SELA CULTURAL CENTER
ADVISORY PANEL

Policy Recommendations

Draft

October 2026

Introduction

These Policy Recommendations build upon the SELA Cultural Center's approved mission and vision statements by proposing potential recommendations that help implement the Cultural Center's values and priorities. In the following tables, each guiding principle is further organized into draft recommendations that reflect artist and community feedback, site visit and case study takeaways, discussed operating model typologies, and Advisory Panel recommendations received to date. Each recommendation can be further assigned to a partner(s).

Mission Statement

The SELA Cultural Center is a multi-disciplinary arts and culture campus dedicated to uplifting and connecting arts and culture access by expanding arts education, building opportunities for local artists, and activating vibrant third spaces where all ages, abilities, and backgrounds belong.

Vision Statement

The SELA Cultural Center is a safe community that values, respects, and supports human differences and diverse perspectives. Arts and culture are a fundamental human right and have the power to heal, uplift, and feed the heart and soul of the community. We are committed to SELA being a vibrant cultural region, sustained by its people, enriched by its creativity, and connected through arts, culture, education, and community. We center the needs and hopes of the community, and our path forward is led by the people who call SELA home.

Guiding Principle A. Honor and Celebrate the Region's Vibrance and Diversity

Acknowledge and integrate the history, creative practices, and cultural heritage of the SELA region, communities, and tribes, as well as the LA River water, landscape, and ecosystem as a means of honoring SELA's holistic identities and celebrating community pride. Art and culture are critical aspects of individual and shared identity, and contribute to personal and collective healing, belonging, joy, and resilience. The Cultural Center's environments should be reflective of and uplift this through design, engagement, education, and exploration.

Recommendations		Partners
Recommendation 1. Reflect SELA's history, heritage, and natural ecosystem through architectural design and landscaping.		
A1.1	Incorporate and maintain artwork such as murals, sculptures, multimedia installations, photos, etc. throughout the space that commemorate SELA's history, communities, and identities.	
A1.2	Hire and commission local artists to operationalize A1.1.	
A1.3	Highlight the relationship with and proximity to the LA River through design and activations, such as river and bike path public access points, vistas, visual artworks, etc.	
A1.4	Incorporate landscaping that includes native vegetation, supports existing wildlife and habitats, and maintains climate resilience, such as incorporating mature trees for shade coverage during extreme heat.	
A1.5	Partner with local tribal communities to steward the land with care and in deference to Indigenous knowledge and traditions.	
Recommendation 2. Invest in programming that is culturally diverse, supports holistic wellbeing, and represents SELA's needs and interests.		
A2.1	Dedicate programming and space to support local tribes and Indigenous practices, ceremonies, events, etc. **Case Study Reference – Angels Gate Cultural Center Sacred Space and Many Winters Gathering of Elders	

	Recommendations	Partners
A2.2	Collaborate with local organizations and/or regional partners to host cultural festivities, traditions, and events that are open to the public and are inclusive of all cultural backgrounds and identities. **Community Example – Latinas Art Foundation Xantolo and La Vaquereada annual events	
A2.3	Consider global arts-exchange programs that connect local and international artists and leaders to share cultural education, resources, art, etc., which can both support local artists and increase cultural learning and exploration opportunities for community members.	
A2.4	Support and/or sponsor youth and senior field trips to other cultural institutions across the Los Angeles region.	
A2.5	Partner with local organizations, SELA city departments, and County agencies to provide physical, mental, and emotional wellbeing programs, resources, and services. These can be relevant to arts and culture, and inclusive of other needs such as technology classes, financial literacy, immigration resources, legal aid services, food drives, etc.	

Guiding Principle B. Design and Activate Memorable and Vibrant Spaces

Bring people together in thoughtfully-designed spaces that meet diverse needs, host third spaces, and offer unique experiences. Arts and culture can flourish in environments that are accommodating, inspiring, and collaborative. The Cultural Center as a whole and in its components should be in service of the people who use it.

