



**WELCOME
TO LOS
ANGELES**

America, only sooner.



WELCOME TO Los Angeles

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Because of our size, diversity and global leadership position, issues bubbling up in California often foreshadow what's next for the rest of the country.

Quite often, innovations happen here first (many times in response to daunting challenges). And innovations from elsewhere are often adopted more quickly. This week, as you attend the conference, take some time to explore the city and become familiar with some of the new and exciting things happening all around you.

In this brochure you'll find information about the trends and hot topics in philanthropy in Los Angeles, ideas for making the most of your visit and a guide to discovering the neighborhood surrounding the convention site—all in the form of a pocket-sized map. You can also find information on the Council on Foundations' website at www.cof.org/annualwelcome.

Trends/Hot Topics:

Place-Based Initiatives

Begun in 1996 as a direct result of the 1992 civil unrest, funders, corporate leaders, public policy makers and community leaders created comprehensive community building initiatives in three low-income Los Angeles areas. As a result, today many funders are partnering with businesses, community organizations, residents and each other to transform more communities throughout Los Angeles County and beyond.

First 5 Los Angeles

First 5 LA is a child-advocacy organization created by California voters to invest tobacco tax revenues in programs for improving the lives of children in Los Angeles County, from prenatal through age 5. Working in tandem with First 5 California, it has invested more than one billion dollars in grants and programs targeting health, education and safety causes concerning young children and families. First 5 LA and First 5 California partner with communities and families in Los Angeles, and across the state, in order to achieve their mission.

Arts for All

Arts for All's goal is to ensure every public school child in our region has access to the arts. Making all the arts—dance, music, theatre and visual arts—part of the core curriculum in L.A. County's massive school system can occur only through the aligned participation of a wide array of stakeholders. This massive effort is seeing results. As of the 2011-12 school year, 48 of the county's 81 school districts and 14 Inner City Education Foundation charter schools in LAUSD have joined the Arts for All collaboration.

Pacific Standard Time

A project of the Getty Trust and now a global phenomenon, Pacific Standard Time brings together more than 60 cultural institutions throughout Southern California to tell the story of the rise of the Los Angeles art scene and how it became a new force in the art world. This collaboration is the largest ever undertaken by cultural institutions in the region.

Port of Los Angeles

The Port of Los Angeles is the leading seaport in North America in terms of shipping-container volume and cargo value. In 2006, the port board approved an aggressive plan to reduce pollution by at least 45 percent within five years. It was the most comprehensive strategy to cut air pollution and reduce health risks ever produced for a global seaport complex.

L.A. River

Flowing over 50 miles, the Los Angeles River runs through 14 cities and countless neighborhoods. When the Army Corps of Engineers initiated a flood-control project in the late 1930s, it began the process of paving 80 percent of the river, thus creating the world's largest storm drain. Over the ensuing decades, the river had almost disappeared from public consciousness. A dynamic LA River revitalization plan is in development with river walks, parks and venues for the different communities it passes through. The master plan is guiding construction of a series of parks along 32 miles.

Summer Night Lights

This project was launched in 2008 in several of the city's most violent and impoverished neighborhoods. Gang-intervention workers were assigned to each site to ensure ceasefires between rival factions, and to provide meals, mentoring and activities, including skateboarding, art classes and sports leagues. The efforts led to a 57 percent reduction in gang-related homicides and a 55 percent reduction in shots fired in the neighborhoods.

