



Press Release

For Immediate Release
June 6, 2016
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Center for Cultural Innovation (CCI) and City of Los Angeles Department of Cultural Affairs (DCA) Announce Recipients of the Creative Economic Development Fund *An Investment Pool for Creative, Social Impact Businesses*

Los Angeles – With support from the Surdna Foundation, the **Center for Cultural Innovation (CCI)** and the **City of Los Angeles Department of Cultural Affairs (DCA)** today announced the eight **Creative Economic Development Fund (CEDF)** grantees' funded projects.

The CEDF is a program that provides funding for projects that will help launch startup ventures; enable temporary, pop-up activities; and expand micro-sized creative enterprises with five or fewer employees. This year, the partnership will provide \$100,000 in grants of up to \$12,500 each to independent creative businesses, self-employed artists or cultural producers, artist collectives, or nonprofit arts organizations with earned income activities that use commercial strategies in pursuit of a social or community impact objective.

Out of 51 applicants, the 8 selected organizations that will receive a CEDF grant are:

Eastside Entrepreneurs Collaborative Studio (Boyle Heights) To create Cha Cha Covers (culturally inspired nail decals) and Urban Xic [Chicana/Latina-focused art and cultural items comprising a "mercado for the movimiento" (market for the movement) to establish a brick and mortar store that will expand beyond their online businesses with a walk-in retail and workshop space for other local Eastside artisans to develop their businesses.

The Fox Hills Ladera Healthy Family Association Inc. (Watts) To remedy urban blight by activating an outdoor space at the intersection of 103rd Street and Graham Avenue with a semi-permanent storefront for local artists to refine their business strategies and sell their wares.

Pieter Performance Space (Lincoln Heights) To hire a part-time managing director to increase rental income to better support mission-driven offerings by expanding the monthly class schedule and reaching Lincoln Heights's Latino and Asian low-income communities.

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Project Q Hairstream (Hollywood-based, operating through Los Angeles) To complete and launch Project Q's Hairstream, a mobile salon outfitted in an artist-designed Airstream trailer that generates income in order to provide hair styling to homeless queer and trans youth.

Public Matters, LLC (Historic Filipino Town) To continue to train the next generation of community leaders to conduct historical-cultural tours of HiFi conducted by foot or by jeepny. (2nd year grantee)

Rational Dress Society (Glassell Park and Downtown Los Angeles) To source and expand production of zippers locally for JUMPSUIT, an egalitarian garment liberated from signs of race and gender that prompts a conversation around dress, consumption, and identity.

Studio Vism (Echo Park) To purchase professional video equipment to become an independent video production business serving paying clientele, which will subsidize their creative and mission-related objectives to provide the studio's film services to social justice nonprofit organizations.

Theatre Magnet (Van Nuys and between Valley Village and Lake Balboa in the East San Fernando Valley) To curate a revenue-generating Immersive Theatre Festival that attracts customers of local street vendors and businesses at the Metro's Orange Line at Van Nuys and riders from Laurel Canyon to Balboa Boulevard.

The objective of the CEDF is to support creative enterprises that will have positive economic development and positively impact the City of Los Angeles. In selecting the projects for funding, priority consideration was given to enterprises and their projects that benefit economically-disadvantaged communities or impact the thoroughfares of the City's Great Streets Initiative. For a list of the designated Great Streets, please visit: <http://www.lamayor.org/greatstreets>.

"Many of today's entrepreneurs not only want to make a profit, but also want to do something good for their communities. Artists, cultural producers, and independent designers are no different, and the Creative Economic Development Fund will invest in the startup and expansion of arts-businesses so that these entities can play a stronger and more visible role in the City's economic future," said **City of Los Angeles Mayor Eric Garcetti**. "This Fund is also a wonderful complement to the City's Great Streets Initiative as these are exactly the kinds of creative businesses that we hope will proliferate along the Great Streets thoroughfares."

The City of Los Angeles has become an exciting place for creative enterprises due to a desirable climate that attracts young entrepreneurs and innovators; a bustling entertainment and media industry; and a number of top-caliber art and design schools. Startups and micro-enterprises are the backbone of economic development and community vitality, yet have less access to investment and growth capital than large, more established businesses. The lack of capital is especially true for creative enterprises whose commercial strategies are applied for arts and cultural activities with social benefit aims.

"The Center for Cultural Innovation and the City of Los Angeles Department of Cultural Affairs developed CEDF to highlight and invest in a still-emerging segment of the City's business sector. I'm talking about entrepreneurs who want to use their artistic and cultural practices in ways that grow their businesses to achieve a positive social impact," said **Angie Kim, President and CEO of the Center for Cultural Innovation**.

“This Fund is one of the first of its kind anywhere, bridging the arts and our economy while helping causes and communities,” said **Danielle Brazell, General Manager of the City of Los Angeles Department of Cultural Affairs**. “We are excited to recognize this second group of recipients. Their enterprising solutions to addressing social needs demonstrate the importance and impact of conducting business creatively in Los Angeles right now.”

For more information about the **Creative Economic Development Fund (CEDF)**, please visit: www.cciarts.org.

About the City of Los Angeles Department of Cultural Affairs (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles’ vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA’s residents and visitors, and ensure LA’s varied cultures are recognized, acknowledged, and experienced. DCA’s mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grant making, public art, community arts, and strategic marketing and development. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow DCA on Facebook at facebook.com/culturela; Instagram [@culture_la](https://instagram.com/culture_la); and Twitter [@culture_la](https://twitter.com/culture_la).

About the Center for Cultural Innovation (CCI)

The Center for Cultural Innovation was founded in 2001 as a California 501(c)(3) nonprofit corporation. Its mission is to promote knowledge-sharing, networking, and financial independence for individual artists and creative entrepreneurs by providing business training, grants, and incubating innovative projects that create new program knowledge, tools, and practices for artists in the field. For more information, please visit www.cciarts.org.

About the Surdna Foundation

The Surdna Foundation seeks to foster sustainable communities in the United States - communities guided by principles of social justice and distinguished by healthy environments, strong local economies, and thriving cultures. For more information, please visit www.surdna.org.