



ARTSWISE

A QUARTERLY BULLETIN

Winter 2005

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LOS ANGELES COUNTY ESTABLISHES FORMAL CIVIC ART POLICY

In December the Los Angeles County Board of Supervisors adopted the County's first formal Civic Art Policy. Starting with the 2005-06 fiscal year, one percent of design and construction costs on new County capital projects will be allocated to provide or finance the civic art components of these projects.

The Los Angeles County Arts Commission will have primary responsibility for oversight of the Civic Art Program in conjunction with the Chief Administrative Office (CAO) and Department of Public Works (DPW). The Arts Commission will develop an annual civic art plan along with the Board of Supervisors' offices encompassing ongoing civic art projects and recommendations for new projects. The Arts Commission will also establish a pre-qualified list of artists for County civic art projects.

Three successful Arts Commission pilot projects helped shape the new civic art policy. The Chatsworth Courthouse of the Los Angeles Superior Court in the San Fernando Valley, opened in

May 2002, includes two artworks by Los Angeles County-based artists: *We the People* by Michael Davis and *Tree of Life* by Michael Amescua. A second civic art demonstration project is underway for the Clara Shortridge Foltz Criminal Justice Center in downtown Los Angeles. Artist Susan Schwartzberg is creating a piece of art commemorating the life and achievements of Foltz, the first woman to practice law in California and a founder of the modern public defender system. The third project is also in the San Fernando Valley. Artist Jacqueline Dreager is designing animal-themed steel cut-outs for the new childcare facility at the Van Nuys Civic Center, currently under construction.

The number of capital projects the County undertakes each year varies. In the 2003-04 fiscal year, the County authorized \$522 million for capital projects.

More information about the Civic Art policy is available at <http://www.lacountyarts.org/civcartrelease05.pdf>

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ARTS LEADERSHIP INITIATIVE DEVELOPS STRONGER LEADERS

The Arts Commission has released an evaluation report on the first three years of its pioneering Arts Leadership Initiative (ALI). The initiative, launched in 2001-02, addresses sustainability and capacity-building issues by centering on the skills of the organization's leader. The elements that set apart ALI from similar programs is the Executive Learning Group (participants gather monthly for six sessions of peer coaching under the professional guidance of a facilitator) and a grant to each organization for study and consultancies to be chosen by the leader. To date, 31 executive or artistic directors of mid-sized arts organizations who are Arts Commission grantees have completed the program. Here are a few highlights.

ALI graduates are unanimous in their appreciation for the opportunity to interact with other organization leaders as peers. Executive and artistic directors can sometimes feel isolated within their organizations. The monthly meetings of the Executive Leadership Group provide an opportunity to share problems in a confidential environment and receive both empathy and expert suggestions for resolving them. ALI graduates also reported an increased degree of balance between their personal and professional lives.

Leaders note significant improvements in numerous areas, including:

- engaging in planning to anticipate and shape change,
- time management,
- the willingness to seek outside assistance to address organizational issues, and
- the ability to resolve conflicts.

Staff and board members of the leaders' organizations have noted positive changes including more effective planning, more efficient and engaging meetings, better flow of information to staff and board, stronger financial management and a higher degree of confidence on the part of the leader.

The Arts Commission shaped ALI to augment its grant dollars by increasing the effectiveness of that support through the development of strong leaders. The ALI is distinctive among nonprofit arts capacity building efforts in that it invests in individuals rather than systems and structures.

The complete report, prepared by Terry Wolverton/Consult'Her, can be found on the Arts Commission's web site at http://www.lacountyarts.org/orgdev_ALIreport.pdf.

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ARTS EDUCATION UPDATE

Arts for All: Los Angeles County Regional Blueprint for Arts Education maps a series of policy changes and educational initiatives to create systemic change and provide K-12 sequential arts education for the County's 1.7 million students in 82 school districts.

Pooled Fund helps districts build arts education infrastructure

One year after the Pooled Fund to support the implementation of Arts for All was launched with a \$500,000 gift from the **Entertainment Industry Foundation**, myriad activities made possible by these contributions are helping to move the blueprint goals forward.

Three foundations have recently joined the Pooled Fund: the **James Irvine Foundation**, the **Getty Foundation**, and the **Thelma Pearl Howard Foundation**.

