

CULVER CITY

LA OLYMPICS ARTS 28 FESTIVAL



An immersive, public festival curated by local, national and international artists celebrating the theme of "an Olympics for everyone."

Culver City Arts Alliance

Co-Founders:
Thomas Aujero Small
Executive Director
Culver City Forward

David Mack
Strategic Executive Officer
Artist Magnet

AN OLYMPICS ARTS FESTIVAL FOR EVERYONE

The Culver City Arts Alliance respectfully requests support for the development of the **Culver City LA28 Olympics Arts Festival (CCLA28)**.

CCLA28 is an **immersive, public performing arts festival** - featuring innovative, multidisciplinary performers, directors, choreographers and designers. Presented during the official games in the summer of 2028. Performances unfold **on and along Culver City and Los Angeles public transit** routes, small business storefronts and iconic cultural centers.

CCLA28 is a mutual aid collaboration between the Artist Magnet Justice Alliance and Culver City Forward (both 501(c)(3) nonprofits), local community-based arts organizations and businesses, foundations, corporations, universities and K-12 school districts and government agencies.

Table of Contents

Leadership Team	-----	Page 4
Festival	-----	Page 5
Timeline	-----	Page 8
Impact	-----	Page 9
Projected Budget	-----	Page 11
Resources/References	-----	Page 13



Leadership Team



David Mack
CCLA28 Executive Producer
Executive Director,
Artist Magnet Justice Alliance



Thomas Aujero Small
CCLA28 Co-Director
Executive Director,
Culver City Forward



Freddy Puza
CCLA28 Advisor
Culver City Councilmember
Director of Community Relations,
Loyola Marymount University



Teresa "Toogie" Barcelo
CCLA28 Advisor
LA-based choreographer,
teaching artist, certified
breath/meditation instructor

Additional Advisors

- **Dr. Anne W Smith** (Arts Management Educator/Consultant, SF Bay Area)
- **Danielle St. Germain** (San Francisco Ballet)
- **Elizabeth Cline** (Wild Up)
- **Julia Ritter** (USC Gloria Kaufman School of Dance)

THE FESTIVAL

Exploring the iconic cinematic and cultural history of the City, while imagining a forward-looking vision for what the City - and the region - can become.



CCLA28 has established a Curators Circle of **leading local artists and curators from across disciplines** to develop the themes of the festival and guide the artist selection and project implementation process. Goals of the festival include:

- Curation of 5-10 directors/choreographers from Culver City - as well as throughout California, the US and internationally.
- **Participation of over 100 artists** - including dancers, musicians, singers, designers, aerialists, acrobats and performance artists.
- Inclusion of artists who represent communities that have historically been marginalized and traditionally not centered in these types of opportunities, including: **BIPOC (Black, Indigenous and People of Color) artists, artists with disabilities**, artists from the **LGBTQ+ community** - and those with intersectional identities within these communities.
- Capacity-building support for artists to create content for a **City-wide scale and an Olympics-sized audience**
- Building a foundation that can serve as a launchpad for subsequent Citywide Festivals, making a positive long-term impact on the Southern California arts scene and community as a whole.

As the City at the center of all the major Olympics venues, Culver City is well positioned to play a central role at the nexus of the arts festival activities. The Festival is curated with the choreography of the City and the region in mind, with major hubs and festival activities taking place conveniently **on and along Metro stations, trains and buses between iconic theaters and cultural venues** - so that the City itself becomes the Festival performance space.

