

Los Angeles County Department of Arts and Culture
Cultural Program Framework: 2028 Olympic and Paralympic Games

Vision Statement

The Department of Arts and Culture (Department) envisions the 2028 Olympic and Paralympic Games (Games) and Cultural Olympiad as an opportunity to inspire, connect, engage, and strengthen communities through a dynamic cultural program that celebrates creative expression, champions arts and culture, uplifts LA's cultural heritage, and reflects diverse voices of the LA County region in the global spirit of the Games, with lasting legacy benefits for arts, culture, and creativity as integral to civic life for all our communities beyond 2028.

Regional Alignment and Coordination

The 2028 Cultural Program Framework sets forth a countywide vision, leveraging the Department's distinct program assets, infrastructure, and reach to support our region's cultural sector and ensure communities across 88 cities and over 120 Unincorporated Areas within LA County have access to, and the benefits from, arts and culture in the Games and Cultural Olympiad. It has been developed in close coordination with the host City of Los Angeles' Department of Cultural Affairs (DCA); LA28, which is responsible for the official 2028 Cultural Olympiad; and many other key cultural stakeholders. It is intentionally designed to work in alignment with and in complement to City DCA's 2028 Cultural Program for the Olympic and Paralympic Games, LA28's Cultural Olympiad plans, as well as municipal cultural program plans, grantees, arts education partners, and other regional cultural initiatives, including community-led *Mosaic LA*, all of which have been engaged and mapped in the development of this framework.

The Framework also seeks to maximize the County's collective impact by incorporating programs and collaborations across County departments, such as Library, Parks & Recreation, Beaches & Harbors, Aging & Disability, Mental Health, Office of Child & Family Wellbeing, and County-owned cultural institutions Natural History Museums of LA County, Los Angeles County Museum of Art (LACMA), LA Plaza de Cultura y Artes, LA Philharmonic operating Hollywood Bowl and The Ford, Fairplex, and The Music Center.

The Framework is intended to both guide the Department's own activities, and to offer a regionally unifying thematic vision and set of programmatic pillars to support alignment, collaboration, and coordination across the region, with pathways to participation for artists, cultural organizations, municipalities, funders, and local, state, national, and international partners. It is intended to be adaptable, flexible, and built to evolve as partnerships, resources, and planning continue to develop in the lead up to 2028.

Goals

1. Showcase the creative sector and the cultural diversity, heritage, artistry of the Los Angeles region, locally and on the global stage
2. Engage diverse communities with wide arts access, programming, and cultural participation for local audiences, visitors, and viewers
3. Spark new collaborations, ways of working, and exchange within the arts and across culture, sport, and education locally and globally
4. Strengthen the cultural sector, support for the arts, cultural infrastructure, and creative economy of LA County
5. Create a legacy beyond the Games with cross-sector benefits for the arts and for the civic life of our communities

Guiding Principles

After the transformative 1984 Olympic Arts Festival, which brought art, performances, and cultural institutions to Los Angeles as a signature strategy, the unifying thematic vision of the 2028 Cultural Framework is to celebrate the rich tapestry of arts, culture, and creative communities of the Los Angeles region in the global spirit of the Games. Our guiding principles are to promote geographic and cultural equity through access to opportunities across LA County that reflect the cultural diversity of the region through an inclusive breadth of art forms and disciplines. We seek to offer resources that support the capacity of the local arts sector and use our role and this Framework to promote regional coordination, alignment, and collaboration. We recognize and support the foundational role of arts, culture, and creativity in civic life, building vibrant, healthy, sustainable, and resilient communities, and our human, community, and economic development. This Framework incorporates a belonging strategy which embraces communities' need to feel *seen*, *supported*, *connected*, and *proud* for belonging to take hold, all of which are woven throughout the programmatic strategies, Department role, and activities described below.

Preparation and Planning

The Department has convened over 300 cultural organization and arts field leaders, connected with global cities from prior Cultural Olympiads including a landmark Los Angeles x Paris Cultural Olympiad Leadership Exchange with artistic collaboration projects, and continues to engage with host DCA, LA28, municipal local arts agencies within the County, arts philanthropy, cultural organizations, and regional stakeholders to learn and shape how arts and culture are integrated into the 2028 Games.

