



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

REQUEST FOR QUALIFICATIONS

City of Los Angeles Department of Cultural Affairs Website Redesign Project

Release Date: April 4, 2014
Due Date: May 2, 2014

RFQ also available at: DCAredesign.org

**CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS**

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City of Los Angeles Department of Cultural Affairs

Website Redesign Project – Request for Qualifications

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I. PROJECT SUMMARY

The City of Los Angeles Department of Cultural Affairs (DCA) is looking to contract with a vendor to update its website to enhance the user experience, simplify content management, and provide better online information and customer service while meeting high standards for design and development.

DCA's existing website was designed over 12 years ago. A lack of financial and technical resources has restricted DCA's ability to improve the site's structure, functionality, and appearance. Recently, DCA acquired resources and approval to undertake a comprehensive website redesign project.

This Request for Qualifications (RFQ) will assist DCA in the selection of a qualified vendor with whom the Department will enter into a professional services agreement for the delivery of the DCA Website Redesign Project. In addition, the selected vendor should have the capability to help DCA incubate, develop, and integrate additional features as future phase build-outs.

Upon completion of the new site's development, DCA will assume day-to-day responsibility for content management and site administration, with technical site maintenance to be provided by the selected vendor on an ongoing basis.

Please refer to Appendix A for more information about DCA.

II. PROJECT GOALS AND OBJECTIVES

A. Project Goals

The primary goal of this project is to build a new website that allows for easy navigation for users and efficient site management for DCA staff. This site should present a wide array of content to residents of, and visitors to, Los Angeles. The new site should tell DCA's story - its history, mission, goals, vision, facilities, staff, programs, and services - in engaging ways to encourage further interest in the Department and its offerings.

B. Preliminary Project Objectives

- Continue to build awareness of, and interest in, DCA; and strengthen its partnerships and the services.
- Provide a coherent design across the site that represents DCA in a consistent and aesthetically compelling manner.
- Build and deploy a new content management system to allow non-technical DCA staff to update site content and perform day-to-day site administration.
- Explore utility and cost of next-phase development including E-commerce features such as online forms and payment.
- Deploy social media integration to provide a participatory platform of engagement.

III. PROJECT SCOPE GUIDELINES

Vendor should outline its ability to perform the proposed scope tasks in the following seven general areas: Research/Discovery; Design; Development; Testing; Launch; Training; and Site Maintenance. We recognize that each vendor's project approach will inherently reflect their work style. In the interest of DCA to effectively evaluate vendor qualifications, however, we expect the vendor to describe its plan to execute each stage of their process and discuss related milestones and outcomes within the general framework of these scope guidelines.

A. Research / Discovery

- We expect the vendor to help refine the project's goals and objectives, strategize and assist in building web content, and identify additional features to be considered for future build-outs. This process could involve a series of interviews or other informal interactions with DCA staff and relevant stakeholders.

- An expected outcome of the research phase is a Project Charter. This document, at a minimum, should define the content scope, schedule, audience, technical features, and branding strategies of the new site. This document should also state and prioritize project goals.

B. Design

- The vendor should present the information architecture envisioned for the site. This architecture should illustrate principles of user experience and interface design.
- A sitemap and associated wireframes are expected to be produced and shared during, and at the conclusion of, the design process.

C. Development

- We expect to engage with the vendor's development process through a series of user interface and functionality tests. An iterative process that consists of design, development, and testing is preferred.
- We also expect that the development complies with Section 508 rules and meets Web Content Accessibility Guidelines 2.0 success criteria levels A and AA, as outlined by the W3C.
- The development process should include page load optimization. The site should be coded in a way that ensures fast page loading. Refer to Yahoo's list of performance rules.

D. Testing

- Thorough user testing is expected and should lead to an agreed set of adjustments to help meet the goals of the site. A mixed-method approach to testing that includes a combination of focus group, A/B testing, or multivariate testing would be preferred.
- Before launch, the site should be load-tested to ensure that the site performs well in normal and above normal site traffic (spikes).

E. Launch

- The vendor should develop a site launch strategy with DCA. This may consist of a series of soft and hard launch events. Goals for each launch event should be stated and agreed upon by DCA and the vendor.
- The launch phase should involve search engine optimization.

