

City of Los Angeles

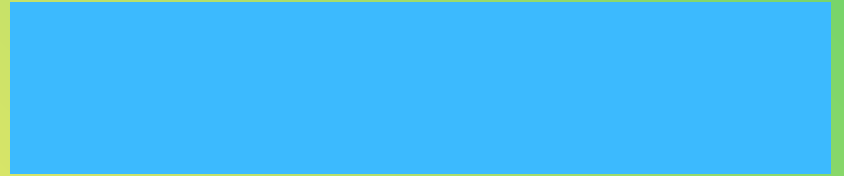
2018 Cultural Program



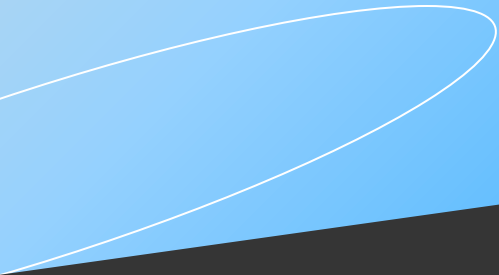
DCA



Scale of Impact



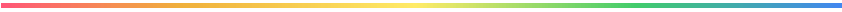
Did you know?



What is the Cultural Program?

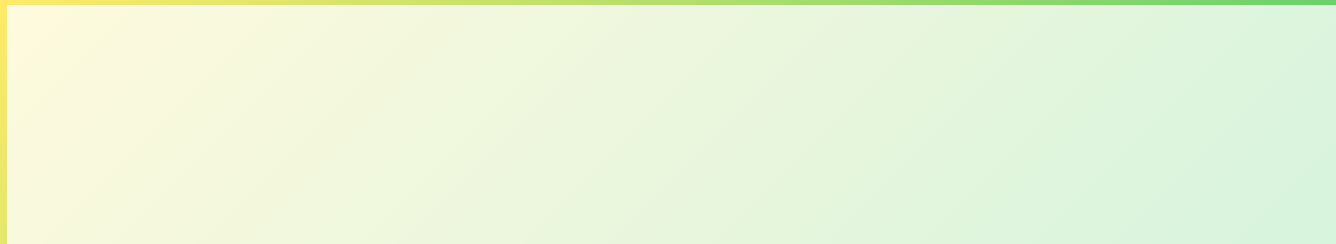
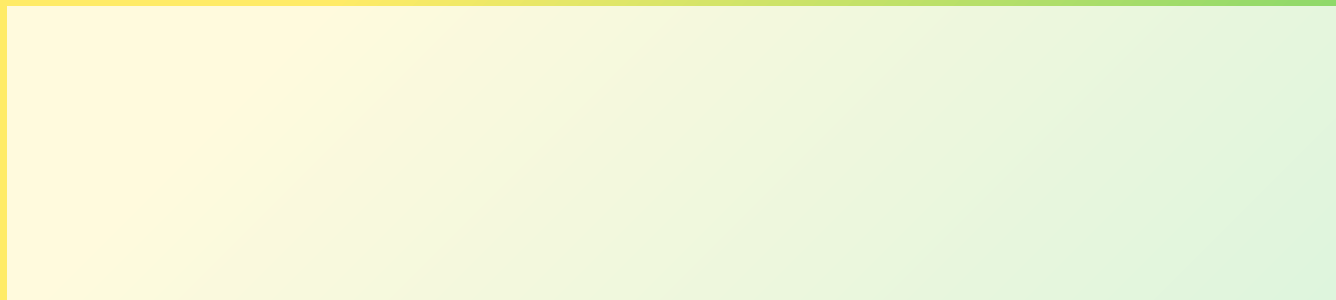


Years in the Making



Paris—LA

Cultural Exchange



Framework Design Principles

DCA integrated its learnings into the design of the Cultural Program Framework.

These design principles inform five Framework Pillars:

- Showcase Local Arts & Culture
- Community Engagement & Inclusive Access
- Partnerships & Cultural Diplomacy
- Economic & Creative Sector Growth
- Sustainability

The pillars are delivered through a three-tiered Cultural Program Framework, with Tier A aligned with existing funds to ensure immediate, baseline delivery of arts and cultural programming for the Games.



