

American Rescue Plan

Prepared for the Board of Supervisors

October 18, 2022

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Chief Executive Officer



**Chief
Executive
Office.**

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Executive Director



County of Los Angeles

**Anti-Racism,
Diversity,
& Inclusion**

CREATING AN LA COUNTY
WHERE WE ALL THRIVE

Kristin Sakoda

Director



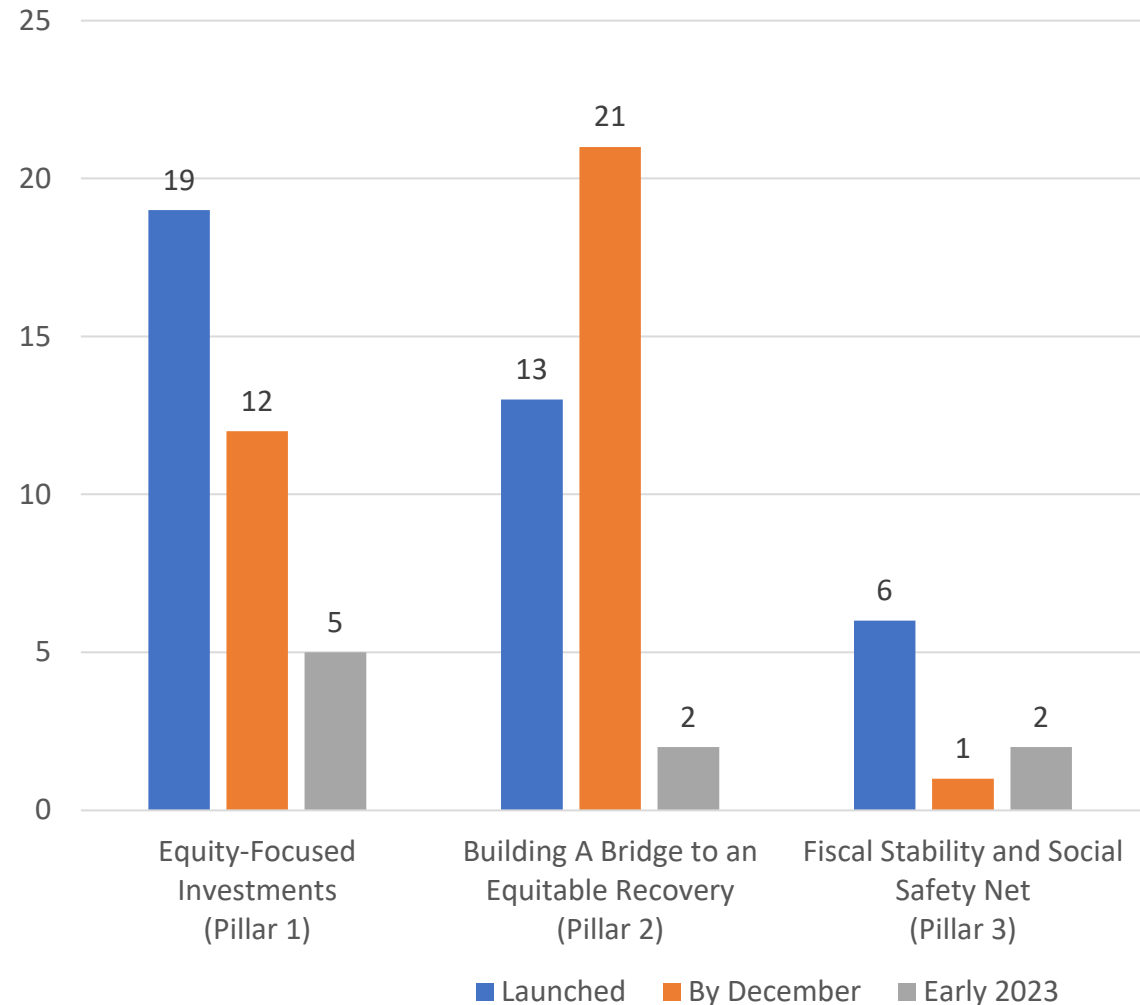
- I. ARP Tranche I Launch Dates and Expenditures**
- II. ARP Tranche II Global Program Overview**
- III. Learning By Doing: Program Implementation**
- IV. ARP Project Tracking and Reporting Portal**
- V. Department Highlight: LA County Department of Arts & Culture**

