

LA County Department of Arts and Culture 2028 Cultural Program Framework

Informational Hearing:
Cultural Olympiad
October 14, 2026

LA County
**ARTS &
CULTURE**



2028 Vision: Arts and Culture for All

We envision the 2028 Olympic and Paralympic Games as an opportunity to inspire, connect, engage, and strengthen communities through a dynamic cultural program that celebrates creative expression, champions arts and culture, uplifts LA's cultural heritage, and reflects diverse voices of the LA County region in the global spirit of the Games, with lasting legacy benefits for our arts sector and local communities beyond 2028.



Key Partner Roles & Engagement

LA28:

- Responsible for the official LA28 "Cultural Olympiad"
- Application for Cultural Olympiad "mark" early 2027
- Will market its activities and approved cultural events
- LA28 and City coordinate but remain distinct programs

LA City:

- DCA leads host City 2028 Cultural Program framework
- Activating artists, organizations, and communities citywide

LA County:

- Advances arts, culture, and creativity **across LA region** as a funder, convener, partner, program lead, and connector
- Department leads County 2028 Cultural Program framework
- County named as key partner by both LA City and LA28

Additional Partners:

Alignment, coordination, and collaboration with municipalities, regional initiatives, funders, arts organizations, and stakeholders.



2028 Framework: Leveraging Our Regional Role

The upcoming County 2028 Cultural Program Framework leverages our role in five ways to address needs **before**, **during**, and **after** the Games, in alignment, complement, and coordination with LA City, LA28, partners and the region's arts ecosystem:

- **Readiness and Field Building**
- **Resources, Funding, Support**
- **Maximize LA County Collaboration**
- **Marketing, Communications, Visibility**
- **Support Legacy Beyond 2028**



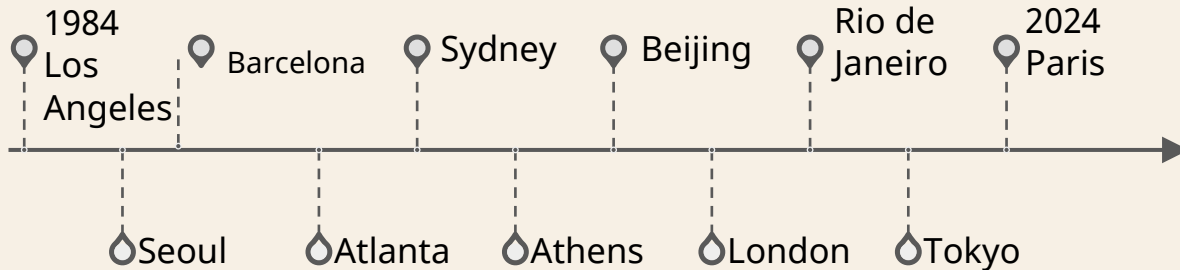
Arts & Culture Highlights from Prior Games



STREB, 2012
Olympics; London



2010 Winter Olympics;
Vancouver



Cultural Sector Games Convenings – What We Heard

We have convened over 300 arts and cultural field leaders

Primary target audience for arts and culture organizations:

- Local residents (70%) vs International visitors (30%)

Top ways to reach audiences through arts programming:

- Art installations and performance in public space
- Community-based festivals and events
- Cross-cultural collaboration via local & international artists

Top strategies for authentic representation and inclusion:

- Direct funding to community-based arts organizations
- Create neighborhood or region-specific cultural hubs
- Support marketing and visibility in arts and culture

Clear pathways to participation, and special attention on:

- Disability inclusion, Native cultures, LA's cultural diversity
- Barriers / opportunities (e.g. marketing, geography, access)

ATTACHMENT 1

ARTS4LA



CARS
Community Arts Resources

LA County
ARTS &
CULTURE



**REPORT ON ARTS AND
CULTURAL CONVENINGS FOR
THE 2028 OLYMPIC AND
PARALYMPIC GAMES**

Cultural Exchange, Diplomacy & Artistic Collaborations



Multiform

ALTERNATIVE SPORTS TOURNAMENT



Thursday
October 16th, 2025
5:00-6:30 PM

Heart of Los Angeles
615 La Fayette Park Pl
Los Angeles, CA 90057



 LA County
ARTS &
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Villa
Albertine 



Arts & Culture 2028 Goals

1. Showcase LA County's Arts and Culture

Tell the story of LA through cultural diversity, heritage, art, and artistry of the region, locally and on the global stage

2. Expand Arts Access to Engage Communities

Engage diverse communities with wide arts access, programming, & cultural participation for local audiences, visitors, viewers

3. Spark New Collaborations and Exchange

Spark new collaborations, ways of working, & partnerships within the LA arts field, internationally, and across culture, sports, education

4. Strengthen the Arts and Cultural Sector

Strengthen the cultural sector, investment in the arts, creative economy, and cultural infrastructure of Los Angeles County

5. Create a Lasting Legacy for the LA Region

Create a lasting legacy beyond the Games with cross-sector benefits for arts and the civic life of our communities



Young Choreographers Project

Programmatic Pillars Across the Region

1. Arts and Culture for All

Expand access to the arts through cultural programs, exhibits, performing arts, and events — enlivening joy, civic engagement, social connection, economic activity, learning, and cultural diversity.