One of the Pooled Fund's highest priorities is to assist the Los Angeles County school districts that have committed to adopting arts education policies, plans and budgets. In its first year the Fund has

- Provided \$12,000 per district to support technical assistance spearheaded by the California Alliance for Arts Education in 2004-5 Arts for All districts: Beverly Hills USD, Burbank USD, Castaic Union SD, Compton USD, and Hacienda-La Puente USD.
- Provided \$5,400 per district toward technical assistance for ongoing implementation of adopted policies, plans and budgets for Arts for All districts that started their effort in 2003-4: Culver City USD, Norwalk-La Mirada USD, Pasadena USD, Rosemead SD, and Santa Monica-Malibu USD.
- Supported the establishment of full time arts coordinator positions in the Culver City and Pasadena districts with matching grants totalling \$140,000 (\$70,000 to each district).
- Supported implementation of a key priority of Santa Monica-Malibu's long range arts education plan (\$60,000).

Other funding to date includes:

- \$10,000 toward the publication and distribution of 150,000 copies of The Museum Calendar - Los Angeles Edition to Los Angeles County public school fourth and fifth graders. (See related story below.)
- \$15,000 for a teacher training action plan.

Additional contributors to the Pooled Fund include **Sony Pictures Entertainment, Creative Artists Agency, Warner Bros. Entertainment, JP Morgan Chase Foundation**, and the **Jewish Community Foundation**. Other members of the pooled fund include the **Dana Foundation, Los Angeles County Arts Commission** and **Target Corporation** for their support of targeted Blueprint initiatives.

Online arts education resource directory invites applications from Los Angeles County arts groups and artists starting April 1

Beginning April 1, the Arts Commission is accepting applications for arts education programs to be listed on www.LAArtsEd.org [use one-stop shopping tagline here]. The online directory is Los Angeles County's first interactive website centralizing access to quality, vetted, K-12 arts education programs that support the Content Standards for California Public Schools, which include the Visual and Performing Arts Standards. Launched in February 2004, LAArtsEd.org enables educators to strategically search for arts education programs by arts discipline, subject area, grade level, program type, and cultural origin. The site contains streaming video,

photographs, and an electronic booking form.

For artists and organizations, the online resource directory offers a free marketing opportunity to reach the 90,000 teachers and administrators in Los Angeles County. In fall 2004 the Arts Commission promoted the site to all 80 County school districts via posters, emails and district newsletters.

Application guidelines and instructions will be available online April 1 at www.laartsed.org/application. The application deadline is May 27, 2005. Information from accepted applicants will go online in time for the start of the 2005-6 school year.

Museum Calendar distributed free to 150,000 fourth and fifth graders

In January *The Museum Calendar - Los Angeles Edition* was distributed free-of-charge to 150,000 fourth and fifth graders in Los Angeles County schools to enhance their arts education experiences and encourage them to become more aware of the arts in the region. *The Museum Calendar - 2005 Los Angeles Edition* is a collaboration of **Business Committee for the Arts, Inc.** and **The Arts Knowledge Corporation**, both based in New York, in partnership with the **Los Angeles County Arts Commission** and the **City of Pasadena Cultural Affairs Division**. The Los Angeles edition is part of a 12-city initiative made possible by a major grant from **MetLife Foundation**.

2005 is the third consecutive year the calendar has been distributed in Los Angeles County. Recent evaluations indicated that 82% of the students who received the calendar in 2004 were unfamiliar with many Los Angeles County art museums, and nearly 50% visited a museum for the first time after receiving the calendar. What's more, teachers kept the calendars and incorporated monthly calendar themes and suggestions into their curriculum.

Piano donations to 5 districts aid music programs

The Los Angeles County Arts Commission recently guided the donation and delivery of 28 pianos to schools in Burbank, Compton, La Puente, Malibu and Rosemead donated to the County by Forte Marketing Group, a national piano marketing company based in Portland, Oregon. Forte managed the liquidation of several hundred pianos surrendered in a foreclosure in Los Angeles. Most were sold, but 28 were offered to local schools.

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L.A. COUNTY MUSICIANS: APPLY FOR MUSICIANS ROSTER BY MARCH 9

The Los Angeles County Arts Commission is seeking Los Angeles County-based musicians to apply to the Musicians Roster, the first comprehensive online directory of area professional music groups. The Musicians Roster was designed for the Free Concerts in Public Sites program, which provides free concerts to community venues throughout Los Angeles County, and pays musicians a performance fee at rates established by Local 47. It is also a resource for the community at-large to access the rich and diverse pool of talent available to them in Los Angeles County.

To view the current Musicians Roster, go to <http://www.lamusicians.org>. Prospective applicants can click on the Musicians Guidelines link for information about eligibility, as well as application instructions and program requirements. A link to the eGRANT online application is also located on the website. **The deadline to apply is Wednesday March 9, 2005.**

For more information please contact Patti McGuire, Managing Director of Productions at pmcguire@bos.co.la.ca.us or 213.974.1343.

