

# **BROADWAY WEST** a 21<sup>st</sup> century DTLA

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*V3, A WORK IN PROGRESS*

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**Preface**

Broadway West is a vision for Downtown Los Angeles that hasn't been seen since the turn of the century. From the early 1900's to the late 60's, the small strip of Broadway between 1<sup>st</sup> and Olympic was the entertainment epicenter of the entire world. In Los Angeles' historic theaters that sit along this street, the first moving pictures and staged theater was born. It is in this spirit that we create Broadway West, a local historical arts revitalization initiative dedicated to the preservation and activation of the Broadway Theater District in Downtown Los Angeles.

**Vision Statement**

Broadway West is built upon the foundation of the sacrifice of our ancestors who fought for the right for us to express art freely. We are dedicated to respecting those who have come before us, the telling of their stories and the dedication and commitment to the stories of all that lived on this great earth and beyond. Our consideration of works will be unprejudiced and untouched by the scorns and imperfections of humanity by committing to extreme diversity. All are welcome, but all are challenged to reach their full potential to the highest of artistic caliber and integrity so the world may see the true beauty of a committed artist who has dedicated their life to their craft. We welcome you.

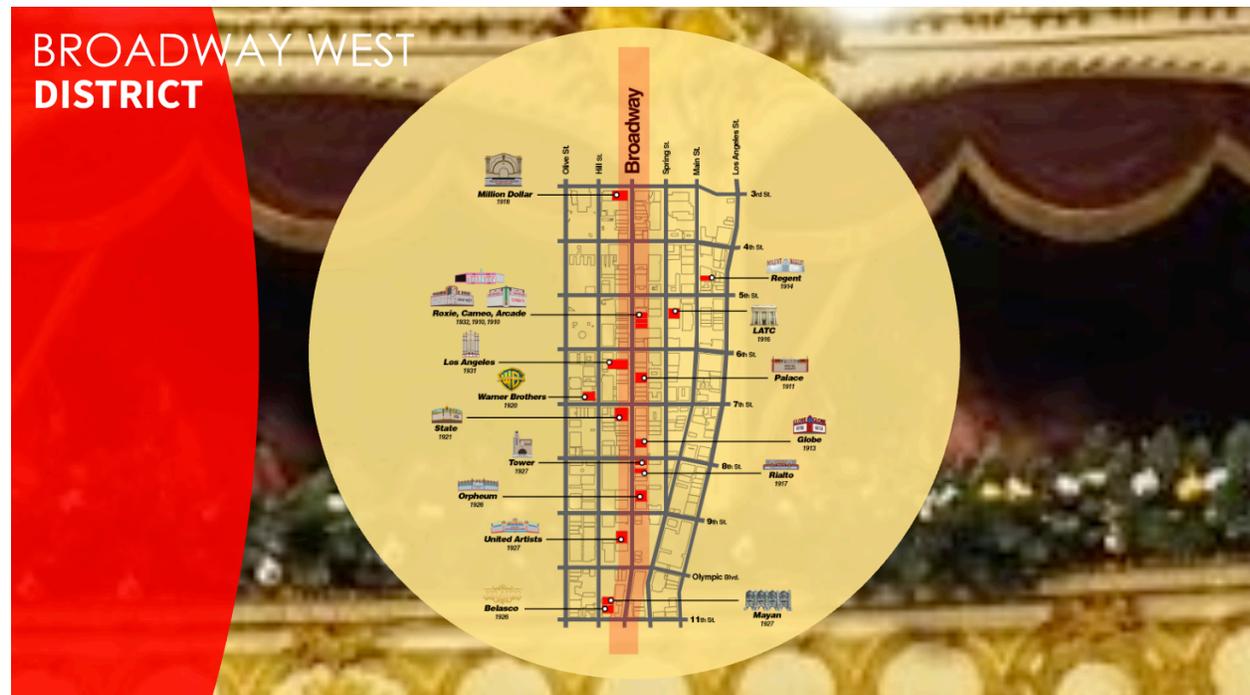
## The Broadway West Theater Network

### Active/In Talks

The Los Angeles  
The Palace  
The State  
The Orpheum  
The United Artists (Ace Hotel)  
The Million Dollar  
The Globe  
The Belasco  
The Mayan  
The LATC

