

# 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

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**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

<b>Leadership Team</b>	-----	Page 4
<b>Festival</b>	-----	Page 5
<b>Timeline</b>	-----	Page 8
<b>Impact</b>	-----	Page 9
<b>Projected Budget</b>	-----	Page 11
<b>Resources/References</b>	-----	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.

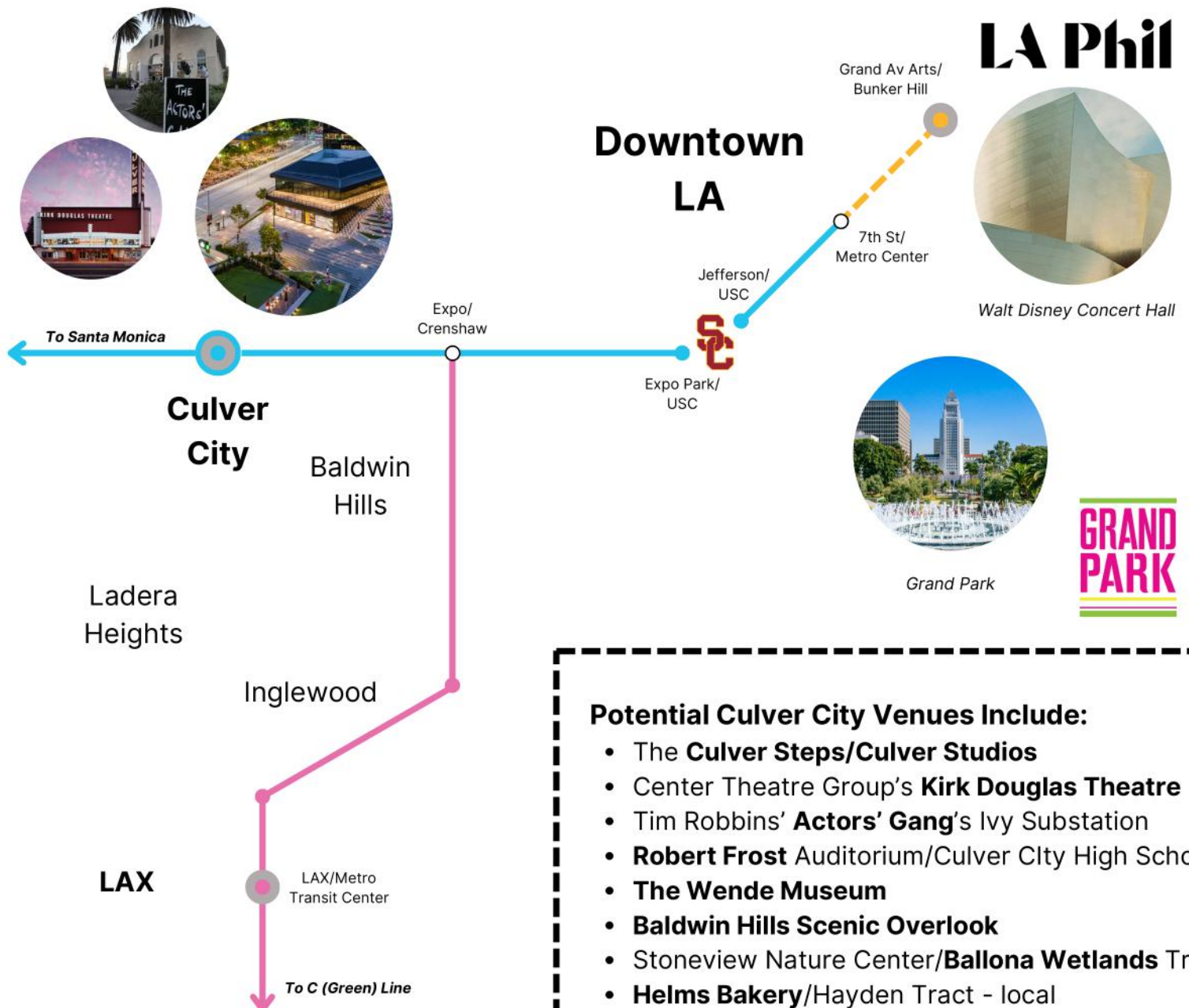


# Potential Venues

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*)