F. Training

- A detailed documentation of site usage and administration will be produced. This document should outline the technical steps for uploading and managing web content, and administering users and groups.
- In addition to documentation, we expect the vendor to conduct a series of training sessions to ensure that select DCA staff can assume basic site maintenance and administration that complies with Section 508 rules and meets Web Content Accessibility Guidelines 2.0 success criteria levels A and AA, as outlined by the W3C.

G. Site Maintenance

- We expect an ongoing contractual relationship with the vendor for periodic technical support and potential build-outs.

IV. PRELIMINARY SITE REQUIREMENTS AND FUNCTIONALITY

These site requirements and functionality information provided below are intended to offer qualified vendors with some preliminary technical specifications for the Website Redesign Project.

A. Backend

The CMS must be browser-based and hosted on an external server. Open-source systems such as *Wordpress* or *Drupal* are preferred. An external hosting service will be established upon recommendation based on reliability and security of the hosting service. A redirect from a lacity.org subdomain will be created.

B. Navigation and User Experience

In order to increase usability, the site's information architecture will be overhauled. The new user interface will refine distinct user groups' paths of navigation, and accommodate common browsers including: Firefox, Safari, Internet Explorer, and Chrome. DCA expects an iterative design testing process. The design of user interface and experience will be informed by an examination of current web analytics and a strategic identification of new user targets.

C. Calendar / Events

A web-based events calendar will dynamically display a variety of information pertaining to DCA-produced events, citywide events, festivals, heritage month celebrations, grantee events, and programmatically relevant dates such as grant deadlines. This interactive calendar should support sub-calendars, RSS feeds, and content syndication or tagging for use across the site. It should also allow the implementation of online events submission.

D. Media

The CMS and template deployed should enable the integration of images, videos, and other media. The system should make available media widgets to be used within its template.

E. Mobile

The new user interface should reflect the current standards of responsive design. It should support browsing experiences across common devices such as desktop/laptop computers, mobile phones, and tablets.

F. Blog

The site must support blog posts and provide them as RSS feeds. This may include the integration of an e-news service tied to social media.

G. Social Media Integration

The site must support social media widgets, embeds, and extension. Currently, DCA maintains Facebook and Twitter profiles, and plans to add other social media platforms including Instagram.

H. Additional Features

In addition to the core features of the site, as discussed above, the site development should proceed with the assumption that features such as maps and ecommerce services like online forms and payment will be added. This involves coordination with DCA's internal efforts in creating digital assets and with the City's existing resources (e.g. ArcGIS online) and other technical guidelines. Vendors should outline the potential costs and sub-vendors necessary to build out these additional site features. These estimates will be treated as preliminary; we will assess the exact functionality and requirements of these features after establishing the contract.

I. Branding

A new look and feel of the user interface should accommodate DCA's existing logo and explore an innovative aesthetic redeployment for our site and social media profiles.

J. Analytics and Search Engine Optimization

Unique meta tags, titles, and descriptions for each web page and post will be created. Google Analytics code will be added to the new site. The creation and submission of XML sitemaps to Google, Yahoo, and Bing are expected.

K. Accessibility

The content on the eventual site must be Section 508 compliant and meet Web Content Accessibility Guidelines 2.0 success criteria levels A and AA as outlined by the W3C. DCA would also like to explore options for a multi-lingual site to reflect the diversity of users.

L. Other Key Deliverables

- Illustrator (vector art) and layered PSD files (including copies of font files used) for all XHTML 1.1 files, a site-wise CSS cascading style sheet for all public pages, and a site-wide print CSS
- Website imagery in PNG, GIF, or JPG format as appropriate
- Any additional final or draft media

V. SUBMISSION COMPONENTS

A. Letter of Interest

Summarize qualifications and interest in the project. Briefly address design philosophy and work style. Talk about engagement with clients throughout the design and development process. Additionally, discuss what such a contract with DCA would mean to the agency.

B. Qualifications

- Provide a company profile, length of time in business, and core competencies.
- List three (3) websites produced by the agency that best reflects the firm's work and relevancy to this project. Briefly explain the role the agency played in each project. Include URLs. Only live sites will qualify during evaluation.

- Provide current reference information for three (3) former and/or current clients.
- Describe any experience in producing websites for governmental agencies and/or organizations similar to DCA.
- Describe the composition of the team that would be assigned to this project. Please include a brief background summary/bio for each member of the project team.
- Please detail any vendor partnerships you would engage in to deliver this project.

