



November 5, 2008

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

1055 Wilshire Boulevard
Suite 800
Los Angeles, CA 90017
Tel 213.202.5858
Fax 213.580.0017
www.lacountyarts.org

Dear Supervisors:

**JOHN ANSON FORD AMPHITHEATRE - PROPOSED SCHEDULE
"FORD AMPHITHEATRE – 2009 SEASON"
(ALL DISTRICTS) (3 VOTES)**

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Laura Zucker
Executive Director

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed roster for the John Anson Ford Amphitheatre's 2009 season.
2. Authorize the Executive Director to make the necessary expenditures within the approved 2008-2009 budget to implement the program.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

This is the annual implementation of the 2009 Summer Partnership Program, a summer performing arts series in the historic Ford Amphitheatre. The Summer Partnership Program, running from May through October, supports Los Angeles County resident arts organizations by assisting them to successfully present performances in its 1,245-seat amphitheatre. The Arts Commission provides significant marketing and presentation support to participating arts organizations which, in turn, provide the residents of Los Angeles County with a rich cultural sampling of performing arts of the region.

The roster proposed for the 2009 Summer Partnership Program Season includes twenty-six arts organizations producing thirty-eight events. The proposed roster brings eleven new arts organizations to the Ford season. It is anticipated that the Ford Theatre Foundation will provide resources for approximately eight additional performances for young audiences, a free series of participatory art workshops and special distinguished artist events. Overall, the proposed schedule is consistent with previous Ford Amphitheatre seasons, reflecting the artistic merit, cultural diversity and geographic range of Los Angeles County.

The Arts Commission began programming the John Anson Ford Amphitheatre in 1993. To schedule the 2009 Ford summer season, the Arts Commission sent requests for proposals to more than 700 Los Angeles County arts organizations; 49 applications were received and reviewed by staff. Selections were based on artistic merit, producing experience, fiscal stability, suitability of proposed project to the venue and diversity in programming. On October 6, 2008, the Arts Commissioners reviewed and unanimously approved the attached proposed roster.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goals of Service Excellence and Fiscal Responsibility as the proposed 2009 series will provide the public with affordable access to quality arts programs and further public private partnerships within the Los Angeles arts community.

FISCAL IMPACT/ FINANCING

Funds have been allocated for this purpose as part of the Arts Commission's Fiscal Year 2008-2009 budget, which includes an appropriation of \$48,000 from the Cable TV Franchise Fund for the County's agreement with LA36 to record and broadcast on their local station and website twelve Partnership Program performances from the Ford Amphitheatre. Additional revenue comes from rental of the theatre, concessions, and donations from the Ford Theatre Foundation. There were 38 theatre rentals during the 2009 summer season and the Ford Theatre Foundation expects to raise \$463,000 by the close of calendar year 2008.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Not applicable.

Respectfully submitted,


Laura Zucker
Executive Director

LZ:AD
Attachments (1)

c: Director, Parks and Recreation

FORD AMPHITHEATRE
PROPOSED 2009 SUMMER PARTNERSHIP PROGRAM SEASON

*indicates organizations new to the Partnership Program

Angel City Jazz Festival*

Angel City Jazz Festival

A Labor Day jazz festival featuring master classes and seminars during the day and presenting a variety of cutting-edge jazz musicians in the evening.

Asiatic Empire*

K-Pop Pioneer in Los Angeles

A concert featuring Korean pop music.

Bahay Kubo Center for Philippine Culture and Arts*

The Music of Life: Awit ng Buhay

A revue of music by one of the Philippines' top composers.

Brazilian Nites Productions, Eyes of a Child Inc.

Brazilian Summer Festival 2009

An evening of Brazilian entertainment presenting a top emerging artist from Brazil.

Celtic Arts Center

Celtic Arts Center Concert

Sixth annual program of traditional and contemporary Celtic music, song, and dance.