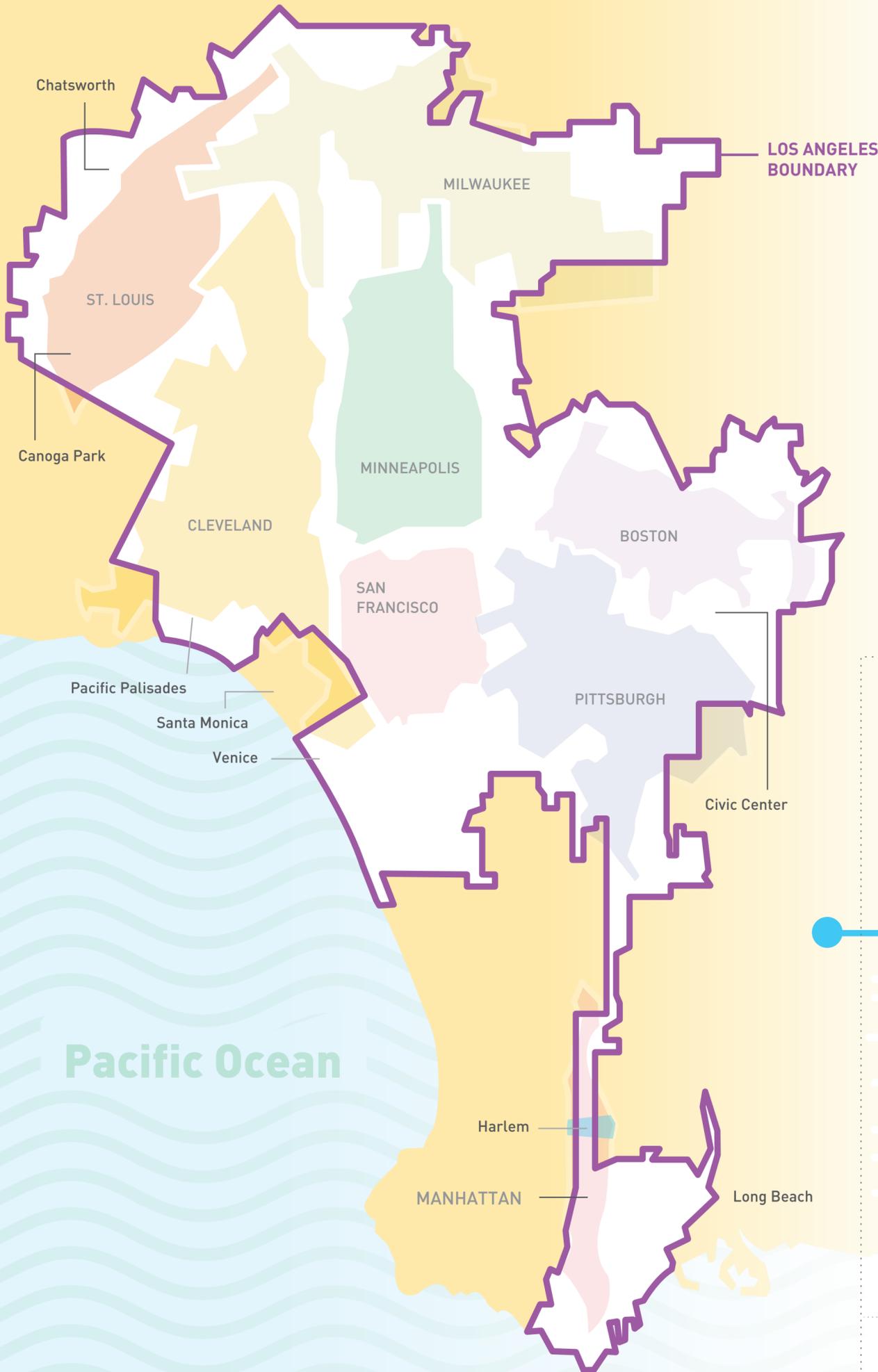
CicLAvia

CicLAvia brings families outside of their homes to enjoy the streets by creating temporary parks, simply by removing cars from designated city streets and allowing pedestrians and cyclists free access. The events foster a network of connections between our neighborhoods, businesses and parks, while supporting healthy living.



Some Perspective on Los Angeles

Our geography defines us:
We are larger than all these cities and states combined.