2. Year of Creative Youth

Young people engage in arts, learning, and creativity — in schools, communities, civic spaces, and institutions — as a celebration of young talent, creative expression, LA's cultural diversity, and the Games.

3. Culture in Place

Creative placemaking and keeping engage the transformative role of arts and culture to celebrate diverse cultures, support local creative economies, build social cohesion, and create vibrant spaces of creative activity, wellbeing, and belonging

4. Arts All Access

Communications, marketing, storytelling, and visual strategies are needed to boost the visibility of arts organizations, ensure wide arts access, and spotlight stories of LA's artistry, creativity, and culture.

Pillar 1: Arts and Culture for All

Public Programs, Exhibits, Live Arts, and Cultural Events

Current Plans:

- Flexible Grants for Arts Organizations, via the **Organizational Grant Program** and **Community Arts Impact Grants Program**, within existing budget allocation
- County Programs and Collaborations, engaging LA County-owned cultural institutions and venues, and County departments, to cross-promote



Pillar 2: Year of Creative Youth

Arts Education, Youth Development, Creative Career Pathways

Current Plans:

- LA County Arts Internship Program and Bloomberg Arts Internship Program provide paid internships for college and high school students
- Creative Wellbeing, providing healing arts engagement for youth and the adult caregivers
- Arts and Justice Youth Murals, engaging systems-involved youth in projects that build career skills, creative confidence, leadership
- 2028 Olympic Arts Education Curriculum Guide, a collaboration with the Olympic Museum as resource for school districts, arts education organizations, libraries to engage youth



Pillar 2: Year of Creative Youth

Arts Education, Youth Development, Creative Career Pathways

Proposals:

- School District Arts Education, seeking funding to increase Advancement Grants for school districts to engage students in arts education, field trips, cultural programs
- LA County Internship Program, seeking funding to expand paid arts internships
- 2028 Poster Competition, builds on 2024 Cultural Olympiad Poster Competition to engage college-level arts school students



Inner-City Youth Orchestra of LA's Drum Corps Concert, Barry J. Nidorf Juvenile Hall

Pillar 3: Culture in Place

Civic Art, Cultural Hubs, Creative Placemaking and Keeping

Current Plans

- Creative Strategist Artist-in-Residence, leveraging residencies to support 2028 Games and cross-sector themes (disability access through the arts, sustainability, public infrastructure, cultural preservation)
- Cross-Sector Arts, continuing to work at the intersection of arts, health, and creative recovery



LA County Public Art in Private Development (PAPD)-supported mural workshop in South LA with SoLA Impact.

Pillar 3: Culture in Place

Civic Art, Cultural Hubs, Creative Placemaking and Keeping

Proposals:

- First Peoples “We Are Still Here” Visibility Initiative, amplifying awareness of LA as home to one of the nation’s largest urban Native American populations
- Civic Art Conservation, preserving a historically and culturally significant mural commissioned for the 1984 Games



Jazmín Urrea's *El Barrilito de Fuego*, 2024,
part of the Public Art in Private Development (PAPD) program

Pillar 4: Arts All Access

Regional Marketing, Communications, Storytelling

Current Plans:

- County of LA Outreach Campaign, will engage County departments to share information about arts and culture programming
- Arts and Culture Toolkit for Cities and Unincorporated Areas, to maximize funding they allocate for the Games to support arts and culture across the County
- 2028 Cultural Program Evaluation Support



Beyond 2028: A Living Legacy



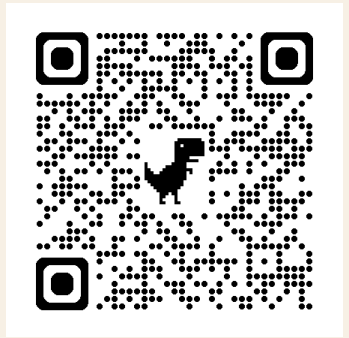
We Still Move aka Critical Mass Dance Company

Next Steps

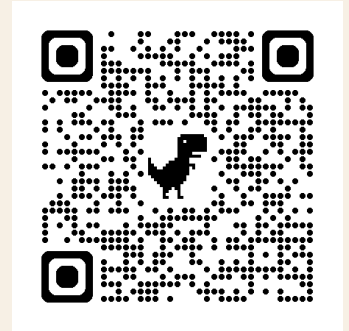
- Release 2028 Cultural Program Framework
- Continue to cultivate funding and partnerships in 2026
- Launch initiatives, grants, and projects in 2027
- Continue to convene and engage key stakeholders building regional coordination and collaboration
- Continue arts sector readiness and capacity building
- Program delivery 2027 – 2028 for lasting legacy



Thank you!



www.lacountyarts.org



Olympic and Paralympic Games Preparation