



MEDIA ALERT
FOR IMMEDIATE RELEASE

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DCA Posts RFP for Madrid Theatre

Los Angeles—The Department of Cultural Affairs (DCA) is seeking new management for the Madrid Theatre in Canoga Park. The Request for Proposals (RFP) is now available online at culturela.org. The deadline for applying is Friday, March 2, 2007, by 5:00 p.m.

DCA is requesting proposals for qualified companies interested in becoming either a resident theater company and/or providing operational services to manage all aspects of the Madrid Theatre in Canoga Park for five years with two five-year extensions for a total of 15 years. The Department seeks an excellent theater company or operator(s) that can successfully provide quality performing arts in the Canoga Park community. The theater company or operating service can be a consortium, partnership, or a hybrid-model of a resident theater and operating service including nonprofit and/or commercial operator. The DCA welcomes all creative and innovative responses to this RFP.

The facility is currently available for rent. Please contact Chris Riedesel at 818.347.9419 to book the space.

The Madrid

Owned by the City of Los Angeles, the Madrid Theatre was rebuilt in 2000 as part of an area redevelopment project. The live theater, located at 21622 Sherman Way, is a 430-seat professional-level performing arts facility situated in the heart of the historic "antique row" in downtown Canoga Park. It offers a state-of-the-art performance facility for professional, community, and student productions and an exhibition space for visual artists. One of the largest live theaters in the San Fernando Valley, the venue is the crown jewel of the cultural renaissance currently taking place in the Canoga Park area. DCA also operates the nearby Canoga Park Youth Arts Center, located at 7222 Remmet Avenue, just a block and a half from the theater. This popular arts center serves the bustling, diverse youth community of Canoga Park.

The Madrid Theatre is also located in the Community Redevelopment Agency's (CRA's) "West Valley Regional Area." The CRA's mission is to stimulate commercial and residential rehabilitation, public improvements such as streetscape and parking, and to specifically restore buildings damaged in the 1994 Northridge Earthquake.

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ABOUT DCA

The Department of Cultural Affairs (DCA) serves as a leader to generate and support high quality arts and cultural experiences for Los Angeles residents and visitors. DCA also advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

DCA grants \$3.4 million annually to over 300 artists and nonprofit arts organizations and awards the Artist-in-Residence (A.I.R.) and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. It provides arts and cultural programming in numerous Neighborhood Arts and Cultural Centers, theaters, and several arts and education programs for young people. The Department operates two historical monuments, directs public art projects, and manages the City's Arts Development Fee, Art Collection, and Murals Program. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website.

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