City Ballet of Los Angeles

Peter and the Wolf Jump Cool

A modern ballet interpretation of the children's story *Peter and the Wolf* set to a contemporary blend of jazz and classical music.

Culture Shock Los Angeles Dance Troupe

Xpress Ur Self: Communication in a Hip-Hop Generation

Performance piece using hip-hop and street dance styles, visual images, music, and spoken word.

DreamDance Foundation*

Imagine the Far East: Contemporary Classical Chinese Dance

An evening of traditional Chinese Han dances with a modern interpretation.

Encuentro Jaranero de California

Second Annual Noche Veracruzana

A music performance featuring the *Son Jarocho* and *Huasteco* traditions of Veracruz, Mexico.

Film Independent

Los Angeles Film Festival

Five evenings of interactive, event-oriented screenings.

Fountain Theatre

Forever Flamenco: LA Ole!

A celebration of Flamenco music and dance, featuring 12 world-class Flamenco performers.

Gregorio Luke*

Frida, Che and Evita: Latin American Myths

A series of multimedia presentations about three Latin American historical characters and the myths and legacies surrounding them.

J.U.i.C.E:

Second Annual J.U.i.C.E. Hip Hop Dance Festival

A multimedia street dance festival offering urban choreography, film, and Los Angeles hip hop culture.

Ke Po'okela Cultural Foundation*

A Celebration of Hula

A California premiere featuring traditional Hawaiian dance and music.

Koffeehouse Music Productions

An Evening of Independence: A Celebration of Singers, Songwriters and Music

An evening of musical talent featuring emerging singer songwriters.

Kollaboration*

Kollaboration

A series of three evenings featuring artists from the Asian Pacific Islander Communities performing comedy, film, and acoustic music.

Los Angeles Accordion Festival*

Los Angeles Accordion Festival

A music festival to promote the resurgence of accordion music in the United States featuring diverse styles such as Zydeco, Cajun, Tejano and experimental.

Los Angeles Jewish Symphony

L'Chaim (To Life!): A Musical Celebration of Eastern European Culture

A symphonic concert showcasing music and songs with roots in Russia, Poland, and other Eastern European countries.

Los Angeles Music and Art School*

Stars for the Arts Benefit Concert

The 11th annual benefit concert for the East Los Angeles arts institution featuring KJAZZ 88.1 host Jose Rizo and the 15 piece Jazz on the Latin Side All Stars.

Outfest

Outfest 2009 Under the Stars

A five-night screening series that is part of Outfest 2009: The 27th Los Angeles Gay and Lesbian Film Festival.

Reprise Theatre Company

Reprise! Best of Broadway: Old and New

An evening featuring musical theatre's brightest performers singing Broadway's greatest hits from traditional and new Broadway productions.

Star Entertainment & Education Group

Festival de Homenaje a Agustin Lara V

Fifth annual concert celebration and tribute to the music of Agustin Lara.

Concierto Tequila con Limon: Homenaje a Manuel Esperon

Inaugural concert celebrating Mexico's greatest composer of ranchera music.

Fiesta Mexicana VII—Sones, Bailes y Cantares

Seventh annual variety show featuring the rich diversity of folkloric music and dance from Mexico.

Southern California Asian American Studies Central, Inc.*

Hot Screen, Cool Beats

A music-meets-cinema presentation uniting the talents of sixteen Asian Pacific American cinema artists and musicians.

Tia Chucha's Centro Cultural

Tia Chucha's Celebration of Community & Culture

A benefit event for Tia Chucha's Centro Cultural which includes spoken word, comedy, dance, theater, and music.

TDRZ Productions, Inc.*

Aloha Summer Celebration 2009

An evening showcasing the music and dance of Hawaii and other Polynesian/South Pacific Island cultures.

Viver Brasil Dance Company

Feet on the Ground

An evening that celebrates the fusion of Afro-Brazilian traditional and contemporary music and dance.