### Inactive

The Roxie  
The Arcade  
The Cameo  
The Tower  
The Rialto  
The Bond



## **The Broadway District**

The reemergence of downtown Los Angeles as a city center, and improvements by the initiative Bringing Back Broadway, have helped put Broadway back on the map as a destination. Restoration of underutilized commercial buildings and theaters have begun the transformation, spurring new development and streetscape improvements. Funding has been secured for a master plan between 1st and 12th streets to reclaim the streets for businesses and pedestrians by widening sidewalks and reducing the amount of automobile lanes. Similar mobility and beautification projects have also been completed along Figueroa, Los Angeles, 7th, and 11th Streets. A future downtown streetcar along this corridor, looping 3.8 miles, will better connect Broadway to other economic centers, densifying it with people and activity. Within this network of activity lies five active theaters, sitting vacant most nights out of the year.

## **The Broadway Urban Site Plan**

The Broadway Super Block will span from 6<sup>th</sup> street to the North to Olympic to the south and from Spring Street to the east to Hill Street to the west, with possible extensions to Los Angeles Street, 5<sup>th</sup> Street and Olive to encompass Pershing Square, three more historic theaters and a Main St. Square. Traffic within the Broadway Super Block will be limited to 5 MPH, limited to designated city, transit, cycle, scooter and other sustainable vehicles only. This configuration will cater and encourage foot traffic for an increase of local economic sustainability.

## **Entertainment**

Broadway West will aim to distribute grants to fund original and revival theatrical productions in every theater along the Broadway corridor for a minimum of three (3) contiguous months by 2028. This will leave the other half of the year available for private productions. Each theater holds 800-1500 seats, bringing 12,000+ nightly theatergoers to the district. Through an innovative TKTS West model, remaining seats will be easily filled through discount sales through a permanent kiosk in Pershing Square.

Productions will consist of musical staged productions, in addition to straight plays. Due to the limited capacity of the historic theaters, scaled-down versions of musicals such as concert-style performances of staged musical classics will be prioritized.

## **Hospitality and Tourism**

Accommodating a local boom of nightly consumers in the local vicinity will liven the hotel real estate markets, providing increased competition for boutique and commercial hotel developments to cater to the rising demand of nightly rooms. Luckily we have the ability to grow gradually as we progress to a full-formed and working organization as imagined, which provides great opportunity to keep smart local planning in mind.

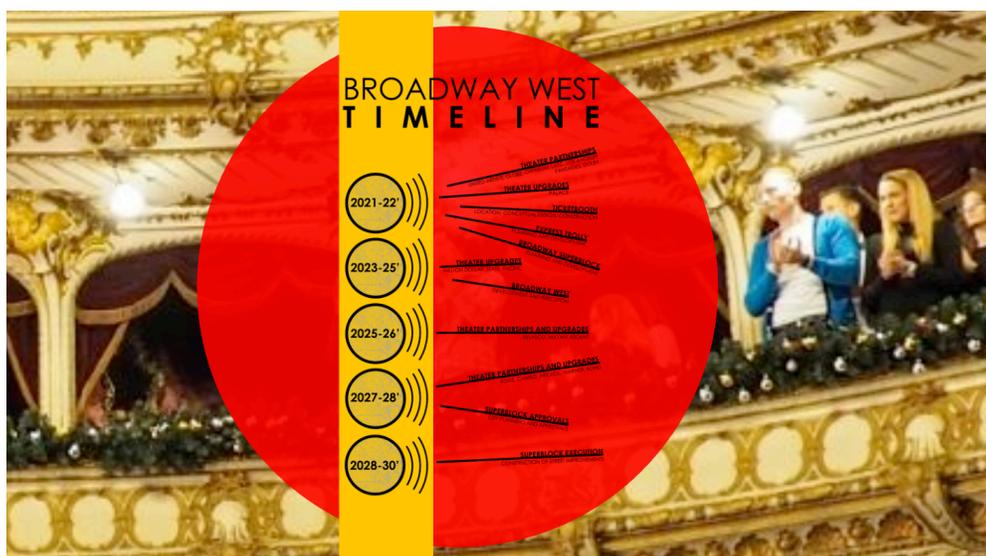
## Sustainability and Green Innovative Transport

Utilizing innovative green transportation models will move us away from automobile transportation to and from the Broadway West Corridor by implementing public rapid transit lines powered by electric utility vehicles. Electric, CO2 emission-free transit vehicles will operate within the current MTA grid, while utilizing existing and new parking developments as transit “hubs”, increasing foot traffic and public transportation revenue.