Facts & Surprising Figures



Los Angeles County is home to a population of **9,818,605** in 4,057.88 square miles. **Nonprofit organizations in L.A. County produce approximately 38 billion combined dollars spent.** The **multi-cultural demographic** of Los Angeles County is **50.3% white, 8.7% African-American, 13.7% Asian, 47.7% of Hispanic or Latino origin and 0.7% American Indian and Alaska Native.** People from **140 countries, speaking approximately 86 different languages, currently call Los Angeles home.** The **nonprofit sector and entertainment industry employ the same number of people, and each makes up 6% of the L.A. County labor force.** Revenue generated by L.A. County museums **increased 90% between 2002 and 2007, from \$262.1 million to \$497.2 million.** The total impact of the creative economy (revenues, spending and economic activity) in Los Angeles and Orange Counties is **\$201.1 billion.** The number of jobs within the creative economy is projected to grow **4.2% between 2010 and 2015.** Los Angeles has more **stage theatres and more museums than any other U.S. city.** In September 2011, Los Angeles County included **31,633 501(c)(3) registered nonprofit organizations.**

Sources: The Otis Report on the Creative Economy of the Los Angeles Region, U.S. Census Bureau, Stressed and Stretched: The Recession, Poverty and Human Services Nonprofits in Los Angeles, UCLA Center for Civil Society and The Los Angeles Convention and Visitors Bureau.



Downtown L.A. Guide

Below you will find our recommended places to visit within walking distance of L.A. Live. We've focused on the local, the innovative and the unique to Los Angeles.



- Restaurants
- Resources
- Art
- Historical
- Economic Development
- Architectural Icons



Tear off this guide and explore. All destinations are close to L.A. Live.

Restaurants

- 1 **Mama's Hot Tamales**
www.mamashottamales.com
MacArthur Park, 2122 W. 7th St. Los Angeles, CA 90057
Mama's Hot Tamales has been at the center of a neighborhood revitalization effort that has transformed MacArthur Park into an urban oasis.
 - 2 **Mercado La Paloma**
www.mercadolapaloma.com
3655 S. Grand Avenue, Los Angeles, CA 90007
Food and crafts from around the world plus a wide range of social services under one roof, including community support for new entrepreneurs, health services and classes.
 - 3 **Homegirl Cafe** www.homegirlcafe.org
130 W. Bruno St., Los Angeles, CA 90012
Assisting at-risk and formerly gang-involved young women and men to become contributing members of our community through training in restaurant service and culinary arts.
 - 4 **Umamicatessen**
www.umami.com/umamicatessen
852 S. Broadway, Los Angeles, CA 90014
Umamicatessen is a new burger concept by Los Angeles-based restaurant creator Adam Fleischman, a self-taught chef and successful food and wine entrepreneur.
 - 5 **Wood Spoon** www.woodspoonla.com
107 W. 9th Street, Los Angeles, CA 90015
Around the corner from the historic Orpheum Theatre, this stylish Brazilian café is in the heart of the Fashion District.
 - 6 **Lazy Ox** (in Little Tokyo) www.lazyoxcanteen.com
241 S. San Pedro Street, Los Angeles, CA 90012
Try Chef Perfecto's famous Fideuá (squid ink noodle made in a paella pan). A great place for tapas.
 - 7 **Toranoko** (in Little Tokyo) www.toranokola.com
243 S. San Pedro, Los Angeles, CA 90012
"True" Japanese cuisine with market fresh ingredients, esoteric beverages and service from the heart.
 - 8 **Wurstkuche** (in the Arts District) www.wurstkuche.com
800 E. 3rd St, Los Angeles, CA 90013
Exotic sausage grill in the heart of the arts district with 24 imported beers on tap and a gourmet selection of sodas.
- * nonprofit venture

Resources

- Art/Culture** Self-guided public art tours
www.crala.org/internet-site/Other/Art_Program/Neighborhood_Public_Art_Guides.cfm
- 1 **Walking Tours of Historic Theaters on Broadway**
www.laconservancy.org
523 W. 6th St., Suite 825, Los Angeles, CA 90014
- LA Commons Tours**
www.lacommons.org/programs/tours/
Los Angeles's diverse neighborhoods give voice to their unique stories through community-based arts.
- Galleries** www.downtownartwalk.org/galleries