C. Project Proposal

The project proposal should include a work plan for each identified project task. Please refer to the proposed scope tasks that are outlined in the Project Scope and Site Requirements & Functionality sections of this RFQ. Wherever applicable, include visual information alongside text to state the concept and plans.

D. Budget and Project Fees

DCA has approved an initial base budget of up to \$65,000 for the project. Maintenance and support fees will be budgeted separately. Vendor is expected to detail pricing as follows:

- **Base Project:** Provide itemized cost estimates for the completion of various project scope tasks and delivery of the new website (total up to \$65,000). These cost estimates must include all design, production, and software acquisitions necessary for the website development.
- **Maintenance & Support:** Estimated fees for one year. Describe how proposed compensation will be structured (hourly / flat fee / retainer).
- **Hosting:** Please recommend a private hosting solution and provide an estimate of associated annual fees.

While the project budget will be subject to contract negotiations, the project cost estimates are an important criterion for proposal evaluation.

E. Preliminary Time Line

Please provide a preliminary project time line that includes estimated time to complete project scope tasks. While the project time line will eventually be subject to contract negotiations, a preliminary project time line is another important criterion for evaluation.

VI. SUBMISSION OF PROPOSAL

The proposal must be delivered as a pdf. Please optimize the pdf so the file size is manageable. All submissions will be subject to California Public Records Act.

Please adhere to the following format specifications:

- Page size: 8.5 x 11 (vertical or horizontal)
- Font size: no smaller than 10 point font
- Maximum proposal length: no more 15 pages (not including attachments)
- Hyperlinks: whenever possible, please retain the linkability of URLs

Please submit completed proposal to: DCA.Website@lacity.org

Proposals are due at 6:00 p.m. on May 2, 2014. Proposals received following this deadline will not be considered for evaluation.

VII. CONTRACT TERMS

DCA will negotiate contract terms upon selection. A project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget, and other necessary items. The final contract will be subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority / Women Business Enterprise and Slavery Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

VIII. RIGHTS AND RESPONSIBILITIES

DCA reserves the right to decline all applications to this RFQ, and/or cancel this RFQ or any roster of pre-qualified artists, at any time. This RFQ is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority / Women Business Enterprise and Slavery Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

IX. EVALUATION CRITERIA

The following criteria will form the basis upon which the Department of Cultural Affairs evaluates vendor qualifications:

- **Vendor Experience:** Vendor demonstrates successful completion of similar projects and has expertise necessary to undertake the project.
- **Proposal Presentation:** The information is presented in a clear, logical manner, and is well organized.

- **Suitability of Proposal:** Proposed solution meets stated needs and criteria set forth in the RFQ.
- **Creative Capabilities:** Prior work and proposal demonstrate artistic, innovative, and easy-to-use webwork that engages communities and viewers.
- **Vendor Staff Capacity:** Project team assigned demonstrates appropriate capacity to deliver the project on time and on budget.
- **Project Cost Estimates and Pricing:** Vendor demonstrates ability to deliver project within the established budget. Estimated pricing is reasonable and commensurate with the value of the services being rendered.
- **Preliminary Project Time Line:** Vendor clearly articulates steps of the proposed project and an estimated time to complete each project phase.

RFQ PROCESS AND TIMELINE

RFQ Release Date	4/4/14
RFQ Submission Due Date	5/2/14
Submission Evaluations	5/5/14 – 5/16/14
Top Candidate Vendor Interviews	5/19/14 – 5/23/14
Announcement of Selected Vendor	5/26/14
Contract Negotiation	5/26/14 – 6/6/14
Contract Execution and Project Commencement	6/9/13 – 6/20/14

X. ADDITIONAL INFORMATION

Please visit DCAredesign.org for additional information.

General Inquiries: DCA.Website@lacity.org

Technical Questions: **Wendy Hsu**, ACLS Public Fellow and Arts Manager at DCA

wendy.hsu@lacity.org

Procedural Questions: **Will Caperton y Montoya**, DCA Director of Marketing and Development

will.caperton@lacity.org

Appendix A - DCA Overview

About the City of Los Angeles Department of Cultural Affairs

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 40 million annual overnight and day visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grantmaking, marketing, development, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's projected operating budget and managed portfolio totals \$52 million in fiscal year 2013/14. It consists of: \$13.4 million in City related and indirect cost allocations; \$10.5 million in Transient Occupancy Tax funds; \$9 million in one-time City funding; \$9 million in funds from the Public Works Improvements Arts Program (PWIAP); \$7.5 million from the Private Arts Development Fee Program (ADF); and \$2.4 million raised to date this fiscal year in private and public funds from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$16.5 million in PWIAP and ADF funds in FY13/14. Of this amount, typically 15% to 20%, or between \$2.5 and \$3.3 million, is attributable to artists' fees.