Key Takeaways:

- **Who the Games should serve**: From the Report on Arts and Cultural Convenings for the 2028 Olympic and Paralympic Games, stakeholders overwhelmingly prioritized local residents (70%) over international visitors (30%) as the primary audience for arts and culture programming; with additional consideration for viewers online and broadcast
- **How to engage residents**: Top program strategies include site-specific art installations and performances in public spaces, community-based festivals, and cross-cultural collaborations between local and international artists
- **What inclusion requires**: Direct funding to community-based organizations beyond existing funds in 2026 and 2027, neighborhood-specific cultural hubs, marketing/visibility, and clear pathways to participation — with special attention to disability inclusion, Native cultures, and sustainability, and addressing barriers like geography, funding needs, and accessibility

- **How to build lasting legacy**: Strong centralized leadership, strengthened infrastructure within the arts and across sectors, public art and programs that continue after the Games, and investment in the next generation through creative career pathways
- **2028 legacy themes for plans and programs**: Disability access and inclusion, climate and environmental sustainability, health and wellbeing, youth development, economic opportunity, and LA's cultural diversity

Our Role

As the County's local arts agency, the Department supports arts, culture, and creativity throughout the region as a funder, convener, partner, program lead, policymaker, and connector in the arts sector, across sectors, and to the vast reach of the County's departments. For 2028, the Department will leverage its role to support the arts field in five key ways in the phases before, during, and after the Games.

- **Readiness and Field Building**: support readiness, capacity building, regional alignment, coordination, and collaboration through networks, convening, information sharing, professional development, and technical assistance
- **Resources, Funding, and Support**: direct resources, funding, and support to artists, organizations, and partners to ensure sector capacity to deliver accessible programs, engage audiences, and participate in Games-related cultural festivals and initiatives
- **Maximize County Collaboration**: engage the County's departments and County cultural institutions to leverage assets, build cross-sector collaborations, cross-promote programming, and extend outreach to constituencies and communities countywide
- **Marketing, Communications, and Visibility**: participate in regional marketing, promotion, and storytelling to amplify visibility, expand access to the arts, spotlight artists, events, and grantees, and drive audiences to partner platforms and event calendars
- **Legacy Beyond 2028**: contribute to and carry forward positive outcomes for our arts sector and communities beyond the Games including lessons learned, stronger field networks, new partnerships, programs, art, and cultural infrastructure

These will maximize the Department's regional leadership role, reach, and infrastructure, address key needs and gaps, and work in tandem with LA28, DCA, philanthropy, County departments, and the wider arts field.

Our Strategies

From our learnings, convenings, strategy development, and mapping of goals and program assets, resources, and opportunities within the Department, across the County portfolio, municipal local arts agencies, Games plans, and the culture field, several aligned program strategies emerged which are consolidated into four programmatic pillars that define our Cultural Program Framework:

- Pillar 1: Arts and Culture for All - Public Programs, Exhibits, Live Arts, Events
- Pillar 2: Year of Creative Youth - Arts Education, Youth Development, Creative Career Pathways
- Pillar 3: Culture in Place - Civic Art, Cultural Hubs, Creative Placemaking and Keeping
- Pillar 4: Arts All Access - Regional Marketing, Communications, Storytelling

Each section below includes current planning underway utilizing existing programs, partnerships, capacity, and resources, followed by proposals that require new funding, staffing, and/or partnerships and may be activated only depending on available resources.

Pillar 1: *Arts and Culture for All* — Public Programs, Exhibits, Live Arts, Events

2028 is an opportunity to expand access to the arts and LA's cultural legacy through a rich array of cultural programs, exhibits, performing arts, festivals, and events across the LA region, enlivening joy, civic engagement, social connection, economic activity, cultural diversity and heritage. The Department will promote LA County programs and support arts and culture nonprofits to deliver robust, accessible programming for cultural participation of local communities and visitors in the lead up to and during the Games and Cultural Olympiad.