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CONCERT PRESENTERS: APPLY FOR FREE CONCERTS IN PUBLIC SITES BY MARCH 9

The Los Angeles County Arts Commission seeks presenter applications for Free Concerts in Public Sites that take place from June 1, 2005 through October 31, 2005. Eligible organizations include Los Angeles County-based parks, libraries, hospitals, juvenile halls, probation camps, arts organizations, civic centers, senior citizen centers, and other non-profit performance venues. Applicants must be willing to coordinate all logistics, production and marketing of the event, and show that they can effectively bring in an appropriate audience size for their proposed concert to be considered. **The deadline to apply is Wednesday, March 9, 2005.**

Since 1968 the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County to provide access to quality music programming representing the diversity of County residents. The Arts Commission and the Music Performance Fund provide funds for the program. The Arts Commission contracts the musicians and along with the Professional Musicians Union, Local 47 administers musician payments a performance fee at rates established by the Musicians Union.

Performances must be free and open to the general public. For more information about eligibility, the application process and selection criteria, please visit www.lacountyarts.org/free.html and read the Presenter Guidelines. For additional information about Free Concerts in Public Sites and other Arts Commission programs, visit www.lacountyarts.org.

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STORM DAMAGE AT THE FORD AMPHITHEATRE

The Ensemble Theatre Collective, which was to have begun its winter-spring residency at [Inside] the Ford in January, will not move into the space until fall 2005. The Ford Amphitheatre, which is operated by the Arts Commission, suffered some storm damage in the two weeks of rain that hit the area early in January. The damage was the result of a small mudslide that occurred on the hillside behind the Amphitheatre's stage. After drains in the amphitheatre were overcome, the Ford experienced flooding in the lower levels of the theatre, including the 87-seat [Inside] the Ford. The County has committed the resources needed the repair and restoration work. [Inside] the Ford and the Amphitheatre will be up and running for summer programming which begins in May.

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FREE CONCERTS IN MARCH

The Arts Commission sponsors free concerts at community venues throughout Los Angeles County to provide residents access to quality music programming. The Arts Commission and the Recording Industries' Music Performance Trust Fund provide funds for the program. Free concerts in the month of March include:

March 3, 2005, Thursday

8:00pm-10:00pm
West Hollywood Orchestra (Classical)
Sierra Madre Public Library
440 W. Sierra Madre Blvd. (5th district)
Sierra Madre 91024
Contact: Catriona Shafer, 626-355-7186

March 11, 2005, Friday
12:30pm-2:30pm
Arpa y Aulos (Classical)
Hollywood Senior Multipurpose Center
1360 North St. Andrews Place (3rd district)
Hollywood 90028
Contact: Tony Grijalva, 323-876-7704

March 19, 2005, Saturday
1:00pm-3:00pm
Aztec Stories (World/Latin)
Smith Park
6016 Rosemead Blvd. (1st district)
Pico Rivera 90660-1016
Contact: Carmela Garcia, 562-801-4300

March 24th, 2005, Thursday
12:00pm-2:00pm
Freedom Jazz Movement (Jazz)
Veterans Village Diner
11303 Wilshire Blvd. Campus Building #306 (3rd district)
Los Angeles 90073
Contact: Judith Bowman, 310-914-4045

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IT'S NOT TOO EARLY TO THINK ABOUT HOLIDAY CELEBRATION

Youth and adult choral groups, music ensembles, and dance companies interested in receiving the application announcement for the 46th Annual Holiday Celebration can send an email with the group's name, discipline, and the main contact person's name, email address and telephone number to pmcquire@bos.co.la.ca.us. New guidelines will be available in May 2005 at <http://www.holidaycelebration.org>.

Holiday Celebration is a live, six-hour show presented by the Arts Commission at the Dorothy Chandler Pavilion of the Music Center, 3 to 9 p.m., every December 24. The show is admission-free, a gift from the Board of Supervisors to the people of the County. A one-hour highlights program representing the best performances from the live show airs nationally via PBS.

The [Los Angeles County Arts Commission](#), Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, Arts for All; administers a grants program that funds more than 250 nonprofit arts organizations annually; funds the largest arts internship program in the country in conjunction with the Getty Foundation, programs the John Anson Ford

Theatres and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 60 free concerts each year in public sites. The 2004-2005 President of the Arts Commission is Carlos Barrón.

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