DCA's Marketing and Development Division has raised \$26 million over the last 12 fiscal years to re-grant to LA-based artists and arts and cultural organizations, and to support DCA's special programming and facilities. DCA also grants approximately \$2.3 million annually to 268 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division. Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

Department History and Division Overview:

Originally formed in 1925 as the Municipal Arts Department to provide cultural services in neighborhoods, the City of Los Angeles Department of Cultural Affairs was reorganized by an act of the City Council in July 1980. Since then, the Department has grown and changed in response to evolving opportunities, and it now manages extensive programs in four areas:

1. Grants Administration Division

Providing grant support to LA's rich and diverse arts and cultural organizations and individual artists is the core service provided by the Department of Cultural Affairs. The Grants Administration Division awards approximately \$2.3 million annually to nurture and support community service providers and community artists in Los Angeles. Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community. Awards are given to large, mid-size, small, and emerging organizations. Grants are available in a variety of disciplines and categories including dance, music, media, and visual arts, as well as literature, educational programs, residencies, and professional fellowships. The goal of the Grants Administration Division is to provide a diverse portfolio of high-quality free or low-cost services for residents and visitors of all ages throughout the City. Support ranges from \$1,000 to \$75,000 per project, based on published criteria. DCA selects grantees through a competitive peer review process.

2. Public Art Division

DCA also significantly supports artists and cultural projects through four distinct types of arts programs within its Public Art Division, each committed to the creation and/or maintenance of art within the public realm: the Public Works Improvements Arts Program (PWIAP, more commonly known as Percent-for-Public-Art or Public % for Art), the Private Arts Development Fee Program (ADF), the Murals Program, and the City's Art Collection.

As part of the Division's PWIAP and ADF Programs, DCA implements an independent peer panel and public review process to commission public artists and to approve the creation and/or presentation of site-specific public art projects throughout the City of LA. Through these programs, Division staff oversees a substantial portion of DCA's programming budget; in FY12/13, through these two programs alone, DCA staff managed a portfolio totaling approximately \$16.5 million.

Music LA is DCA's citywide music education initiative for young people that is administered within the Public Art Division. Music LA coordinates a network of professional music education service providers to offer hands-on instrumental and vocal music classes for students in underserved areas of Los Angeles who might not otherwise have the opportunity to study music. The Music LA Summer Sessions give children and teens an intensive 6 to 8 weeks of hands-on instrumental and/or vocal instruction of any genre. The 10-week Music LA Heritage Month Sessions are offered in conjunction with the City of Los Angeles Heritage Month Celebrations for the Latino, American Indian, African American, and Asian and Pacific Islander American heritage months.

3. Community Arts Division

DCA's Community Arts Division offers high-quality instruction in the arts; produces solo and group art exhibitions; creates outreach programs for underserved populations; develops special initiatives for young people; and promotes numerous events during the year that celebrate the cultural diversity of the community. The Division also engages in historic conservation efforts and conducts educational tours at its historical sites. DCA's galleries present high-quality arts exhibitions reflective of the diversity of Los Angeles.

The Division includes both DCA Managed Facilities and Public/Private Partnership Arts Facilities. DCA Managed Facilities are programmed and staffed by DCA full and part-time employees. Public/Private Partnership Arts Facilities are programmed and staffed by nonprofit service providers through lease agreements with the City and Memorandums of Understanding (MOUs) with DCA for program operations. In FY13/14, DCA manages and programs 22 Neighborhood Arts and Cultural Centers including 10 Arts and Cultural Centers, 4 Theaters, 2 Historic Sites, and 6 Galleries; oversees an additional 12 Public/Private Partnership Arts Facilities; and also manages 3 Prop K Facilities in Development.

4. Marketing and Development Division

DCA's Marketing and Development Division works with local, state, national, and international arts organizations to promote cultural awareness and increase arts education and access to arts education in LA's communities. The Division raises funds from foundations, government agencies, corporations, and private individual donors to support arts and cultural programming, and has raised \$26 million over the last 12 fiscal years. The Division partners with the Mayor's Office, the City Council, community leaders, museum directors, artists, and arts and cultural organizations to promote local economic development.

