

Culver City 2028 Cultural Program Framework
(City Council approved 4/13/2026)

I. Introduction & Alignment

This framework establishes a **Culver City-specific cultural program for the 2028 Olympic and Paralympic Games**, grounded in the City's scale, existing programs, and partnership-driven model. It is intentionally aligned with the **City of Los Angeles 2028 Cultural Program Framework**, while focusing on Culver City's role as a **creative hub, collaborator, and host for locally rooted cultural activity** rather than a producer of large-scale, centralized events.

Culver City's strategy emphasizes: - Leveraging **existing Cultural Affairs programs and infrastructure** - Working through **trusted nonprofit, artist, and municipal partners** - Participating in **regional Cultural Olympiad efforts** in ways that are realistic, fundable, and sustainable - Using Olympic-related investment to **strengthen long-term cultural capacity** rather than create one-time events

II. Culver City Program Elements

The following elements reflect the specific ideas, partnerships, and initiatives currently under development in Culver City’s Draft Olympic Planning Framework. Together, they form a flexible menu of activities that can scale based on available funding and partnerships.

1. Performing Arts & Live Programming

Description: Leverage Culver City’s existing Performing Arts Grant (PAG) program as the primary vehicle for live performance activity connected to the LA28 period, with optional collaboration opportunities tied to the New Zealand (NZ) Stage during the Games, alongside partner-led activations in public space.

Key elements include:

- **Performing Arts Grant (PAG)–supported programming** presented by local arts organizations and aligned with Olympic and Paralympic dates and/or themes
- **Optional NZ Stage participation** for PAG-funded grantees interested in programming on the NZ Stage during the Games
- Additional NZ Stage activations may be explored in collaboration with the **Culver City Arts Foundation**, should the Foundation wish to co-present or support expanded programming
- **Pop-up dance activations** led externally by outside organization(s), occurring in parks or non-traditional sites across the city.
- Performances remain **locally driven and artist-led**

City Role:

- Administration of the Performing Arts Grant program
- Contracting, siting coordination, and permitting for City-supported venues or public spaces
- Site identification and permitting support only, for the pop-up dance activations
- Marketing and communications support where appropriate

Partner Role:

- Grantee organizations curate and produce performances
- NZ Stage partners coordinate stage access, technical needs, and scheduling
- Culver City Arts Foundation may collaborate on additional NZ Stage programming or serve as a fiscal/producing partner if desired
- A creative partner will be selected through a competitive RFP process to lead the artistic direction, production, and implementation of pop-up dance activities, with

approximately \$10,000 in Cultural Trust support allocated to assist the selected partner and their programming efforts.

Regional / LA28 Connection:

- Participation in Games-period cultural activity through the NZ Stage and regional dance partnerships
- Visibility within broader Cultural Olympiad calendars without prescriptive thematic requirements

2. Public Art & Creative Placekeeping

Description: Highlight Culver City’s public art initiatives as part of the broader cultural landscape surrounding the Games, with an emphasis on visibility and legacy rather than Olympic-specific production.

Key elements include: - Completion and promotion of **Charles Gaines, A Frame for a Tree** - Ongoing **Rotating Sculpture Program**, presented at its already established scale - **Colorful Communities Poster Program** and potential future murals or temporary artworks proposed independently of the Olympics

Note: The Rotating Sculpture Program is **not dependent on Olympic fundraising** and is not included as a tiered element; it is referenced here to illustrate the City’s overall public art vision during the LA28 period.

City Role: - Artist selection, contracts, permitting, and long-term stewardship

Partner Role: - Artists, fabricators, developers, and donors support production and installation

Regional / LA28 Connection: - Inclusion in regional cultural tourism narratives - Contribution to a visible network of public art across host and neighboring cities

3. Regional & Inter-Municipal Collaborations

Description: Participate in shared programming models with peer cities to amplify impact and reduce duplication.

Examples include: - **Regional jazz collaboration** with Jazz Bakery, Leimert Park, and at least one other Jazz organization or municipal partner - Touring or shared programs hosted across multiple municipalities

How This Works: - Each city hosts at least one activation - A shared producing partner coordinates artists and scheduling - Costs and sponsorships are distributed across partners

City Role: - Host site, permitting, limited financial participation including musician fees and venues fees – approximately \$10,000 drawn from Cultural Trust done as a competitive

RFP for programming occurring in Culver City in alignment with other municipal or regional organizational partners.

Partner Role: - Culver City part-time producer supports artistic and logistical coordination with regional partners

Regional / LA28 Connection: - Positions Culver City within a connected regional cultural ecosystem

4. International & Cultural Exchange Opportunities

Description: Selection of targeted international collaborations connected to Olympic delegations and hospitality houses.

Key example: - **New Zealand House co-programming**, with Culver City artists presented through an international platform. **Afro Village and other international hospitality** collaborations as determined and desired.