Current Plans:

Flexible Grants for Arts Organizations

The Department will leverage its existing Organizational Grant Program (OGP) and Community Impact Arts Grants (CIAG) infrastructure, which together includes over 600 organizations, to connect grantees with Games and Cultural Olympiad information and opportunities. Existing grantees will be invited to incorporate Games themes into programming across all artistic disciplines, from visual arts and music to theater, film, and literary arts, and to optionally include 2028 activities in their application for grant support, within the County's existing grants program budget allocation.

County Programs and Collaborations

The Department will engage County-owned cultural institutions and venues, and County departments, including those in the County 2028 Games working groups organized by CEO, to cross-promote and collaborate on arts and cultural programming. These departments include but are not limited to Parks, Library, Beaches and Harbors, Aging and Disabilities, the Los Angeles City/County Native American Indian Commission, and activations could include those departments' wraps and library bookmarks, library "one book" programming, and free concerts in parks and other County sites.

Pillar 2: *Year of Creative Youth* — Arts Education, Youth Development, Creative Career Pathways

2028 presents an opportunity to leverage the Games as a youth engagement platform, connecting young people to sports, arts, and education. To build a youth arts legacy for the 2028 Games, the Department will dedicate 2028 as a *Year of Creative Youth*. From summer/fall 2027 through summer 2028, young people across LA County will engage in arts, learning, and creativity — in schools, communities, civic spaces, and institutions — as a celebration of young talent, creative expression, cultural diversity, and the Games. Through access to arts, play, and creative storytelling, youth will build their voice, social-emotional wellbeing, civic pride, and career skills.

Current Plans:

Arts Internship Programs

The Department will leverage its existing LA County Arts Internship Program (AIP) and Bloomberg Arts Internship (BAI) program in 2027-2028 to connect college students and rising high school seniors with work-based learning and creative career exploration. The Department will invite arts and culture organizations hosting interns to incorporate Games and Cultural Olympiad themes into intern projects, with related cultural excursions, field trips, and career readiness activities.

Creative Wellbeing Programming — Arts for Youth Mental Health

During 2026-2028, the Department will expand Creative Wellbeing, with its community-based arts organization partners, to provide healing-centered arts engagement for youth, including systems-impacted, foster and transition-age youth (TAY), LGBTQ+ youth, and the adults who care for them. Programming for 2028 will feature art making, performances, cultural traditions, curricula, and Games themes to foster community pride, healing, and wellbeing through the arts at locations such as parks, libraries, foster group homes, schools, County-affiliated Fan Zones, and special events. While budget resources are already in place for these activities, additional funds could expand frequency and reach of programming. Creative Wellbeing services will include County parks sites and other site partner locations in Unincorporated Areas.

2028 Arts and Justice Youth Mural Legacy

Through the Department's partnerships with the Boyle Heights Arts Conservatory Mural Workforce Academy at Barry J. Nidorf Juvenile Hall and Homeboy Arts Academy, the Department will engage system-involved youth in mural projects building job-ready skills, creative confidence, and leadership. Completed murals would transform shared spaces and affirm young people as artists and storytellers, while highlighting Games themes and creating a legacy of youth justice and healing. Additional arts programs, such as music and writing, will engage youth in arts-based youth development across Probation camps and halls where aligned with the Framework and Games themes.

2028 Arts Education Curriculum Toolkit

The Department will collaborate with the Olympic Foundation for Culture and Heritage and local partners to create a special 2028 arts education curriculum guide as a resource for LA County school districts, arts education organizations, and libraries. The toolkit will utilize the Olympic Museum's collections with opportunities for teaching artists, schools, organizations, and educators to engage youth and students and build connections between Los Angeles County and the Games — through arts, culture, and creativity. The curriculum guide will be shared with all school districts including those located in and serving Unincorporated Areas, as well as arts education organizations and the County library system countywide. As the first arts education curriculum guide created with the Olympic Foundation for the Games, it has potential for wide reach.

Proposals:

School District Arts Education — Expanded for 2028

The Department seeks to increase Advancement Grant funding for school districts as a platform to engage K-12 students in arts education leveraging Games themes and resources — including special 2028 arts education curricula, district art shows, artist in-school residencies, field trips to cultural partners, special exhibits, and school arts events. This funding leverages the County's reach, expands access to the arts, arts integration across subjects, and provides resources to support student engagement and arts education advancement, with priority for historically underserved communities. This proposal leverages the public-private Arts Ed Collective and furthers the LA County Regional Blueprint for Arts Education adopted

by the Board of Supervisors and ensures that more of the County's 1.2 million students across the region participate meaningfully in 2028 creativity. Advancement Grants are offered to eligible school districts located in and serving both municipalities and Unincorporated Areas of the County.