Art

- 1 **MOCA** www.moca.org
250 S. Grand Ave., Los Angeles, CA 90012
- 2 **Disney Hall** www.disneyhall.org
135 N. Grand Ave., Los Angeles, CA 90012
- 3 **Natural History Museum** www.nhm.org
900 Exposition Blvd., Los Angeles, CA 90007
- 4 **The California African American Museum**
www.caamuseum.org
600 State Drive, Exposition Park, L.A., CA 90037
- 5 **The California Science Center**
www.californiasciencecenter.org
700 Exposition Park Drive, L.A., CA 900037
- 6 **Fashion District** www.fashiondistrict.org
110 E. 9th St., Los Angeles, CA 90079

Historical

- 1 **Olvera Street** www.lasangelitas.org
130 Paseo de la Plaza, Los Angeles, CA 90012
Visit the birthplace of Los Angeles, part of the El Pueblo de Los Angeles Historic Monument, in the oldest part of downtown Los Angeles.
- 2 **Angel Hill** www.angelsflight.com
252 South Hill Street, Los Angeles, CA 90012
A landmark funicular railway in the Bunker Hill district of downtown Los Angeles, California, connects 351 S. Hill Street, Los Angeles, CA 90013 with the California Plaza Watercourt at 350 S. Grand Ave., Los Angeles, CA, 90071.

- 3 **Chinatown** www.chinatownla.com
N. Broadway & Ord St., Los Angeles, CA 90012
Built in 1938, this is the second Chinatown to be constructed in Los Angeles. Visit the restaurants, shops and culture that make up this historic area.
- 4 **Little Tokyo** www.visitlittletokyo.com
Civic Center/Little Tokyo, Los Angeles, CA
Located just east of the historic Los Angeles City Hall, this unique and beautiful area evokes the art and traditions of Japan and is the center of Los Angeles' Japanese American community.

Economic Development

- 1 **MacArthur Park** www.laparks.org/dos/parks/facility/macArthurPk.htm
2230 W. 6th St., Los Angeles, CA 90057
A designated city of Los Angeles Historic Cultural Monument, MacArthur Park is part of an important revitalization effort that has led to the opening of a recreation center, increased business, early-morning vendors, a new Metro station and large community festivals attracting thousands.

Architectural Icons

- 1 **Bradbury Building** www.laconservancy.org/tours/downtown/bradbury.php
304 S. Broadway, Los Angeles, CA 90013
Built in 1893, it features an Italian Renaissance Revival-style exterior facade of brown brick, sandstone and panels of terra cotta details.
- 2 **Union Station** www.downtownla.com/4_09_travelIdeas.asp#Architecture
800 N. Alameda St., Los Angeles, CA 90012
Opened in May 1939, it was built on a grand scale and became known as the "Last of the Great Railway Stations" built in the United States.
- 3 **Disney Hall** www.disneyhall.org
135 N. Grand Ave., Los Angeles, CA 90012
A tribute to Walt Disney's devotion to the arts and to the city, the Frank Gehry-designed building opened on October 24, 2003.
- 4 **L.A. Live/Staples Center** www.lalive.com
800 W. Olympic Blvd., Los Angeles, CA 90015
Premier venue for musical performances, family entertainment, televised award shows and many major events in the region.

Los Angeles Conference Task Force

James E. Canales, Chair
Fred J. Ali
Kafi D. Blumenfeld
Janet Brown
James M. Ferris, PH.D.
Pamela P. Flaherty
Carol A. Goss
John Kobara
Steven M. Hilton
Nancy Jamison
Sean Knierim
Deborah Marrow
Mayur Patel
Lisa Paulsen
Claire Peeps
Sushma Raman
G. Albert Ruesga, PH.D.
Peggy Saika
Bradford K. Smith
Javier Alberto Soto
Kevin F. Walker

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