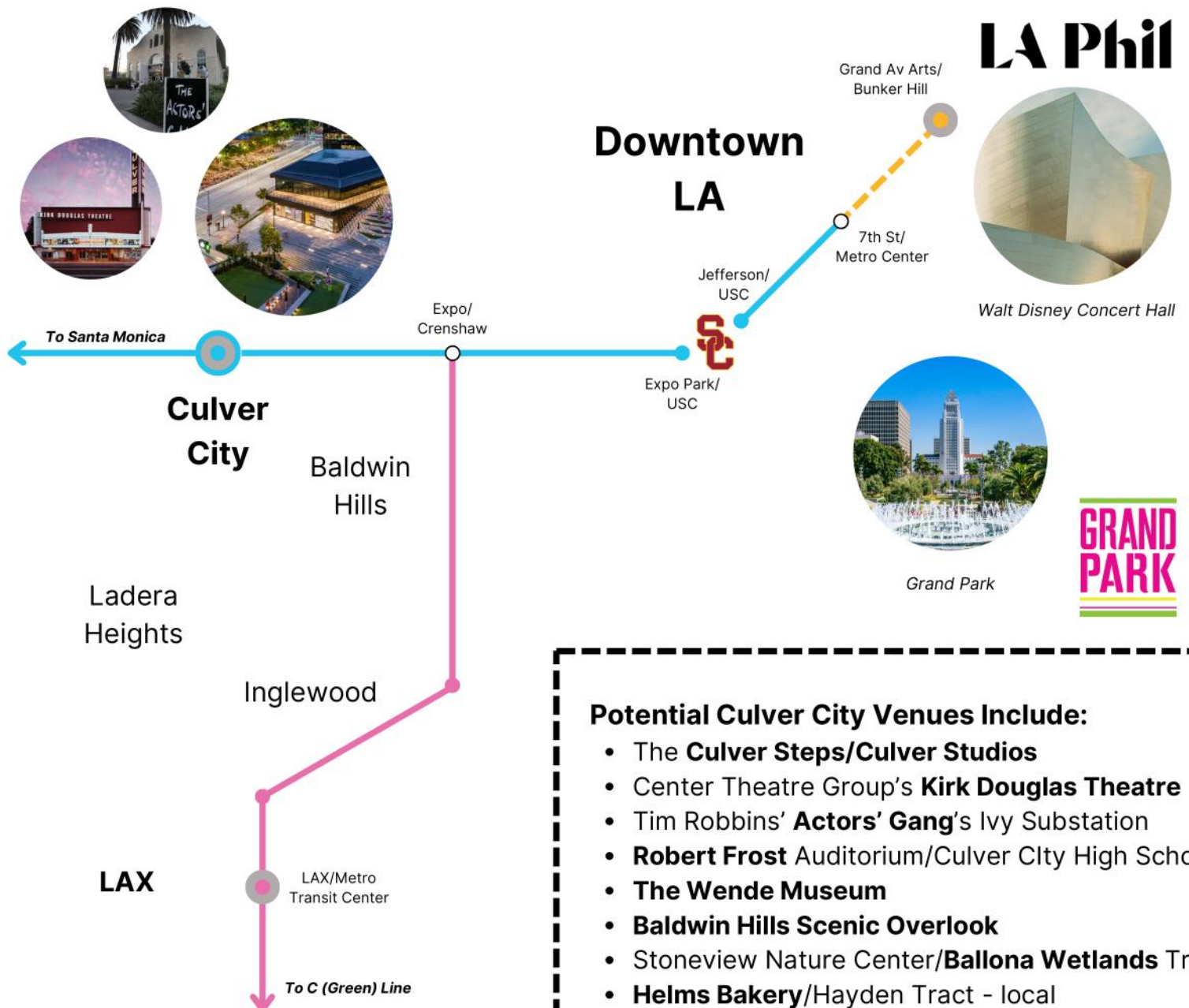


Potential Venues

Activities throughout the festival will be embedded within the normal flow of traffic across transit corridors, highlighting new Metro construction and promoting public transit use for attendees.

Metro Routes Central to Events:

- E** Expo: Downtown LA to Santa Monica
- A** — **L** Regional Connector (*Projected completion in 2023*)
- K** Expo/Crenshaw connector to LAX (*Recently completed in 2022*)



Potential Culver City Venues Include:

- The **Culver Steps/Culver Studios**
- Center Theatre Group's **Kirk Douglas Theatre**
- Tim Robbins' **Actors' Gang's** Ivy Substation
- **Robert Frost** Auditorium/Culver City High School
- **The Wende Museum**
- **Baldwin Hills Scenic Overlook**
- Stoneview Nature Center/**Ballona Wetlands** Trail
- **Helms Bakery**/Hayden Tract - local galleries/storefronts

CCLA28 Timeline

2023

Jan - Dec

Curators Circle meets regularly to finalize **festival theme and design application** guidelines while production team continues **fundraising**

2024

Jan - Dec

Community engagement and partnership building.

