


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: June 13, 2014

To: Honorable Members of the Arts, Parks, Health, Aging and River Committee

From: Joe Smoke, Acting Interim General Manager
Department of Cultural Affairs 

Subject: **Addendum to the May 12, 2014 Report Back on the Proposed Citywide Mural Project and Recommendations Regarding \$1.75 Million in Mural Funding**

As part of the fiscal year 2013-14 Budget deliberation process, the Budget and Finance Committee instructed the Department of Cultural Affairs (DCA) to report back to the City Council with a mural project implementation plan for City Council consideration and approval.

Specifically, the Committee asked the Department to report back on the murals ordinance and the allocation of \$1.75 million in mural funding to be used for the creation, maintenance, restoration and presentation of murals, including a plan to replenish this funding after it has been exhausted. As part of the fiscal year 2013-14 budget process, the City Council and Mayor placed this \$1.75 million mural funding in the Unappropriated Balance (UB), pending this report back and further City Council action.

On May 12, 2014 DCA transmitted its report to the Budget and Finance Committee and simultaneously, met with the chair of the Arts, Parks, Health, Aging and River (APHAR) Committee to review the report. To expedite the process, the APHAR Committee Chair waived the report out of committee and placed it on the June 3, 2014 City Council agenda. The report was pulled from the Council Agenda because there was no funding attached to it.

On June 4, 2014, DCA was asked to submit a revised budget with priority recommendations for funding phased in over two years. The chart below provides a prioritized list of the proposed Mural Project components, paired down and split over two fiscal years.

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CITYWIDE MURAL PROJECT – PRIORITIZED PROJECT COMPONENTS

#	Project Component	Year 1 Allocation	Year 2 Allocation	Alternative Funding TBD
1	Phase 1 – Preservation, Restoration and Conservation of DCA-selected City-sponsored murals	\$425,000	-	
2	Council District-Specific Mural Funding Support	\$300,000 (\$20k per CD)	-	
3	Mural Project & Community Engagement Coordinator	\$50,000	\$50,000	
4	Phase 2 – Preservation, Restoration and Conservation of Additional Historically Significant Murals	-	\$425,000	
5	Council District-Specific Mural Funding Support	-	\$300,000	
6	Digital Mural Documentation, Presentation and Engagement Efforts (\$125,000)	-	-	Alternative funding will be pursued outside of the original report.
7	On-site Mural Restoration Training (\$90,000)	-	-	
8	Technical Assistance Workshops and Panel Discussions (\$35,000)	-	-	
TOTAL		\$775,000	\$775,000	
		Year 1	Year 2	

This report presents recommendations for the transfer, distribution and multi-year deployment of the \$775,000 in mural funding to advance the following goals:

- Preserve, conserve and restore historically significant murals throughout the City, with an emphasis on City-sponsored murals;
- Produce new murals that re-engage communities, especially youth, and create new opportunities for muralists;

Funding for the technical assistance, training and workshops for muralists and community stakeholders; and, for the digital mural documentation, presentation and engagement platforms to offer interactive educational and cultural tourism opportunities, will be pursued outside of this request.

RECOMMENDATIONS

The Department of Cultural Affairs recommends the City Council:

1. Request the Controller establish a new account titled “Mural Project Implementation” in

Department of Cultural Affairs Fund 480;

2. Transfer \$775,000 from the Unappropriated Balance to the “Mural Project Implementation” account in Cultural Affairs Fund 480;

PROPOSED CITYWIDE MURAL PROJECT COMPONENTS

Council District-Specific Mural Funding (\$300,000)

DCA is recommending that a total \$300,000 (\$20,000 per Council District) be set aside to advance district-specific mural priorities next year. Funding would be used at the discretion of each CD to advance district-specific mural priorities. Council Offices would identify mural locations in their district and DCA would develop mural specifications for the projects. DCA would issue a competitive Request For Proposal (RFP) with the mural project specifications and locations. A panel of experts would select the best projects to advance. In the event a council office identifies both the wall location and the muralist, the department would serve in an advisory capacity, as needed. Additionally, DCA would work with Council Offices to develop a competitive artist selection process to advance other district-specific priorities and/or public art-relevant activities.