I. ARP Tranche I - Launch Dates

(last updated 9/25/2022)

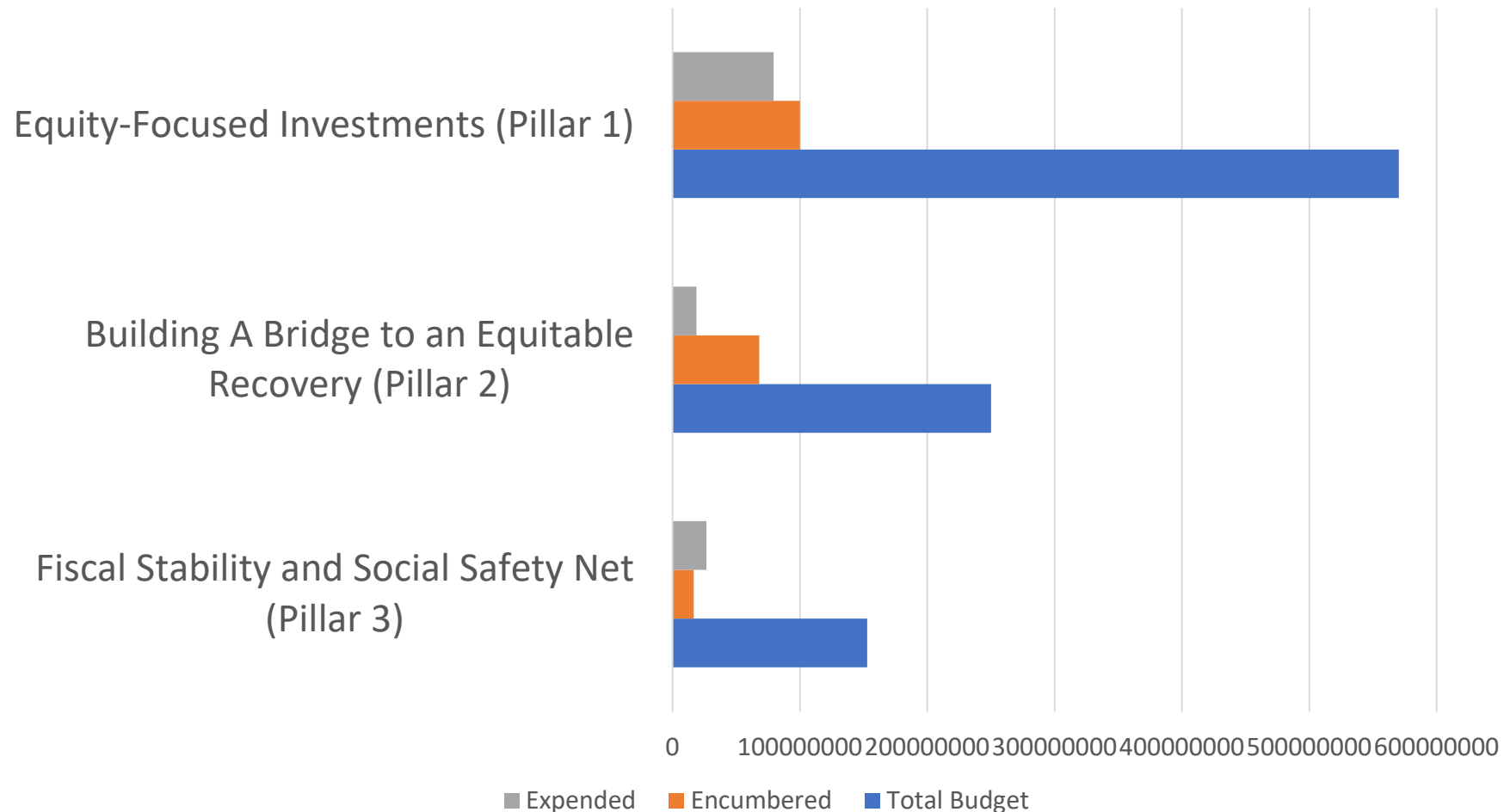
Of the 83 approved projects:

- 38 have launched.
- 22 projects are expected to launch by October of 2022 and an additional 12 project by the end of the calendar year.
- The remaining projects are expected to launch in early 2023.