Artists invited to apply

Jan - Dec

Festival artists announced. Marketing/PR, community engagement and public activations implemented. Workspace **contracts secured**

2026

Jan - Dec

Technical Director builds digital platform. Curators Circle reviews submissions and **selects Festival artists.**

2025

2027

Jan - Dec

- **Production team secured** performance locations, contracts and **permits with Metro** for use of public transportation for performance activities.
- Long-term site-responsive **rehearsal process** in public spaces.
- **Logistical and safety technical rehearsals** with Festival production team and City transportation officials.
- Professional development and technical masterclasses offered to Festival artists.
- Community engagement public activations and trust/relationship building continues

2028

Jan - Jun

Promotional videos produced and distributed, final technical and dress rehearsals conducted

Jul - Aug

4-8 weeks of festival performances take place in tandem with **Olympics and Paralympic ceremonies and games.**

Sep - Dec

- **Live screening** of the BTS documentary and public conversations with the artists.
- Evaluation conducted with Curators Circle, artists, production team and stakeholders.
- Final **documentation of Festival** performances edited and distributed

A young man and woman are dancing joyfully in front of a historic building with arches. The woman, on the left, has long brown hair and is wearing a light pink t-shirt, blue jeans, and a brown belt. Her right arm is raised high. The man, on the right, is wearing a dark grey polo shirt and has his arms around the woman. Both are smiling broadly. The background shows the stone architecture of a large building under a clear blue sky.

THE IMPACT

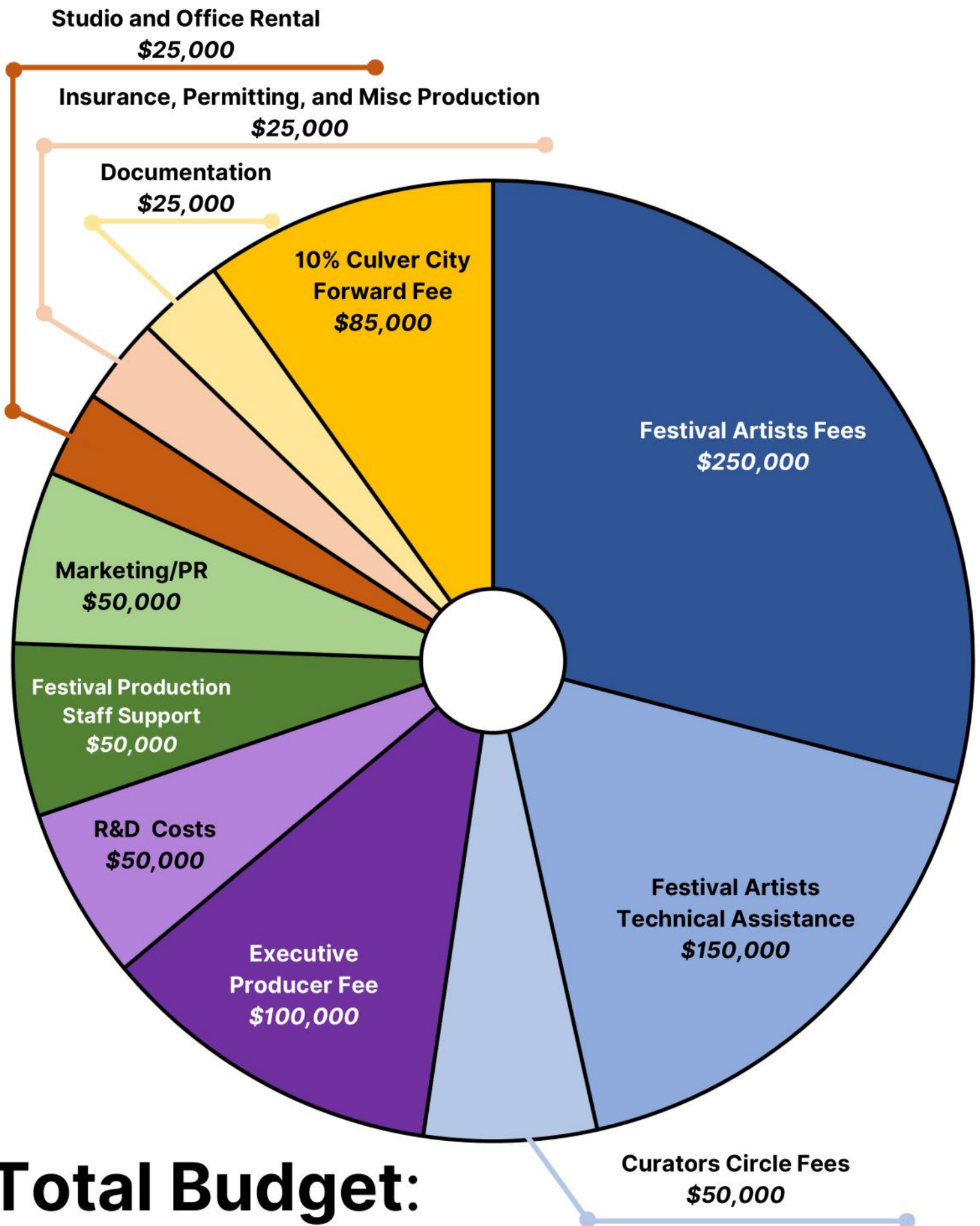
An immersive way to wow local audiences and tourists looking for unique ways to get to know the culture of the City...