## Economic Impact & Investment

Through the succession of each development phase, Broadway West’s theatrical activations are expected to bring between 12,000 – 15,000 local arts patrons and tourists to the Broadway Corridor on a daily/nightly basis, producing over \$25M in local annual sales taxes dollars on ticket sales alone. Local restaurant reservation occupancy will increase 200-400% due to increase dinner-time demand, providing not only a \$25M-\$50M revenue windfall for struggling restaurateurs, but a \$1M-\$5M annual sales tax windfall. An increase of 5,000-10,000 new hospitality and service jobs will need to be accommodated, providing millions in local economic stimulus. Through the activation and urban planning around just 10 theaters we can expect a conservative projected economic boom of over \$2.5Bn by 2028.

Through a commitment to public funding of the arts, the Non-urban planning (NUP) elements of Broadway West can be accomplished through \$5M - \$10M in direct annual arts investment from the city/County or discretionary budget through 2028. Total NUP funding would not exceed \$100M over ten years. Urban planning and transportation (UPT) elements range in the \$10M-\$20M investment annually, not exceeding \$200M over ten years. Both elements together would not exceed \$300M over ten years, providing 120x ROI by 2028.

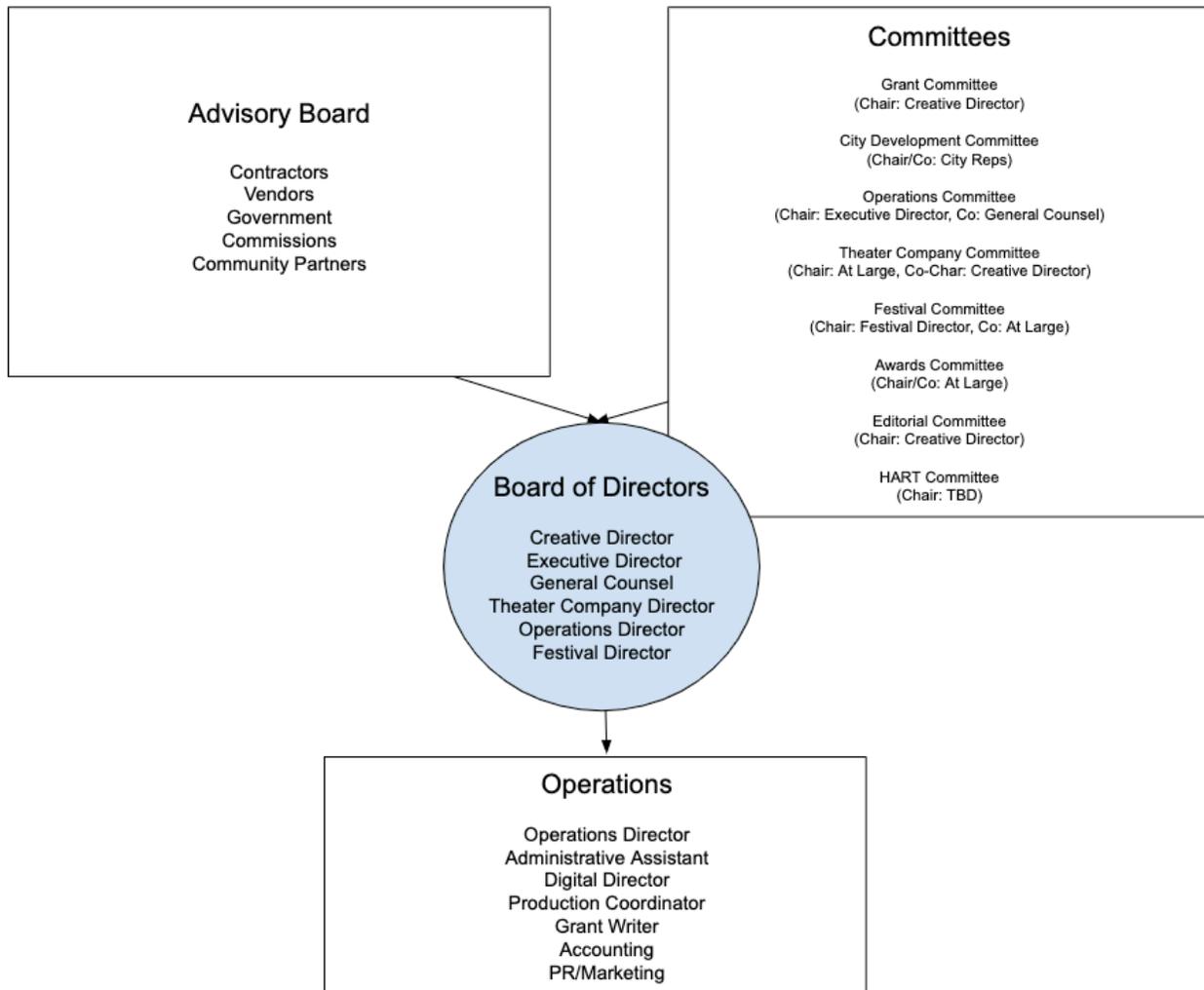


## Operations

Broadway West will function as a public service nonprofit with lobbying and public policy wings formed to address the urban development and site planning needed to make this vision a reality. Ultimately, Broadway West is a performing arts-based initiative that will need to produce industry-standard theatrical entertainment to that of a high Broadway caliber. To achieve this great feat on such small economic means, a highly competitive granting and submission process will be put in place to balance the need for excellence while opening the doors for all types of theatrical production expression within the artistic confines of the Broadway West Vision Statement.



## Structure



Board of Directors – The executive body of the organization tasked with preserving, creating and implementing the overall vision and mission of the organization.

Committees – Act as a legislative body to the Board of the Directors. Here proposals will be formed in each division from the Creative Director's vision and submitted for approval by the Board of Directors.

Advisory Board – Acts as an advisory capacity to the Board of Directors on local community partners to guide the organization on investment needs for optimal success.

Operations – Paid group of administrators to facilitate all administrative business functions for the organization

