

Arts Activation Fund

City of Los Angeles Department of Cultural Affairs

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OVERVIEW

AAF is a monthly opportunity (available November to June) to propose temporary creative engagement enhancement projects on streets, sidewalks, or adjacent spaces within public view. Preference is given near the City of LA's designated Great Streets (<http://www.lamayor.org/greatstreets>). Projects on plazas that demonstrate a need for creative experiences or attraction are also eligible. In all cases AAF occurs where creativity is occasional or absent. AAF does not fund projects that primarily take place

All AAF projects should be temporary objects, installations, or experiences that are free to the community and appropriately sited in public places or within public view. Eligible projects can/should be planned, constructed, and inaugurated within a 2–3 month production schedule. Funded projects must be produced within 4 months. Ensembles may request a 2-month time extension if they need to raise additional project support through fundraising. All timelines considered, if you are awarded AAF in this cycle your project must be fully presented/installed by August 15, 2020.

AAF funds are best used for the interactive presentations of professional artwork and the best project themes: improving the site and an uplifting theme which can be related to passersby and draw a crowd. The highest use of AAF fees is to pay artists, who are named in the proposal/budget and whose prior work is included in the sample material. While all proposals will involve some kind of learning, education–projects that employ new artists or the engagement of community members in art making are encouraged to focus their presentation. Process-oriented workshops should be limited to no more than 40% of a AAF request.

AAF aims to support the following:

Festival-style projects (such as art walks or street fairs) which aim to enliven a corridor (a single street or blocks or more) while building collaboration and economic development among neighborhood businesses. Budgets range from \$12,000 (first time applicants), \$10,000 (second-time applicants), or \$8000 (third time applicants) and up. On or before a third proposal to AAF, the producers of festival-style projects are encouraged to apply for the larger Cultural Grants Program.

Pop-up projects (e.g.: cultural presentations, creative engagements/workshops, temporary installations, murals) proposed by groups of artists who live or work in the neighborhood of the proposed project. Projects should focus attention to relevant themes or topics and are planned in alliance with one or more local neighborhood organizations. Request no more than \$7,500 per application. Pop-up projects within festival-style projects may or may not be funded against one another, depending upon the timing of such proposals and the overall availability of funds.

AAF funds cannot be used to pay for:

- construction of long-term street improvements
- purchase of permanent equipment (i.e. depreciable assets should be rented and not purchased)
- projects that primarily take place indoors or outside of public view
- projects that primarily take place in public parks
- projects that support political rallies or election campaigns
- projects that are primarily religious in nature or intent, unless a special case is made that the project is multi-denominational
- student artists or youth education projects
- enrollment programs that are limited to certain individuals or groups
- free meals, beverages, or underwritten transportation
- contests/competitions wherein artists may/may not win prizes (AAF projects should validate a contest for mature artists with guaranteed fees)

No group or individuals should apply for or benefit from more than one AAF grant per annual cycle



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#iamayor