Presenting an **inclusive festival that tells the stories of the local community** and Integrates performances into the regular life and flow of the City offers many benefits, including:

- Increasing the Festival's visibility, providing an effective platform through which the City can support and celebrate its local artists - while also attracting **leading artists and audiences on a regional, national and international scale.**
- Heightening the senses of audiences and passersby, making them look at the architecture and culture of the City in new and deeper ways.
- Artistic experiences that feel more accessible and authentic to the average audience member.
- Making public transportation feel safer and more fun - leading to **increased ridership** at a vital time for the City.
- Cultivating artists interested in being civically active as part of their practices - creating a "flowering effect" helping to build a bridge between the creative community, local government, youth education and local residents across demographics and generations.

*Note: Because the themes of the creative work will include illuminating the full spectrum of the past, present and future of Culver City - the project may result in various responses and opinions across constituencies. The Curators, collaborating partners and funders involved in the project will be asked to **support the artists in their artistic expression** throughout the Festival process.*





Total Budget:
\$860,000

Itemized Financials

Item	Details	Units	Cost/Unit	Budget
Festival Artists Fees	<i>Directors, Choroegoraphers, Performers, etc.</i>	100 Artists	\$2,500.00	\$250,000.00
Festival Artist Technical Assistance	<i>Film Crew, Livestream, etc.</i>			\$150,000.00
Curators Circle Fees		5 Curators	\$10,000.00	\$50,000.00
Executive Producer Fee	<i>Over 2 years</i>	1 Executive	\$50,000.00	\$100,000.00
R&D Costs	<i>Site Visits, Research Documentation, etc.</i>			\$50,000.00
Festival Production Staff Support				\$50,000.00
Marketing/PR				\$50,000.00
Festival Studio and Office Rental Fees				\$25,000.00
Event Costs	<i>Production Rentals, Permitting, Liability Insurance, etc.</i>			\$25,000.00
Documentation	<i>Photography, Videography, etc.</i>			\$25,000.00
10% Culver City Forward Admin Fee				\$85,000.00

Total Budget	\$860,000.00
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Resources/References

Culver City Creative Economy:

https://www.culvercity.org/files/assets/public/documents/city-hall/cultural-affairs/cecc_report_050817_withapp.pdf

Past successful LA-based immersive performing arts productions *(some produced by members of the CCLA28 planning team):*

- **LA Dance Project and LA Philharmonic:**
 - <https://www.youtube.com/watch?v=IOPI7cYFHhw>
- **The Industry's *Invisible Cities*:**
 - <https://youtu.be/VFeaSdGb2zc>
- **The Industry's *Hopscotch*:**
 - https://youtu.be/GlnFX_7B8tE
- **Watts Village Theater Company's *Meet Me @Metro*:**
 - <https://youtu.be/vOCWZp3DznU>

New York Times story on success of NY arts popups:

<https://www.nytimes.com/2021/02/21/arts/music/pop-up-concerts-jon-batiste.html>

Amazon's Seattle-based visual artist in residence program

(potential model for the CCLA28 Curators Circle curation process):

<https://www.aboutamazon.com/news/workplace/five-local-artists-selected-for-amazon-artist-in-residence-program-for-2021>