



**MEDIA ALERT**  
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## L.A. ARTS SECTOR LEADING BY EXAMPLE

### *A Ground-Breaking Private/Public Partnership Spurs Sustainable Changes In America's Second Largest City*

Los Angeles - Inspired by the leadership of Mayor Antonio Villaraigosa, the City of Los Angeles is on a path to become one of America's most innovative green cities. In 2005, LADWP received a mere 3% of its electricity from renewable sources; today, the utility is close to 20% renewable. Angelenos use 20% less water today than they used a mere two years ago. Working without fanfare, the Villaraigosa administration has helped Los Angeles take important strides toward a sustainable future. In fact, Los Angeles was just named the 7<sup>th</sup> greenest major US City in the country in a recent National survey.

In February of 2010, while mired in an historic economic crisis, the City of Los Angeles Department of Cultural Affairs (DCA) under the direction of Mayor Antonio Villaraigosa and the leadership of Executive Director Olga Garay, and Cultural Facilities Division Director Ernest Dillihay, made a bold decision to engage the non-profit green certification organization, **Arts:Earth Partnership** (AEP) [[www.artsearthpartnership.org](http://www.artsearthpartnership.org)] to perform sustainability assessments on all city owned cultural facilities. The move was designed to identify potential cost savings through a thorough assessment of energy and water usage as well as purchasing practices, waste, recycling, and general operations. The City chose AEP to perform these assessments because of its unique focus on the cultural sector and its considerable access to the general public through its theaters, museums, art galleries, dance studios, and production offices that make up their targeted businesses.

AEP was able to complete sustainability assessments on 19 of the City's cultural institutions. Some of these facilities included the 77,000 sq. ft Los Angeles Theatre Center, The Nate Holden Performing Arts Center, Barnsdall Gallery Theatre, Warner Grand Theatre in San Pedro, and the Sun Valley Youth Arts Center. In January of 2011, AEP presented their findings to representatives of the Mayor's office as well as the Department of Cultural Affairs, Office of Sustainability, Department of Sanitation, and General Services.



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Although none of the cultural facilities have currently achieved AEP Green Certification, the detailed assessments, coupled with an on-going internal review of city-wide purchasing practices, resulted in a clearly understandable set of remedies that would allow these facilities and operations to be recognized as sustainable businesses. Inspired by the outcomes of the report, the various city departments, once again under the leadership of the Mayor's office, decided to implement the changes necessary to bring these cultural facilities into compliance with AEP Green Certification standards and set an example not only for the private sector, but for the rest of the City departments to follow.

As a direct result of this process, the Department of Sanitation's environmental preferable purchasing coordinator Jamaal Avilez and Arts:Earth Partnership Program Director Adam Meltzer led a joint training session for DCA facility managers at Barnsdall Gallery Theatre on Thursday, June 30<sup>th</sup>. This was the first in a series of trainings that will inform and educate City staff on the City's new preferred purchasing program and highlight environmentally safe products and procedures.

Perhaps the most exciting news is that this unprecedented contract between the City of Los Angeles and Arts:Earth Partnership will become the first step to wide scale sustainable changes that will be phased into all 700+ Los Angeles City facilities and operations. With the unique DCA/Arts:Earth Partnership contract, the innovative Los Angeles Arts Sector is leading the way toward a sustainable future in Southern California and beyond.

Olga Garay, DCA's Executive Director said, "The people at Arts:Earth Partnership understand the cultural sector and have been invaluable in helping to chart a course of cost savings and sustainability at all of our cultural facilities, even in these difficult economic times. I encourage all municipalities and arts organizations to get involved."

**About Arts:Earth Partnership (AEP)**

AEP was founded in 2006 at the Electric Lodge in Venice, the first 100% renewable energy powered cultural center in Los Angeles. AEP is the official green certification for cultural facilities in Southern California. Its member businesses include museums, art galleries, theaters, production offices, and cultural centers. To request an assessment or for more information on the Arts and Sustainability movement in Los Angeles please contact Arts:Earth Partnership at [aep@electriclodge.org](mailto:aep@electriclodge.org).



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### **About the City of Los Angeles Department of Cultural Affairs (DCA)**

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$14 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the [culturela.org](http://culturela.org) website visited by over 2.7 million people annually.

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