# 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. She has her right arm raised high. The man, on the right, is wearing a black t-shirt and has his arms around the woman. Both are smiling broadly. The background shows the stone architecture of a 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...**



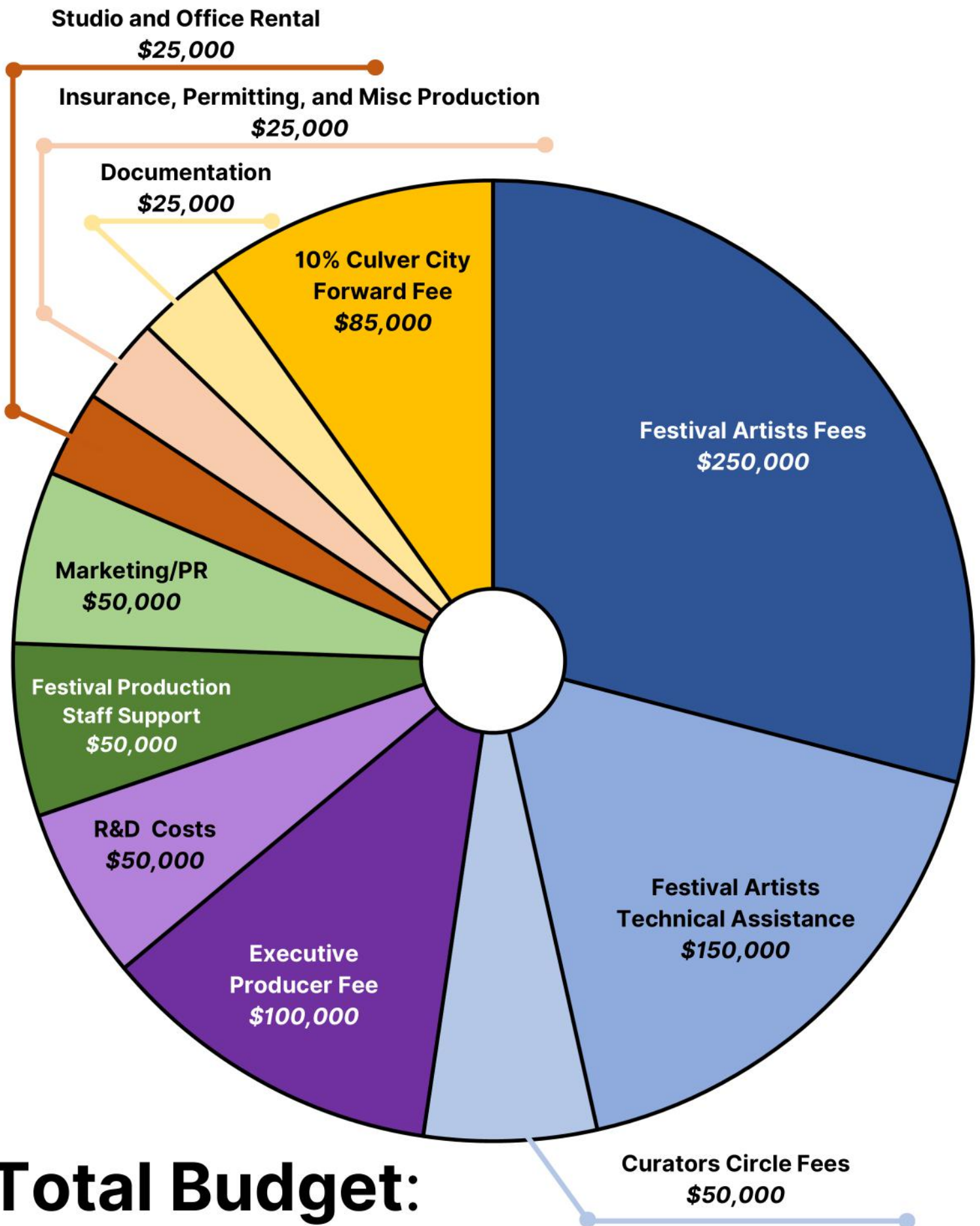
Presenting an **inclusive festival that tells the stories of the local community** and Integrates performances into the regular life and flow of the City offers many benefits, including:

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

<b>Total Budget</b>	<b>\$860,000.00</b>
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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](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](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>