CEO. II. ARP Tranche I - Funding Expenditures *(last updated 9/25/2022)*

- 19% of funds for Tranche 1 projects were encumbered with approximately 13% of project funds expended



II. ARP Tranche II - Global Program Overview *(last updated 10/14/2022)*

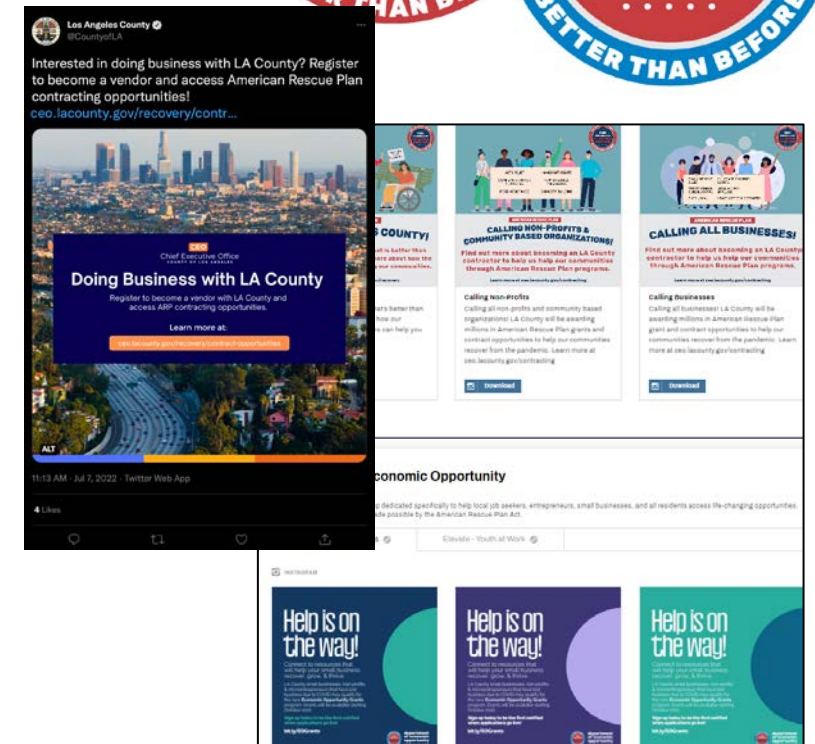
Progress	<i>Equity-Focused Investments</i> (Pillar 1 Projects)	<i>Building Bridge to Equitable Recovery</i> (Pillar 2 Projects)	<i>Fiscal Stability and Social Safety Net</i> (Pillar 3 Projects)	Project Totals	Project Amounts
<i>Design/ Development</i>	3	2	4	9	\$337,950,000
<i>ARDI/CoCo Review</i>	0	0	0	0	\$0
<i>Approved for Launch/ Implementation*</i>	0	0	0	0	\$0
TOTAL	3	2	4	9	\$337,950,000

This chart only reflects the newly funded projects in Tranche II. It does not reflect previously funded projects that are receiving additional funding. Those projects will not be required to undergo a full project design process.

CEO. III. Learning by Doing: Program Implementation

Coordinated Communication Strategy

- Developed ARP branding and a style guide to unify the look and feel of ARP-related efforts.
 - The badges are used on ARP-funded graphics, social media, websites, etc.
- Shared ARP graphics on LA County's Twitter and Facebook accounts.
 - Led to 8,597 impressions and 433 engagements across platforms
- Created a single platform with ARP communication assets from all departments for easy access/distribution and cross promotion.