Recommended Council District-Specific Mural Funding Guidelines for Use:

- Production of new murals;
- Mural-related presentation, educational and community engagement activities; or,
- Other public art-relevant activities.

Phase 1 – Preservation, Conservation and Restoration of Selected Historically Significant Murals (\$425,000)

DCA proposes the city continue its commitment to and extend its original investment by conserving City-sponsored historically significant murals. Many of the older murals are in poor condition, experiencing flaking, powdering, paint detachment and or are covered with graffiti tagging. In order to move forward with this mural conservation and preservation work, the Department will need to obtain treatment proposals from either independent mural conservators from our pre-qualified list, or non-profit mural conservation organizations. These proposals will include budgets, timelines, an artist participation plan, and the mural restoration scope of work.

Funding would be used to contract either directly with the original artists, or the arts organization responsible for producing the mural project, in partnership with a professional mural conservator to conserve and restore up to 25 city-funded historically significant murals. DCA would request mural treatment reports that include a budget, timeline, artist-participation plan and mural restoration scope of work. DCA could launch this phase of work with the proposed murals identified for conservation for which a mural assessment and treatment report already exists.

In some instances, the department has identified a number of historically significant murals that already have mural conservation treatment reports, budgets and timelines, and we propose funding these murals in the first phase of the mural conservation efforts. Attached is a preliminary list of previously City-funded historically significant murals that will be considered for Phase I preservation, conservation and restoration.

Mural Project Community Engagement Coordinator (\$50,000)

To assist with many of the mural project components described herein, the Department proposes funding to support a part-time, dedicated, Mural Project Community Engagement Coordinator position. This position would serve as the DCA liaison to the Council Offices that want to create new murals in their districts. The Coordinator would also be responsible for preparing and releasing the Request for Proposals as described above, providing assistance to Council Offices to identify muralists from the Departments' pre-qualified wall artists list, and/or develop other appropriate muralist selection processes. In addition, the Coordinator would oversee routine administrative duties such as, city review, approval and permit processes, contracting with the muralists, etc. This position would also coordinate with all other aspects of the proposed Citywide Mural Project to ensure continuity and cohesion.

Please refer to the original, May 12, 2014, report for detailed information regarding each of the above project components, for additional information. It should be noted that implementation of all project components provides a more cohesive, holistic approach towards the advancement of various inter-related mural goals as described in the original report.

In addition to seeking support for the second phase of the project, DCA proposes to report back to Council on the Mural Project on a bi-annual basis.

Please contact Felicia Filer at (213) 202-5547 if you have further questions or require additional information.

Cc: Elaine Owens-Sanchez, Office of the City Administrative Officer

Partial List of			
Previously City-funded Historically Significant Murals			
Proposed For Phase I Preservation, Conservation and Restoration			
Council District	Mural Artist	Title of Work	Address/Location
1	Yrenia Cervantez	La Offrenda	Toluca St. under 1st St. Bridge,
1	Charles Freeman	Return to the Light	227 E. Ave 41
2	Judy Baca	The Great wall of Los angeles	tujunga wash drainage canal
3	Francisco Letelier	Celebrating Diversity	21816 Lanark St
4	John Zender Estrada	Rainforest	6017 Franklin Ave
5	Darryl Wells	Not Somewhere Else, But Here	543 N. Fairfax
8	Noni Olabisi	Freedom Won't Wait	54th Street
9	Helen Samuels	Undiscovered America	843 E4th St.
10	Roderick Sykes	Literacy	1406 S. Highland
10	Noni Olabisi	To Protect & Serve	3406 11th Ave
10	Mary Lynn Hughes, Reginald Zachary	Love is for Everyone	5149 W. Jefferson
11	Christina Schlesinger	Chagall Returns to Venice Beach	201 Ocean Fron Walk
14	Johanna Poethig	Calle de la Eternidad	351 Broadway
14	Yreina Cervantez/ Michael Schorr	What I See Can Be Me	507 Towne Ave
14	George Yepes	Mujer del Este de Los Angeles	418 S. Pecan St
14	Gronk/Herron	Moratorium	Estrada Courts
14	Hernandez, Almaraz, Romero, Lujan	La Mujer	Ramona Gardens
15	Richard Wyatt	Cecil	1727 E. 107th St
2	Unidentified	Non-Ranked Mural*	Colfax & Burbank