Recommendations		Partners
Recommendation 1. Integrate indoor and outdoor spaces that can be used for SELA residents, families, and organizations to rest, gather, play, work, and create.		
B1.1	Establish a facility rental policy that prioritizes SELA residents, families, nonprofits, and organizations to utilize event spaces for celebrations, family gatherings (weddings, quinceañeras, cultural events), etc. at affordable rates. **Case Study Reference – Plaza de la Raza community facility rental program	
B1.2	Equip rentable event spaces with electrical infrastructure, A/V system, tables, chairs, kitchen access, waste management system, etc.	
B1.3	Incorporate public spaces that can be organically used for informal gatherings, rest, free events, etc. **Case Study Reference – The Music Center Jerry Moss Plaza and LACMA Jazz Nights	
B1.4	Equip public spaces with shade, cooling amenities, accessible and adequate seating, accessible walkways, etc.	
Recommendation 2. Maintain adaptability, flexibility, and modularity across each facility to accommodate a variety of artistic disciplines.		
B2.1	*Performing Arts* – Equip with flexible seating options to accommodate different audience capacities. **Case Study Reference – Latino Theater Company, The Music Center, The Lincoln Center	

Recommendations		Partners
B2.2	*Performing Arts* – Include dedicated storage and support space, such as dressing rooms. **Case Study Reference – Latino Theater Company, The Music Center, The Lincoln Center	
B2.3	*Performing Arts* – Consider lighting, A/V and projection systems, livestreaming capacity, or other technological needs to support a variety of art disciplines, including cinematic and media arts. **Case Study Reference – Latino Theater Company, The Music Center, The Lincoln Center	
B2.4	*Classrooms* – Equip with modular furniture, security systems, storage, sinks, and specialized equipment for specific disciplines, such as ceramics kiln or sewing machines. **Case Study Reference – Angels Gate Cultural Center	
B2.5	*Classrooms* – Consider how classrooms can be multifunctional, as rentable studio space, workshops, exhibit display space, and/or teaching classrooms. **Case Study Reference – Angels Gate Cultural Center	
B2.6	*Outdoors* – Equip with shade structures including trees and greenery, water refill stations, flexible seating options, amplified sound system, and electrical infrastructure.	
B2.7	*Outdoors* – Design outdoor spaces for performing arts such as music and dance.	
Recommendation 3. Activate the Cultural Center's spaces through value-aligned collaborations and partnerships.		
B3.1	Hire local artists and arts organizations to co-host workshops, events, performances, etc.	

Recommendations		Partners
B3.2	Collaborate with local jurisdictions to co-host resource fairs and community events.	
B3.3	Explore regional, statewide, national, or international collaborations with mission-aligned organizations to co-host events or performances. **Case Study Reference – Latino Theater Company **Community Example – LA Phil Neighborhood Concert	

Guiding Principle C. Foster and Cultivate Inclusion and Belonging
Deepen a sense of inclusivity and belonging through connection, togetherness, and shared creation. Art and culture are an essential and transformative part of daily life, meant for everyone. Be deliberate in welcoming, including, and representing all ages, abilities, backgrounds, identities, and artistic interests while collaborating with existing entities.

Recommendations		Partners
Recommendation 1. Prioritize a warm, welcoming, and safe environment that can be easily accessible by all.		
C1.1	Ensure all pathways, entrances, indoor rooms, and outdoor spaces are ADA accessible and accommodate all mobility needs.	
C1.2	Ensure any written text on signage, wayfinding, labels, etc. are linguistically-diverse and wherever possible, incorporate Braille and American Sign Language interpretation services.	
C1.3	Provide gender-inclusive restrooms.	
C1.4	Incorporate support spaces that care for a variety of abilities and needs, such as sensory rooms, parent waiting rooms or pick-up areas, lactation rooms, etc. **Case Study Reference – The Music Center, The Lincoln Center	
C1.5	Incorporate lighting across all facilities to ensure visibility during evening programs and events.	
C1.6	Utilize community-led safety design and practices over traditional forms of policing or hostile architecture to ensure security. Maintain an environment of safety that is inclusive of all community members and members of the public.	
Recommendation 2. Affirm that all forms of arts and culture programming, resources, and services have a place at the Cultural Center.		

Recommendations		Partners
C2.1	Balance family-friendly programs and events with those that are age-specific, such as toddler painting classes, teen drawing classes, senior dance events, etc.	
C2.2	Hire artists of all disciplines and mediums to host classes, workshop series, exhibits, performances, or events. Refer also to Guiding Principle B, Recommendation 2.	
C2.3	Provide opportunities and space for diverse cultural organizations and groups to host classes, workshop series, exhibits, performances, or events. Refer also to Guiding Principle A, Recommendation 2.	
C2.4	Survey local artists and residents periodically to determine if additional programs, events, resources, and services are needed or desired. Use community feedback to inform programming.	

Guiding Principle D. Empower and Uplift Local Artist Organizations and Cultural Leaders
Provide local artists, creators, and cultural leaders with opportunities to incubate new ideas, learn and develop creative skills, and connect with industry partners. There is already a robust and thriving arts and culture infrastructure across SELA that the Cultural Center can support through collaborative opportunities and access to resources.