The Marketing and Development Division also markets the City's cultural events by creating thousands of publications, direct mail pieces, and promotional materials; maintaining the culturela.org website; and producing calendars and cultural guides for the City's Latino, American Indian, African American, Lesbian, Gay, Bisexual, and Transgender (LGBT), and Asian and Pacific Islander American Heritage Month Celebrations. The Division publishes an annual Festival Guide in print and online versions featuring over 300 festivals throughout Los Angeles and its neighboring cities, and publishes several exhibition catalogs and materials - in addition to producing and promoting several City-wide festivals and special events.

DCA's **administrative services team** encompasses personnel, payroll, and accounting. The team is responsible for processing approximately 500 contracts annually, positioning DCA as the second ranking City agency, below Public Works, in terms of the number of City contracts awarded and administered.

City of Los Angeles Department of Cultural Affairs (DCA) Senior Staff

Matthew Rudnick

Interim General Manager

Will Caperton y Montoya

Director of Marketing and Development

Felicia Filer

Public Art Division Director

Joe Smoke

Grants Administration Division Director

Leslie Thomas

Community Arts Division Director

City of Los Angeles Cultural Affairs Commission (CAC)

Maria Bell

Mari Edelman

Javier Gonzalez

Charmaine Jefferson

Sonia Molina

Richard Montoya

Eric Paquette

For more information, please visit or contact:

City of Los Angeles Department of Cultural Affairs

201 North Figueroa Street, Suite 1400

Los Angeles, CA 90012

TEL 213.202.5500

FAX 213.202.5513

WEB culturela.org

DCA Neighborhood Arts and Cultural Centers

DCA's Neighborhood Arts and Cultural Centers offer high-quality instruction for young people and adults in the performing, visual, and new media arts. The Centers offer after-school and summer arts programs, produce solo and group art exhibitions, create outreach programs for under-served populations, and produce a variety of festivals during the year that celebrate the cultural diversity of the community.

DCA Managed Arts and Cultural Centers (10)

Barnsdall Arts Center and Barnsdall Junior Arts Center

Barnsdall Park
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.644.6295 - Barnsdall Arts Center
323.644.6275 - Barnsdall Junior Arts Center

Canoga Park Youth Arts Center

7222 Remmet Avenue
Canoga Park, CA 91303
818.346.7099

Lincoln Heights Youth Arts Center

2911 Altura Street
Los Angeles, CA 90031
323.224.0928

Manchester Youth Arts Center (at the Vision Theatre)

3341 West 43rd Place
Los Angeles, CA 90008
213.202.5508

Performing Arts Firehouse

438 North Mesa
San Pedro, CA 90731

Sun Valley Youth Arts Center (The Stone House)

8642 Sunland Boulevard
Sun Valley, CA 91352
818.252.4619

Watts Towers Arts Center and Charles Mingus Youth Arts Center

1727 East 107th Street
Los Angeles, CA 90002
213.847.4646 - Watts Towers Arts Center
323.566.1410 - Charles Mingus Youth Arts Center

William Grant Still Arts Center

2520 South West View Street
Los Angeles, CA 90016
323.734.1165

DCA Managed Theaters (4)

Through its professional theater facilities, DCA serves the performing and media arts community by offering below-market theater rentals. In turn, the arts community presents year-round dance, music, theater, literary, and multi-disciplinary performances; supports the development of emerging and established Los Angeles-based performing and media artists; and offers workshops for playwrights and writers of all ages.

Barnsdall Gallery Theatre

Barnsdall Park
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.644.6272

Madrid Theatre

21622 Sherman Way
Canoga Park, CA 91303
818.347.9938

Vision Theatre

3341 West 43rd Place
Los Angeles, CA 90008
213.202.5508

Warner Grand Theatre

478 West 6th Street
San Pedro, CA 90731
310.548.7672

DCA Managed Historic Sites (2)

DCA provides conservation services and educational programming and tours for two of LA's most treasured historic sites, **Hollyhock House** and the **Watts Towers**. Conservation efforts are coordinated through DCA's Historic Site Preservation Office. DCA's Museum Education and Tours Program coordinates tours and interpretive programs for both young people and adults.