LA County Arts Internship Program — Expanded for 2028

The Department seeks funding to expand the LA County Arts Internship Program across one or more cycles (2027, 2028, and beyond) to bring the program back to a full 228 paid internships, engaging college students of diverse backgrounds in creative career pathways connected to the Games, with lasting benefit to both students and the arts organizations that host them. In a special 2028 program cycle, interns may have the opportunity to work on 2028 Cultural Olympiad and related projects with their internship hosts, providing critical support to the County's arts organizations' program delivery during the Games year, with paid work-based learning for youth across positions in marketing, production, events, and more. Program elements, such as peer group events, panel talks, and the annual Arts Summit Day, would feature creative careers across arts, sports, and entertainment, Games themes, and 2028 cross-sector topics such as climate and environmental sustainability and disability artistry.

2028 Poster Competition

The 2024 Cultural Olympiad Poster Competition, which the Department co-led with City of Paris Department of Cultural Affairs, along with additional partners DCA and Seine Saint Denis as part of the official 2024 Cultural Olympiad, brought together Paris and LA art schools for students to create original poster designs as part of in-class art instruction. Through the project, Otis College of Art and Design, ArtCenter Pasadena, and CalArts collaborated for the first time. Twenty-four winning designs were selected by international jury to amplify the bonds between the Paris 2024 and Los Angeles 2028 Games and were exhibited in Paris, County and City sites, and digitally. Building on the success of that program, the Department will explore opportunities to showcase the existing 2024/2028 poster designs for the 2028 Games and Cultural Olympiad, such as international hospitality houses, County and City sites, cultural diplomacy protocol, and as posters, cards, or digital artworks. The Department will also explore the feasibility of a new 2028 Poster Competition to further engage LA County colleges, college-level art schools, or K-12 students to create new original poster art designs highlighting creativity, arts learning, and creative careers for LA County youth in connection with LA's visual identity and the global spirit of the Games. This can be explored as a collaboration between LA County/City, Paris, and Brisbane for 2028/2032 to continue a legacy of cultural exchange and diplomacy through the arts.

Pillar 3: *Culture in Place* — Civic Art, Cultural Hubs, Creative Placemaking and Keeping

Creative placemaking and keeping engages the transformative role of arts and culture to celebrate diverse cultures, support local creative economies, build social cohesion, and create vibrant spaces of creative activity, wellbeing, and belonging. The Department envisions the LA region as a canvas for art, design, creativity, and cultural stewardship. By stewarding the LA County Civic Art Collection, investing in artists as creative strategists, and embedding place-based cultural districts and hubs in Framework strategies, the Department connects communities to place, identity, history, design, and each other. With additional funding, these efforts expand further — animating Games and cultural hubs as platforms of community pride and artistic expression, and telling the story of Los Angeles through public art, civic space, and the people who call it home.

Current Plans:

Creative Strategist Artist-in-Residencies

Artists and creative workers are creative strategists, bringing creative and arts-based approaches to improve civic life working alongside County departments in the Creative Strategist-Artist in Residence program. The Department will leverage Creative Strategist residencies to support 2028 Games and cross-sector themes such as disability access and artistry, sustainability, public infrastructure, cultural diversity and preservation.

Cross-Sector Arts — Health, Healing, and Creative Recovery

The Department will continue its work at the intersection of arts, health, and creative recovery including the Arts and Health Summit, a project in the unincorporated County community of Florence-Firestone for the Vision Zero initiative to create safer streets, and the Library Cultural Climate Commons wildfire recovery project, supporting community artmaking, a digital archive, and cultural preservation in unincorporated Altadena.