## **Granting**

Granting will be managed by a Grant Committee appointed and managed by the Creative Director. Creative Director and Executive Director will appoint a diverse group of non-compensated programming directors to serve on the Grant Committee that will select the 6-12 Productions from grant submissions every season.

Each Programming Director will select 10 shows from the pool of grant submissions to present to the committee. The Committee will select their top 6-12 production choices from the selections. The top 6-12 vote getters will be awarded the season grants. Tie breakers will be settled through subsequent voting rounds until a final number is reached.

Programming directors will include a diverse group of individuals:

Creative Director/Executive Director  
2 African American Individuals  
2 Asian Individuals  
2 Caucasian Individuals  
2 Hispanic/LatinX Individuals

2 Individuals must be members of the LGBTQIA community and at least 50% must be women.

## **Timeline:**

Month 1: Announcements, Call for Submissions  
Month 2: BWW Musical Theater Festival  
Month 3-5: Grant Submission Reviews/Presentations  
Month 6: Grant Award  
Month 6-12+: Shows in Production

## **Grant Requirements:**

Incorporated theater company  
Show Proposal  
Show Budget  
Proposed/Attached Cast  
Script/Libretto  
Attached Cast/Creatives  
Proof of Matching Funds (If budget is over grant amount)  
Show Presentation

**Grant Procedure:** Producers submit grant proposals through direct or through the Annual Broadway West Musical Theater Festival submissions and performances. Programmers review submissions, choose 10 productions to present to the

committee. Prospective productions present to the committee in 30-minute physical presentations. Committee will then vote for their top 12 productions through a shared google sheet by a predesignated deadline. Top vote getters are notified of their selections and are awarded a grant.

**Grant Details/Obligations:**

Year 1-5

\$250,000 Pre-production funds (Must have matching funds if budget is above grant amount)

6-month lease in a BWW designated theater

20% Tickets to TKTS WEST (BWW)

30% Gross ticket sale fee (Theater)

Year 6-10

\$500,000 Pre-production funds (Must have matching funds if budget is above grant amount)

6-month lease in a BWW designated theater

20% Tickets to TKTS WEST (BWW)

30% Gross ticket fee (Theater)

Year 11+

\$1,000,000 Pre-production funds (Must have matching funds if budget is above grant amount)

6-month lease in a BWW designated theater

20% Tickets to TKTS WEST (BWW)

30% Gross ticket sale fee (Theater)

Production team will produce Long/Short form content for online distribution to publicize productions throughout the entire process. Further production support and advertising will also be done through supplemental sponsored events, an annual **Theatrical Festival, Award Ceremony** and a local **Broadway West Theater and Ballet Company** to uphold artistic integrity standards.