CEO. III. Learning by Doing: Program Implementation

Current Outreach Communication Channels

- Countywide Communications weekly Recovery Update newsletters sent to internal and external stakeholders
 - 15,700+ subscribers
 - Weekly engagement average statistic: 33% open rate, 160 unique clicks
- Department of Economic Opportunity (DEO) social media accounts with a subscriber base of 155K+
- Office of Small Business (OSB) communications via direct email to 10,800 businesses within local economically distressed community
- OSB Bidmatch automated software program that connects subscribers to local, state, and federal contracting opportunities
 - 707 businesses currently enrolled

CEO. III. Learning by Doing: Program Implementation

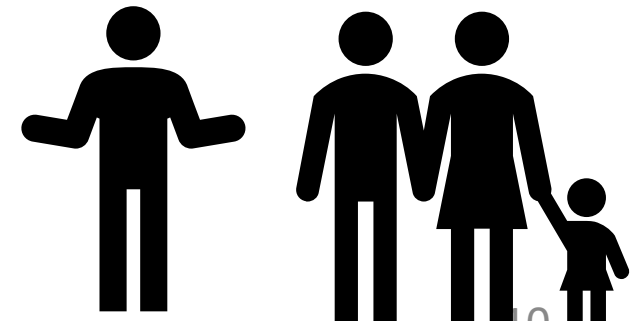
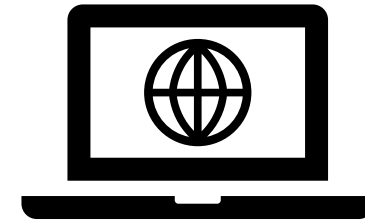
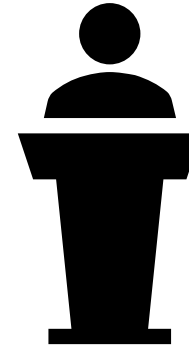
Examples of Past Outreach Efforts

- DEO hosted or participated in 44 events on government contracting
- OSB's Procurement Technical Assistance Center (PTAC) conducted 34 online training events and 9 in-person contracting-related events for businesses/individuals
- DEO partnered with over 20 development and educational institutions to provide business and contracting information and technical assistance or awareness of services.
 - Partners included SBA, LA Chamber of Commerce, GSA, CMTC

CEO. II. Learning by Doing: Program Implementation

Expanded Outreach Activities in Development

- Countywide Communications, Department of Economic Opportunity (DEO), and ARDI are coordinating an ethnic media briefing to promote ARP-funded grants, contracts, and services.
- DEO is launching a website grants portal for their Office of Small Business/DEO ARP-funded projects.
- ARDI is developing a community navigators program to promote ARP-funded opportunities for small businesses, community-based organizations, and community members



CEO. IV. ARP Tracking and Reporting Portal

- ARDI, in close partnership with Internal Services Department, launched an online ARP Tracking and Reporting portal.
- The platform will allow County Departments to input and update their project designs and features a new, simplified interface for efficient data entry and tracking.
- The new tool streamlines both the program design process, as well as project tracking and reporting for Tranche II to:
 - Improve internal tracking
 - Increase public transparency for ARP program implementation and expenses
 - Support compliance reporting to the Federal government.

Click to open
Project

L.A. County ARP Tracking and Reporting			Projects	Dashboard	Guidance ▾
Projects			Keyword	Status	
				IS	Search Clear
A DEMO	ademo	IS	Project Design		
DELETE THE DIVIDE INITIATIVE	ARPIST101	IS	Project Design		
DEMO PROJECT	DEMO22	IS	Project Design		
DESIGN DEMO			Pending Approval		

V. Department Spotlight:

**LA County Department of
Arts & Culture**

CEO. LA County Department of Arts & Culture

COVID-19 Impact on Nonprofit Arts

- \$230M in lost revenue and unanticipated expenses in 2020 alone
- Audience attendance down by half
- Ticket revenues down by two thirds
- Negative impact on creative economy
- Arts are vital to healthy communities, engagement, wellbeing, and equity



Sources: 2020 CARES Act data and Star Insights, 2022

Creative Recovery LA

Purpose:

To provide relief and recovery aid to the nonprofit arts and culture sector, an industry disproportionately impacted by the COVID-19 pandemic

Target Applicant:

501(c)3 nonprofits and Model A fiscally sponsored organizations that are arts focused, or have demonstrated history of dedicated arts programming



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Total Allocation:

\$28.1 M

One Door Approach:

Subrecipient will administer five grant opportunities through streamlined consolidated application process:

- Arts Relief + Recovery (\$15M)
- Creative Works + Jobs for Artists (\$5M)
- Reopening Culture, Tourism, + Marketing (\$1.9M)
- Creative Career Pathways for Youth (\$3.2M)
- Arts for Justice-Involved Youth (\$3M)

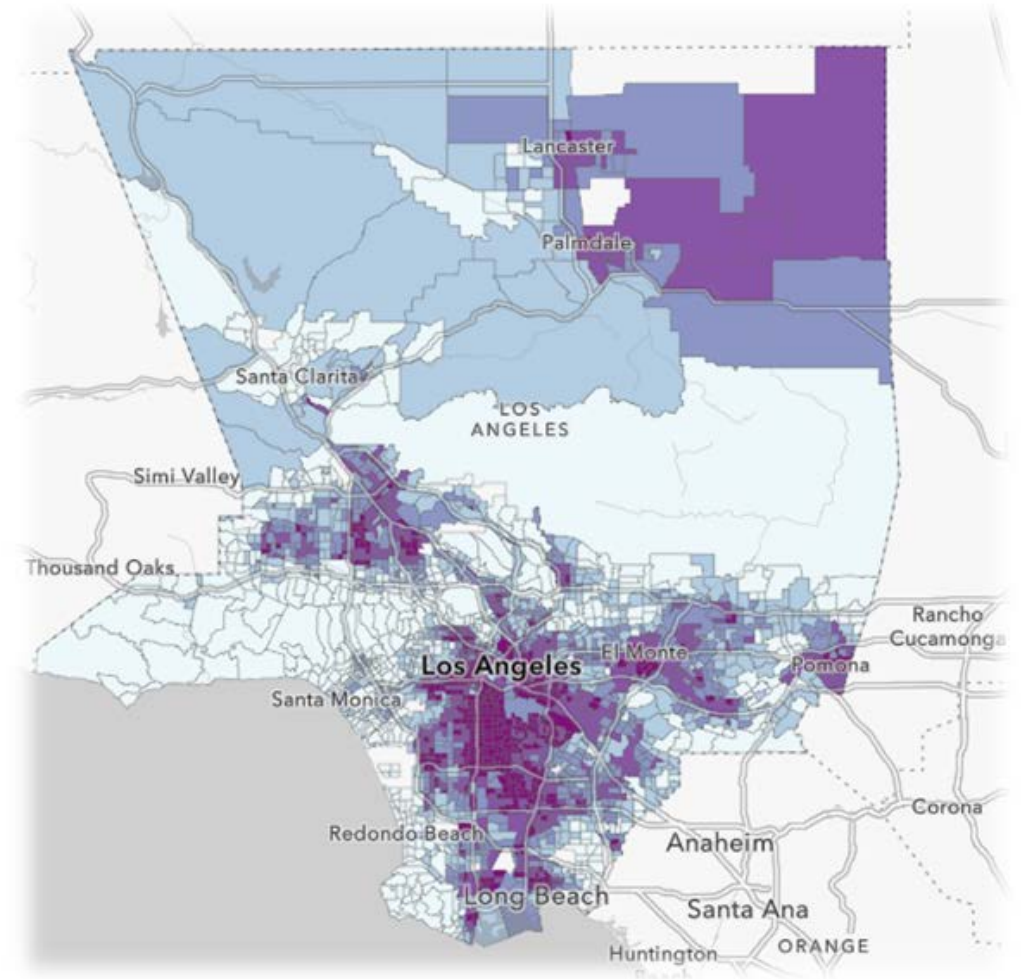


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Equity:

Organizations will be prioritized if they:

- Are located or provide services in or within one mile of highest and high need census tracts as indicated on the LA County Equity Explorer
- Have a budget under \$15M



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Outreach:

- Social Media, Eblasts, Newsletters
- Department's past and current grantees
- Municipal arts agencies
- Arts Commission/CEII
- LANAIC
- Arts service organizations
- Regional arts funders/foundations
- County Departments efforts
- Countywide ARPA efforts
- Subrecipient's networks

Technical Assistance:

- Application Support, Workshops, Consultations, FAQ



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Outcomes:

Approximately 400 organizations will receive relief and recovery grants to:

- Financially sustain their operations
- Continue to provide services to communities
- Hire and retain staff, artists, creative workers
- Market and promote their programs
- Support creative career pathways
- Serve youth through arts and justice

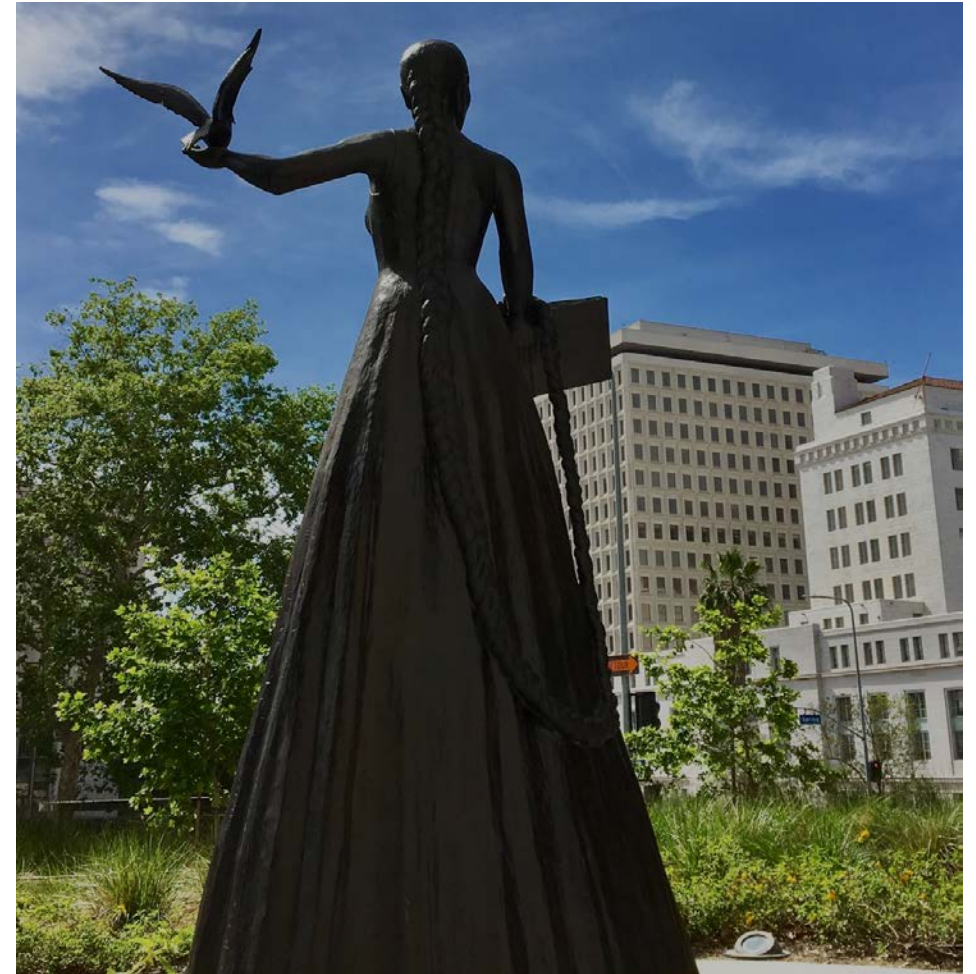
Address impacts of the pandemic on the sector and catalyze arts and culture for regional recovery



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Milestones:

Mid November 2022	Announce Creative Recovery LA Begin Promoting Opportunity
Early December 2022	Post Guidelines and FAQ Launch Application Workshop Series and Technical Assistance
January – February 2023	Online Application Available Continue Workshops and Technical Assistance
February – March 2023	Applications Reviewed Awards Determined
By April 30, 2023	All Awards Distributed





Thank you.