Cultural Program Framework (Tiers)

Tier A – Base Level (\$15M)

Core Program



- 15 Council District Cultural Festivals
- Arts Development Fee Projects
- Mural Conservation & Legacy Enhancement
- Mural Works - New Murals, Conservation, and Apprenticeship Program
- New Community Activation Grants
- Community Arts Celebrations & Exhibitions
- Youth Arts Education & Engagement
- Make Music LA

Tier B – Expanded (+\$15M)

Enhanced programming and broader reach

- *All items under Framework A and:*
- New Olympic & Paralympic Murals
- Community Celebrations - Cultural Activation
- Cultural/Neighborhood Hubs & Community Activations
- Disability Arts & Paralympic Celebration
- LA-Brisbane Cultural Exchange
- Transit Corridor Cultural Programming
- Games Venue Cultural Activations

Tier C – Full (+ \$10M)

Comprehensive realization of the Cultural Program vision

- *All items under Frameworks A and B and:*
- Olympic/Paralympic Arts Festival
- International Artist Exchange
- LA River Cultural Activation

Timeline (2026 – Beyond)

Momentum is underway.

Lead-Up Programming (2026–2027)

Pilot activations aligned with major civic and global events (ie. FIFA World Cup, Superbowl, etc.)

Pilot partnership projects/programs

Launch of Partnership Program at the end of 2026/early 2027

Council district-based engagement initiatives (including percent for art projects and murals).

Official Launch (2027–2028)

Summer 2027: Official Cultural Program launch citywide

2027–2028: Murals, Council district-based festivals, public art activations, community celebrations, and creative collaborations

Summer 2028: Cultural activations during and between the Olympic and Paralympic Games

Legacy & Continuity (2029–Beyond)

Youth Arts Legacy Initiative

New Olympic & Paralympic Murals: Part of the Mayor's Mural Legacy Program

Disability Arts Celebration

LA–Brisbane Cultural Exchange

Long-Term Cultural Policy & Planning: Integrate learnings from the 2028 Games



Community Celebrations in Action

Kick It in the Park shows the Cultural Program in action. The City harnessed arts, culture, and sport to activate public spaces & foster civic pride across Los Angeles.

Framework Tier A in Action: Community Celebrations

World Cup Watch Parties:

- Live performances before and after FIFA World Cup matches.
- Arts education and family-friendly activities.

Test Cultural Partnerships

Cross-department collaboration to deliver citywide public programming.

Community Response

1,754 participants in arts education activities.

45,000 participants Angelenos celebrating community.

270+ artists featured.

Thousands of families, artists, and soccer fans celebrating together.

What We Learned

Arts and culture strengthen shared civic experiences.

Community celebrations **transform public spaces into places of connection and belonging.**

Pilot activations are essential in informing the delivery of the 2028 Cultural Program.

These pilot activations help shape a culture of celebration that will define Los Angeles' Cultural Program before, during, and beyond the 2028 Games.



Implementation is Underway

With the Framework approved, DCA has transitioned from planning to program design and delivery.

Current Activities

- ✓ Framework Tier A programs are in **active development and implementation.**
- ✓ **Completed pilot activations and lead up events - 19 completed in 2026 alone.**
- ✓ **International Partnership Development & Relationship Cultivation.**
- ✓ **Building a global network of cultural partners across 20+ countries** to connect Los Angeles' local cultural ecosystem to the world stage.
- ✓ **Inter-departmental coordination** across City Departments, the Mayor's Office, and Council Offices.
- ✓ **Ongoing collaboration with LA28, LA County Arts and Culture, Community Collectives, and Funders.**
- ✓ **Ongoing engagement** with artists, indigenous communities, communities with disabilities, cultural organizations, and civic partners.



Pathways to Partnership



Disability Arts & Paralympic Celebration

Investing in a **lasting platform for artists with disabilities**, elevating diverse artistic disciplines through festivals and opportunities to reach audiences on the world stage between the Games.



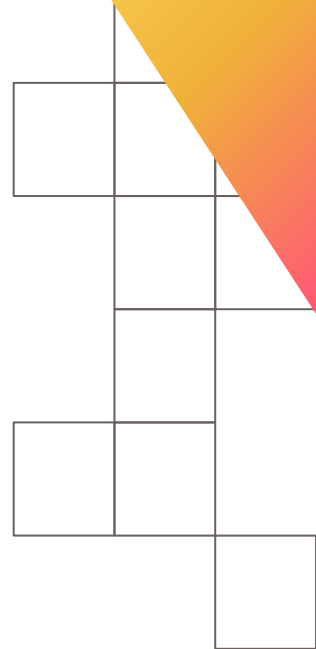
Youth Arts Legacy

Building a **28-year Youth Arts Legacy that extends beyond 2028**, creating sustained opportunities for young Angelenos to participate, learn, and build lasting connections to the arts.