Proposals:

First Peoples — "We Are Still Here" Visibility Initiative

To amplify the story of LA as home to one of the nation's largest urban Native American populations, the Department would explore an awareness campaign. Strategies to call attention to the American Indian and Alaska Native (AIAN) community in Los Angeles County could include: "We Are Still Here — Welcome to Los Angeles," large-scale digital billboard(s) using the portrait photography commissioned for the "We Are Still Here." Report on Past, Present, and Ongoing Harms Against Local Tribes; collaboration with the Los Angeles City/County Native American Indian Commission (LANAIC) to present the annual Native American Heritage Month art exhibit — which typically takes place in November — during the Games and Cultural Olympiad; outreach to Native artists and organizations for grants, civic art, and communications opportunities; and outreach for the Countywide Land Acknowledgment toolkit to encourage the County's 88 municipalities to engage with local Tribes.

Cultural Preservation — 1984 Games Civic Art Conservation

The Department seeks to undertake a conservation project for a historically and culturally significant 1984 Games' mural artwork in the County Civic Art Collection, revitalizing, documenting, and engaging the living artist. This strategy will incorporate apprenticeships, provide creative career pathways, enhance civic spaces, steward cultural heritage, and create economic opportunities for local artists and conservators, while uplifting the role of art and murals in LA's history hosting the Games, connecting 1984 to 2028 today.

Pillar 4: *Arts All Access* — Regional Marketing, Communications, Storytelling

Communications, marketing, storytelling, and visual strategies boost the visibility of arts organizations, ensure wide arts access, and spotlight stories of LA's artistry, creativity, and culture at a regional level in 2028. The Department will use its regional role and communications reach to collaborate with partners and amplify awareness of County and grantee events, and the visibility of Los Angeles County's arts and culture.

Current Plans:

County of LA Outreach Campaign

The Department can participate in and co-manage a County-centric outreach campaign and intra-County toolkit in partnership with other County departments — such as LA County Library, Parks and Recreation, and Aging and Disability Services — to share information about Games-related arts and culture public programming with a branded countywide look and feel across digital and print collateral.

2028 Cultural Program Evaluation Support

Research and Evaluation staff will provide support to the Department's program divisions, City of LA's Department of Cultural Affairs and/or other municipal arts agencies on their Games -related evaluation efforts, if and as requested. This may take such forms as recommendations on research methods, review of data collection instruments, and review of documents reporting findings.

Arts and Culture Toolkit for Cities and Unincorporated Areas

The Department can create a one-to-two-page document to help cities maximize any funding they allocate for the Games to support arts and culture. Arts and Culture will develop the document, use existing funds to have it designed and accessible to internal and external partners. This toolkit can also be utilized by the Unincorporated Areas in addition to the 88 municipalities within the County.

Additional Opportunities to Explore

Arts Programming in Fan Zones

The Department will explore opportunities to incorporate arts programming, such as family friendly artmaking workshops and performances, at County-affiliated Fan Zones in parks and other sites. The Department will coordinate with County, LA28, DCA, and municipal partners to avoid duplication and aim for each individual municipality's programs to together create a regional set of experiences for livestream viewing, performances, and arts activities for communities across the County, including Unincorporated Areas. This builds on Creative Wellbeing programming provided by the Department for 2026 County World Cup Fan Zones at Magic Johnson Park in Willowbrook and Whittier Narrows Recreation Area. Exploring additional funding and/or partnerships would enable expanded arts programming at County Fan Zones, such as free concerts, screenings, temporary art installations, and pop-up creative play activities, to be coordinated by a central production consultant.

Arts and Disability

The Department will explore ways to incorporate and highlight disability access, inclusion, and artistry across its programs and opportunities. With Los Angeles hosting the Paralympic Games for the first time, the need for field readiness to engage youth, communities, and audiences with disabilities, and the power of disability arts for positive narrative change, this is an important opportunity to embed across programs and proposals.

Sector Readiness

The Department will continue to use its role in the lead up to the 2028 Games and Cultural Olympiad to support readiness, preparation, and

regional alignment, coordination, and collaboration in and with the County's arts and culture sector.