Recommendations		Partners
Recommendation 1. Offer resources and programming opportunities that support local artists' professional development.		
D1.1	Outreach to and maintain engagement with the local arts and culture community to understand current and future needs.	
D1.2	Offer mentorships, skill-building courses, paid internships, etc. to students, youth, early professionals, etc. seeking a career in the creative industry. **Case Study Reference – Angels Gate Cultural Center, Plaza de la Raza	
D1.3	Provide year-round training or workshop opportunities related to arts administration, legal contracts, billing, etc. to emerging and independent artists. **Case Study Reference – Angels Gate Cultural Center	
D1.4	Develop partnerships with government agencies, philanthropic institutions, local colleges and universities, industry partners, trade schools, etc. that can support and supplement professional development programming at the Cultural Center.	
Recommendation 2. Establish spaces that are dedicated to supporting local artists and organizations.		
D2.1	Dedicate affordable, rentable studio spaces that local artists and arts organizations can use to work, teach, exhibit, etc. Ensure spaces are adaptable to a variety of disciplines. Refer also to Recommendation B2.2.	

Recommendations		Partners
	**Case Study Reference – Angels Gate Cultural Center	
D2.2	Provide accessible vending, catering, and pop-up opportunities for local artists, cafés, restaurants, and businesses to participate and generate income at the Cultural Center, both year-round and during special events.	
D2.3	Compile and maintain a list of local artists, cafés, restaurants, and businesses as approved vendors to work at, staff events, etc. at the Cultural Center.	
D2.4	Establish equitable decision-making policies and processes to ensure fair and inclusive access to rentable work space, vending booths, etc.	

Guiding Principle E. Center and Support the Existing Community and Cultural Infrastructure
Invest in SELA residents, families, artists, and community members through all aspects of programming and operations. Balance new opportunities with benefits that prioritize, commit, and respond to community needs and values now and into the future.

Recommendations		Partners
Recommendation 1. Ensure programming, resources, and services consistently represent the SELA community's interests and needs.		
E1.1	Outreach to and maintain engagement with SELA residents and families to learn what programming and events are needed and desired. Provide frequent, multiple, and meaningful opportunities for feedback.	
E1.2	Ensure programming and event scheduling accommodates a variety of work schedules, parent schedules, school schedules, etc.	
E1.3	Partner with local jurisdictions to co-host resource fairs and services that align with community needs. Refer also to Recommendations A2.5 and B3.2.	
E1.4	Invest in services that support access to the Cultural Center such as shuttle services, free and/or discounted parking, bike racks, workshop scholarships, free events, etc. to limit barriers to participation.	
Recommendation 2. Establish administrative and governance policies and practices that uplift community values and leadership.		
E2.1	Prioritize SELA community leaders, residents, youth, artists, and local tribal representatives on any Board of Directors, advisory councils, etc.	
E2.2	Incorporate local and targeted hiring policies to prioritize SELA community members and artists to staff all levels and categories of employment.	
E2.3	Institute fair wages and holistic benefits packages for staff at all levels and categories of employment.	

Recommendations		Partners
E2.4	Build all policies around the shared vision and mission statements, including but not limited to facility rental agreements, event policies, teaching positions, studio rental agreements, performance policies, etc. **Case Study Reference – Plaza de la Raza, Latino Theater Company	
E2.5	Establish a succession planning policy that ensures the shared vision, mission, and values are sustained for the long-term, even as community needs evolve over time. **Case Study Reference – Latino Theater Company	
Recommendation 3. Balance revenue generating uses for long-term financial sustainability with affordable access to the Cultural Center.		
E3.1	Explore revenue generating uses that can be applied at the Cultural Center such as facility rentals, advertising, ticketing, parking fees, etc.	
E3.2	Explore additional financial models that increase affordable access to the Cultural Center, including but not limited to free programs and events, community-based discount rates, youth and senior discount rates, pay-as-you-can scales, etc.	
E3.3	Establish a working relationship with the County to co-create a sustainable operations and maintenance budget.	
E3.4	Determine and define the Board and executive leadership's role in revenue generation and fundraising. **Case Study Reference – Plaza de la Raza, Latino Theater Company	
E3.4	Pursue relevant grants at the local, regional, state, and federal level.	
E3.5	Develop a base of and relationships with mission and values-aligned philanthropic institutions, industry partners, corporate partners, etc.	

Recommendations		Partners
E3.6	Develop a system to foster and support relationships with individual, organizational, and corporate donors.	