## **Homeless/Corrections Artist Re-Entry Rehabilitation and Transition (H.A.R.R.T.) Program**

Programs spearheaded by Actors Fund housing in New York City, Broadway West's Homeless/Corrections Artist Re-Entry Rehabilitation and Transition (HARRT) program focusses on displaced and homeless and certified Arts in Corrections inmates facing re-entry who are artists within any of the theatrical arts concentrations (Actors, Singers, Musicians, Costume Designers, Agents, Managers, Casting Directors, Directors, Producers, Scenic Artists, Stylists and Production Crew). Through the acquisition and renovation of distressed buildings within the Broadway Corridor through co-funding models utilizing H, HHH and private investment capital, we can provide low-cost 3-5 year leases to transitioning artists and provide theatrical employment and art rehab services for rapid societal re-entry (ENTER).

Working model:

Obtain, renovate and restore a live/work theatrical performance facility to house Broadway-scale educational and mainstage theatrical productions that provide transformative jobs and industry opportunities to these homeless and transitioning artists during their tenure in the HARRT program. Tenants will then be placed into the Entertainment Network & Trade Employment Re-entry (E.N.T.E.R.) program to transition tenants back into the theater industry through direct work placement within the Broadway West Theater Network.

Theater: The theater will serve as a main theater in the Broadway West network, providing professional and top-rate Broadway performances to audiences year-round. Crew, hospitality, house and technical staff will be employed by HHH-approved artists living in the theater's PSH.

PSH Units (2-4 floors, 200-500 Units): The building will house 200-500 units of permanent supportive housing for homeless/transitioning individuals selected via "Actors Fund"-type process, adhering to HHH/H funding requirements.

Theatrical Shop: 3 floors of costuming, props and creative offices for production, education and theatrical artisan purposes. This will also be a place for our HART program recipients to participate in.

Market-Rate Housing Units (2-4 Floors/Upper, 200 Units): Market-rate housing lofts for residual income.

### **Arts in Corrections**

DTLA is home to one of the largest city prison populations in the State of California, mainly through men's central jail. Many inmate rehabilitation programs have been cut due to State-level sequestration, causing a two-fold

problem. Eventually most inmates will at some point be released back into society. Currently, inmates are not being provided the much-needed rehabilitation for adequate re-entry, causing a dire increase in recidivism and local crime.

To combat this vicious cycle, Broadway West will support the local implementation of Arts in Corrections into all juvenile and adult prisons within downtown and beyond to promote proper and rapid rehabilitation through the arts.

Arts In Corrections (AIC) is a program that allows offenders to create self-awareness through visual, literary, media, performing, and folk and traditional arts opportunities. AIC is a partnership between the California Department of Corrections and Rehabilitation (CDCR) and the California Arts Council, designed to prepare offenders success upon release, enhance rehabilitative goals, and improve the safety and environment of state prisons. AIC programs are led by professional artists and specialized organizations, focusing on topics used for strengthening rehabilitation. The goal of AIC is to expose offenders to classes where they can express themselves therapeutically through drawing, creative writing, dance, poetry, theater, and other artistic methods.

## **Conclusion**

As we inch closer to 2028, Broadway West will open many opportunities for the culinary arts to flourish, in addition to the proliferation of local-focused experiences. It is the hope of the organization that each theater be lit 365 days a year with vibrant theatrical productions, in addition to the development of more performance and theatrical spaces that line the streets of the Broadway Corridor so all walks of life can experience the rich culture of the Downtown Theater District of Los Angeles.

Each of the elements discussed in this white paper contribute to a vibrant and flourishing future for DTLA. This should stand as just the start of an out-of-the-box comprehensive plan that addresses many of the key issues preventing downtown from moving forward. Together as a thriving community and through the progress of Broadway West, we will preserve our history, reactivate our heritage and create a small corner of DTLA that contributes immense economic and artistic prosperity to the entire city of Los Angeles and beyond for generations to come.

All in the name of art.