Network Building and Convenings

The Department will continue to engage with County-owned cultural institutions, municipal arts funders, arts service organizations, philanthropic partners, grantees, DCA, LA28, and other partners to support regional planning, network building, and collaboration in the lead up to 2028. In 2026–27, starting with an "88 for 28" convening, the Department will explore launching a new LA County Creative Cities Network of the 88 cities within the County to ensure LA County's 2028 cultural planning serves as a model and resource for smaller cities to participate meaningfully in the Games, and to share the Department's ongoing programs and practices more widely to strengthen support for the arts in cities across the County.

Serve as Information Source to the LA County Arts Sector

The Department will leverage its communications networks and existing partners such as LA Tourism/Discover LA to share and promote information, resources, and opportunities with arts organizations, artists, municipalities, and school districts. This may include information from CEO Major Events and relevant County departments on permitting to better enable arts and cultural organization planning and events on County sites. The Department will also partner with Bloomberg Connects to share technical assistance and information about its digital app with relevant grantee organizations and municipal arts agencies to strengthen accessible arts communications infrastructure in the region.

Professional Development and Capacity Building

The Department offers professional development, capacity building, technical assistance, and training to nonprofit grantees, educators, artists, and the broader field. From 2027-2028, the Department will incorporate cross-sector and themes from field convenings. including disability access and inclusion, sustainability, health and wellbeing, marketing and communications, youth, economic opportunity, and cultural heritage.

International Artistic Exchange

To strengthen international connections with the arts sector, the Department has hosted international delegation meetings and worked with Office of Protocol and Supervisorial District 3 to engage the Consular Corps and convene consulates with arts organizations. Building on the 2024 Memorandum of Understanding (MOU) for cultural cooperation with County, City of LA, Paris, and Seine Saint Denis, the Department continues cultural diplomacy through artistic collaboration projects with City of LA, Paris, and the French Consulate. Several arts organization grantees have programmatic opportunities to engage with LA's diasporas and consulates. This work serves as a model for international artistic exchange and cultural diplomacy for Brisbane (host of 2032 Games) or LA with other global cities, which can be further explored as plans develop.

Enhanced Funding Support and Partnerships Needed

This Framework strategically leverages existing County program infrastructure, staff capacity, and funding as a baseline. However, realizing the full potential of this Framework and supporting the County's arts sector to meet the moment requires investment beyond existing resources. The Department will actively pursue philanthropic, government, and corporate partnerships to support proposals across all four pillars, including

funding priorities Grants, *Year of Creative Youth*, Communications, and Civic Art. Ultimately, the Framework is intended to allow for flexibility to advance key program strategies as funding, partnerships, or resources are identified, and as field plans continue to evolve.

Legacy

Los Angeles County recognizes that arts and culture strengthen quality of life, health, resilience, and the social and economic development of our people and communities. The 2028 Games are not simply a moment — they are a catalyst. The 2028 framework is designed to generate lasting benefits that outlive the Games: a stronger creative sector, more equitable access to arts and culture, deeper cross-sector partnerships, and a civic identity that reflects the full diversity of LA County's communities. It builds on the Department's mission and its vision of Los Angeles County as a region in which arts, culture, and creativity are integral to every aspect of civic life for all our people and communities.

The foundation of this legacy is access. Los Angeles County recognizes that arts and culture strengthen quality of life, health, resilience, and the social and economic development of our people and communities. The Countywide Cultural Policy provides direction for how LA County and its departments can ensure that every resident has meaningful access to arts and culture, with three main overarching goals:

- Invest in cultural infrastructure and access to arts and culture
- Advance arts and culture in every sector of civic life
- Promote cultural equity, diversity, inclusion, and belonging

This Cultural Program Framework offers an opportunity to create a legacy of increased support and fulfilment of Cultural Policy goals.

Timeline

The Cultural Program Framework activities unfold across three phases — before, during, and legacy after the Games.

2026

- Continue to build regional alignment, coordination, and collaboration
- Support the readiness of the arts field in the lead up time
- Implement current plans leveraging existing programs
- Identify funding and partnerships for enhanced and proposed programs

2027

- Full program ramp-up funded activities across all four pillars
- Fall *Year of Creative Youth* campaign and programs launch

2028

- Summer peak program activation in the weeks before Opening Ceremony through the Paralympic Games
- Identify legacy opportunities, learnings, and benefits that carry forward beyond 2028