*De La Locura a La Eseranza*”
- 2009 – L.A. County Arts – Summer Internship Program Conference
- 2009 – Olympic Primary Center – From the Page to the Stage – Literary Development program included workshops with teachers and students
- 2009 – NAACP – 2009 Theater Conference
- 2009 – Los Angeles County High School for the Arts – Student Production
- 2010 – UCLA School of Theater, Film & Television – New Play Festival Readings (MFA Playwrights)
- 2010 – UCLA School of Theater MFA Acting Program Productions: *Hamlet* directed by Professor Michael McLain; *Is There Life After High School* directed by Professor Gary Gardner (MFA Actors)
- 2010 – Santee Education Complex – The Big Read – Performance & Workshops
- 2010 – CalArts (New Writings for Performance (play readings December 18)
- 2010 – USC – Xpressions Dance Company
- 2010 - NAACP – 2010 Theater Conference
- 2010 – Director’s Lab West – 2010 Conference
- 2010 – Los Angeles County for the Arts – “Merrily We Roll Along” and “Cats”

**8. List of local performing artists/arts organizations who have used LATC studio/theater space(s) for rehearsals and other activities.**

- |                                     |  |
|-------------------------------------|--|
| AARP                                | Counter Pulse                                  |
| American Indian Dance Theater       | Creations Dance Theatre                        |
| Alfredo Lopez                       | Directors Lab West                             |
| Amazing Grace Conservatory          | Filipino Film Festival                         |
| Animo Film & Theater Charter School | Frit & Frat Dance Company                      |
| Anteus Theater Company              | Gay Men’s Chorus of Los Angeles                |
| Arco del Triunfo Foundation         | Gretchen Von Tongeln                           |
| Art Walk Lounge                     | Guildford School of Acting Workshop            |
| Arthur Verocai                      | Gustavo Dudamel Welcoming Committee            |
| ASOSAL Salvadoran Dance             | Harlem Place                                   |
| Bilingual Foundation of the Arts    | Inspire  |
| Blankenship Ballet                  | International Women's Day Concert              |
| Bruins for Change                   | James Dennen                                   |
| Casa 101 Theater                    | Kayamanan Ng Lahi Philippine Folk Arts         |
| City of Los Angeles - DCA / NEA     | L.A. Arts Share                                |
| The Big Read                        | L.A. Conservancy                               |
| City of Los Angeles Mayor's Office  | LAAAE  |
| Classical Theater Lab               | LAANE  |
| Coachella Valley Rep.               | Los Angeles Police Department                  |
| Company of Angels                   | LATC Summer Conservatory                       |
| Contra Tiempo Dance Company         | Latina Dance Project                           |
|                                     | Latino Business Chamber of Greater Los Angeles |
|                                     | Los Angeles County High School of the Arts     |
|                                     | Michael Matthews                               |

NAACP  
New City Church  
New School for Drama  
NMALC  
Oakwood School City Council  
Ollin Theater Company  
Onix Six  
Pacific Dance Company  
Paulina Sahagun  
PlanetNix Media / Funatical Comedy Tour  
Playwrights' Arena  
Redcat  
Roberta Levitow  
Robey Theater Company Playwrights Program  
Robey Theatre Company  
Robey Theatre Company Playwrights Program  
San Diego Rep  
San Jose Rep  
Soul Fire Community Choir  
Theatre Without Borders  
The Drums Inside Your Chest

The Heart Project  
The Lark Theater  
The National Museum of the American Latino  
Commission  
The Siti Company  
The Vault Theater Ensemble  
Tiffany Antone  
UCLA Film School  
UCLA Latino Alumni Associaton  
UCLA Theater Department  
Unity Bridges Program  
Urban Possibilities  
USC Film School  
Viva Mexico Theatre Festival  
Watts Village Theater  
Winifred Harris  
Yelp  
Young Senators

9. Does LTC operate a gift shop? N/A

10. Number of free performances offered, by year.

LTC offers complimentary tickets to all programming to Summer Youth Conservatory students, local high schools and community organizations.

Open to the public free performances:

2008 – 8  
2009 - 8  
2010 – 30