City Role: - Local coordination, permitting, and communications support

Partner Role: - International partners fund artists and production

Regional / LA28 Connection: - Direct participation in Cultural Olympiad–related diplomacy efforts

5. Culver City Arts Foundation International Film Festival (Partner-Produced)

Description: A potential International Film Festival produced by the Culver City Arts Foundation; build upon recent festival activity at the Culver Theater; and partnerships with organizations that have presented film programs in the venue in recent years.

Key elements include:

- A multi-day festival highlighting international, independent, or culturally specific cinema
- Collaboration with established film festival producers and cultural partners who have previously presented programs or festivals at the Culver Theater
- Potential partners may include organizations associated with international film showcases, independent cinema series, or regional festival partners that have utilized the venue (for example, groups connected to international film festivals, specialty film distributors, or cultural cinema initiatives that have recently screened at the Culver Theater)

City Role:

- Marketing, promotion, permitting coordination, and logistical support only
- No curatorial or programming responsibility

Partner Role:

- Culver City Arts Foundation leads fundraising, production, and curatorial partnerships
- Festival partners manage film selection, artist participation, and production logistics

Regional / LA28 Connection:

- Opportunity to connect visiting audiences and international delegations to Culver City's film culture during the Games period

6. Communications & Cultural Hub Positioning

Description: Position Culver City as a cultural destination during the LA28 period by amplifying partner-led programming and aligning with regional cultural communications.

Key elements include: - Curated calendar of events, screenings, performances, and installations - Coordination with LA28, LA County, and City of Los Angeles cultural communications

City Role: - Content coordination and City-led promotion

Partner Role: - Provide timely program information, imagery, and schedules

Regional / LA28 Connection: - Inclusion in official Cultural Olympiad communications where appropriate

7. Cultural Producer (Capacity-Building)

Description: A part-time Cultural Producer to coordinate partnerships, fundraising alignment, and Olympic-related implementation.

- **Structure:** Part-time position, up to \$50,000/year for three years
- **Funding:** Cultural Trust Fund and/or philanthropic support
- **Process:** Competitive RFP

City Role: - Issue RFP and oversee contract and oversight of the Cultural Producer

Producer Role: - Partnership coordination - Fundraising and sponsorship support - Liaison with LA28, County, and peer cities

III. Suggested Fundraising-Based Tiered Framework

This three-tiered approach allows Culver City to scale programming responsibly and based on fundraising results.

TIER 1 – Core Framework (Fundraising Goal: \$250,000 plus 10% administrative fee for Culver City Arts Foundation)

Focus: Establish a credible, locally driven cultural presence during the Games using existing programs and partner-led initiatives.

Includes: - **Performing Arts Grant-supported programming**, including optional participation on the NZ Stage for interested grantees - **Culver City Arts Foundation International Film Festival**, with City support limited to marketing, permitting, and logistics - Promotion of major public art works already underway (e.g., Charles Gaines project, Rotating Sculpture Program) - Cultural Producer support

City Role: - Marketing, communications, permitting, and logistical coordination

Outcome: A strong baseline cultural program that highlights local arts organizations and existing partnerships without expanding City production responsibilities.

Fundraising Note: Tier 1 fundraising is primarily intended to support shared production infrastructure — such as staging, security, technical needs, and structural support — particularly for downtown activations associated with NZ Stage programming, rather than direct artistic production costs.

TIER 2 – Expanded & Enhanced Programming (Fundraising Goal: up to \$500,000 plus 10% administrative fee for Culver City Arts Foundation)

Focus: Deepen and expand Tier 1 activities through scale, frequency, and visibility.

Adds: - Additional Performing Arts Grant support or special presentations connected to the NZ Stage - Expanded scope or duration of the **Culver City Arts Foundation International Film Festival** - Increased accessibility features, documentation, and regional marketing - Greater participation in regional municipal collaborations

City Role: - Continued marketing, permitting, and logistical support

Outcome: A more robust cultural presence with expanded reach and stronger regional integration.

TIER 3 – Partner-Led & Signature Activations (Fundraising Goal: \$500,000+ plus 10% administrative fee for Culver City Arts Foundation)

Focus: Enable significant partner-produced programming beyond City capacity.

Includes: - Distribution of funds by the **Culver City Arts Foundation** to nonprofit and regional partners for Olympic-period programming - Additional film, performing arts, or temporary public art activations proposed and produced by partners - International or bi-national collaborations, including expanded NZ Stage participation if desired by partners

City Role: - Marketing, promotion, permitting, and logistical coordination only

Outcome: A highly visible, partner-driven cultural program that significantly expands Culver City's presence within the LA28 Cultural Olympiad ecosystem while maintaining a clear City facilitation role.

IV. Closing Note

This framework is intentionally modular, partnership-driven, and fundraising-based, allowing Culver City to participate meaningfully in the 2028 Olympic and Paralympic Games in partnership with LA28 and the Cultural Olympiad while maintaining fiscal responsibility, clear roles, and long-term cultural value.