New Olympic & Paralympic Murals

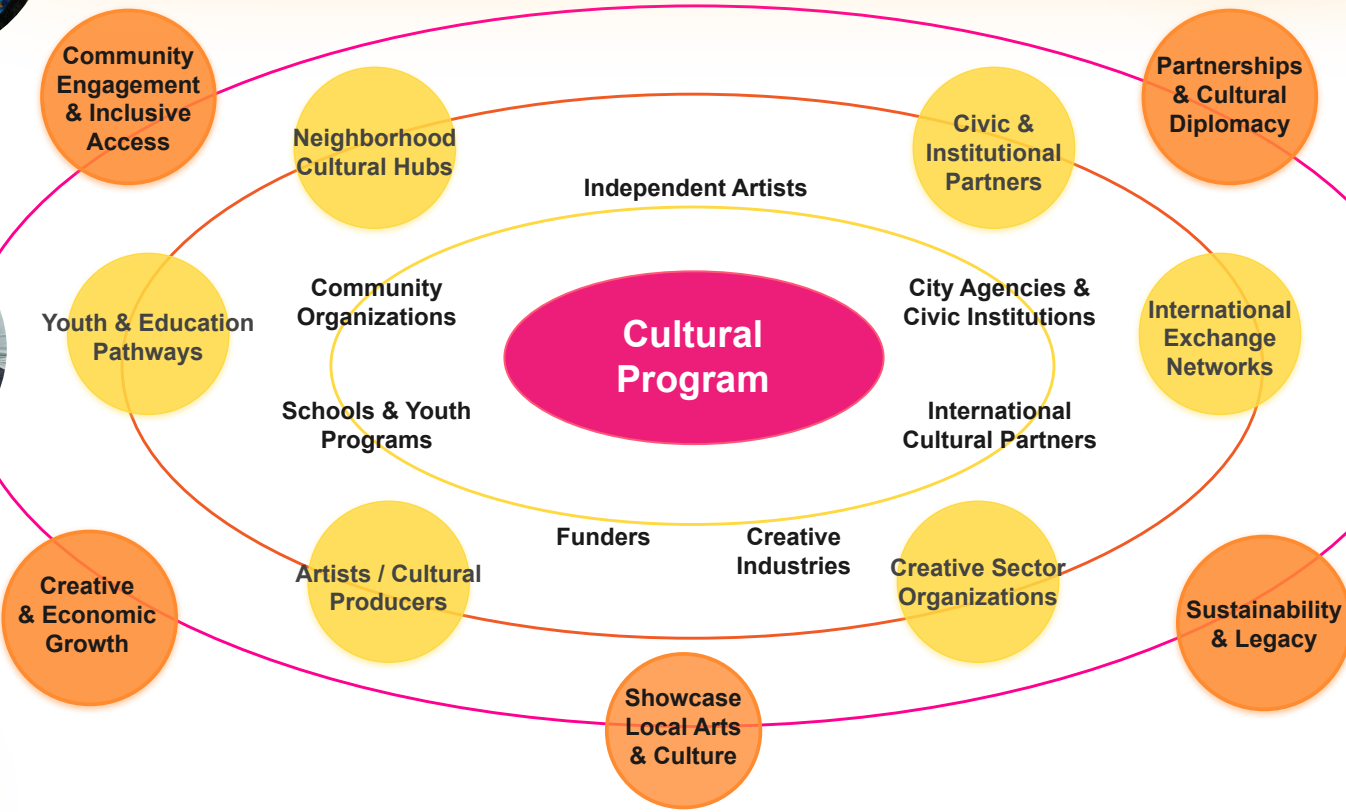
As part of the Mayor's Mural Legacy Program, **invest in 15 new Olympic and Paralympic murals across LA**, supporting local artists, expanding apprenticeship opportunities, and creating lasting works shaped by the communities they serve.





Host City's Cultural Program

succeeds through collaboration across public agencies, artists, community organizations, philanthropy, education, and international partners.





A Lasting Legacy for Los Angeles

Expand Access To Arts And Culture

Strengthen Cross-Cultural Partnerships

Support Artists And Creative Communities

Position Los Angeles As A Global Cultural Leader

Create a Youth Arts Legacy Program (28 years post-Games)

Together, we have the opportunity to create a cohesive Cultural Program that strengthens Los Angeles long after the 2028 Games.

Los Angeles 2028



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