Hollyhock House is Frank Lloyd Wright's first Los Angeles project. Built between 1919 and 1921, it represents his earliest efforts to develop a regionally appropriate style of architecture for Southern California. Barnsdall Park, including Frank Lloyd Wright's iconic Hollyhock House, was awarded landmark status in 2007 and listed on the National Register of Historic Places. As the nation's highest historic landmark designation, the site has been formally recognized for its role in interpreting the heritage and history of the United States.

Hollyhock House

Barnsdall Park
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.913.4031

The **Watts Towers**, built over 34 years by Simon Rodia, are a Los Angeles icon. Built from found objects, including broken glass, sea shells, pottery, and tile, the Towers stand as a monument to the human spirit and the persistence of a singular vision. The Watts Towers, listed on the National Register of Historic Places, are a National Historic Landmark, a State of California Historic Park, and Historic-Cultural Monument No. 15 as previously designated by the City of Los Angeles Cultural Heritage Commission.

Watts Towers

1765 East 107th Street
Los Angeles, CA 90002
213.847.4646

DCA Managed Galleries (6)

DCA's Galleries serve to promote the visual arts and artists of the culturally diverse Los Angeles region.

The **Los Angeles Municipal Art Gallery (LAMAG)** at Barnsdall Park is the City's primary exhibition venue and is devoted to showcasing the work of local emerging, mid-career, and established artists in group and individual presentation formats.

Los Angeles Municipal Art Gallery

Barnsdall Park
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.644.6269

The **Barnsdall Junior Arts Center Gallery** supports smaller exhibitions, many displaying works created in classes at Barnsdall Park.

Barnsdall Junior Arts Center Gallery

Barnsdall Park
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.644.6275

DCA's Bridge Gallery at City Hall showcases the work of young people, adults, and seniors enrolled in City art programs, as well as themed exhibitions celebrating the City's Heritage Month Celebrations.

DCA's Bridge Gallery at City Hall

200 North Spring Street
Los Angeles, CA 90012

The galleries at the **Watts Towers Campus** include the **Noah Purifoy Gallery**, the **Charles Mingus Gallery**, and the **Dr. Joseph and Bootsie Howard Gallery**.

**DCA Public/Private Partnership Arts Facilities:
Arts and Cultural Centers (8)**

Art in the Park

5568 Via Marisol
Los Angeles, CA 90042
323.259.0861

Bannings Landing Community Arts Center

100 East Water Street
Wilmington, CA 90744
310.522.2015

Croatian Cultural Center of Greater LA

510 West 7th Street
San Pedro, CA 90731
310.548.7630

Eagle Rock Community Cultural Center / Center for the Arts Eagle Rock

2225 Colorado Boulevard
Los Angeles, CA 90041
323.226.1617

Encino Art and Cultural Center (Previously the Center for Folk Music)

16953 Ventura Boulevard
Encino, CA 91316

Lankershim Arts Center

5108 Lankershim Boulevard
North Hollywood, CA 91602
818.752.7568

McGroarty Arts Center

7570 McGroarty Terrace
Tujunga, CA 91042
818.352.5285

William Reagh - LA Photography Center

2332 West Fourth Street
Los Angeles, CA 90057
213.382.8133

**DCA Public/Private Partnership Arts Facilities:
Theaters (2)**

Los Angeles Theatre Center

514 South Spring Street, 2nd Floor
Los Angeles, CA 90013
213.489.0994

Nate Holden Performing Arts Center

4718 West Washington Boulevard
Los Angeles, CA 90016
323.964.9768

**DCA Public/Private Partnership Arts Facilities:
Galleries (2)**

Through an agreement with Los Angeles World Airports, DCA also administers curated exhibitions at both LAX and Ontario World Airports, and promotes Los Angeles as a creative and vibrant destination to over 40 million national and international visitors annually.

Los Angeles World Airport (LAX)

1 World Way
Los Angeles, CA 90045

Ontario World Airport – Inland Empire

2500 Terminal Way
Ontario, CA 91761

DCA Prop K Facilities in Development (3)

Downtown Youth Arts Center (Fire Station # 23)

225 East 5th Street
Los Angeles, CA 90013

Highland Park Youth Arts Center

111 North Bridewell Street
Los Angeles, CA 90042

Oakwood Junior Youth Arts Center (Vera Davis McLendon Youth Arts Center)

610 California Avenue
Venice, CA 90291