

MERCADO La PALOMA

Cultural Treasures of South LA: Community Driven Cultural Asset Mapping

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USC Neighborhood Data for Social Change



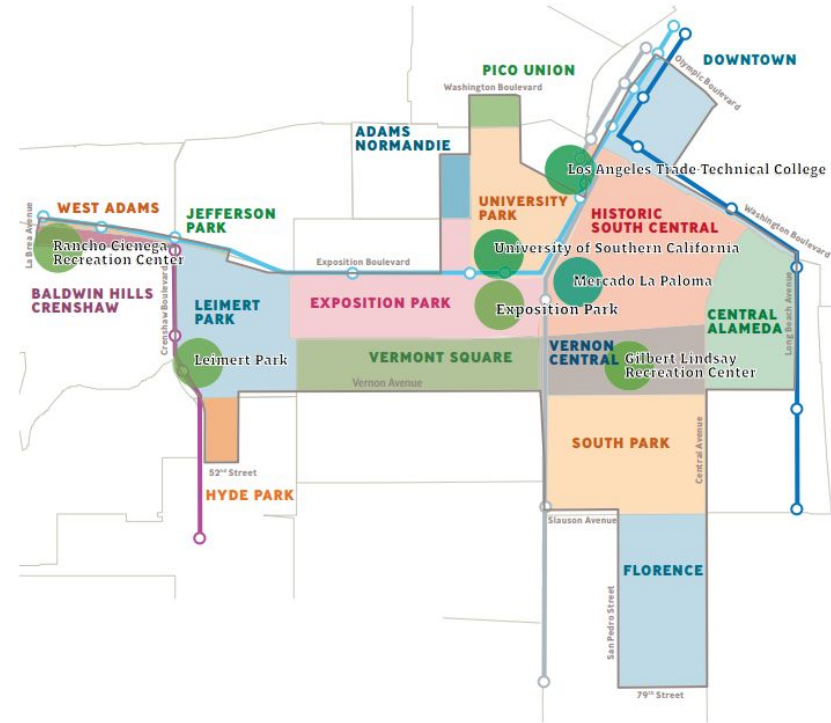
Land and Labor Acknowledgement

NDSC acknowledges the Gabrielino/Tongva peoples as the traditional land caretakers of Tovaangar (the Los Angeles basin and So. Channel Islands), and we acknowledge our presence on the ancestral and unceded territory of the Chumash, Kizh, and Tataviam nations. We recognize and are committed to lifting up their stories, culture, and community. We pay our respects to the Honuukvetam (Ancestors), 'Ahihirom (Elders), and 'Eyoohiinkem (our relatives/relations) past, present, and emerging. NDSC acknowledges the labor of Black & African American people—ancestors and descendants.

We recognize that the United States' and global economies historically and currently rest on the ingenuity, Cultural Treasures, and stolen labor of African Americans and Black people throughout the diaspora. We honor their brilliance and humanity, and express our heartfelt gratitude for their infinite contributions. We welcome their wisdom and joy here.

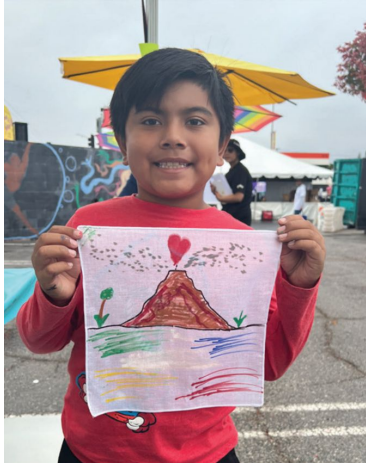
Geographic Landscape

- Centered around the South Los Angeles Promise Zone, one of two federally designated “Promise Zones” in Los Angeles.
- Center of African American culture and heritage in LA, closely associated with the development of jazz, hip-hop, spoken word, assemblage art, and Black cinema.



Context

- Promise Zone Arts South LA is a cultural asset mapping and activation initiative of the City of Los Angeles Department of Cultural Affairs.
- Functions as a participatory platform to spotlight local Cultural Treasures that residents deem significant, illuminating the rich cultural tapestry that makes this community thrive.



What is a Cultural Treasure?



Method

Survey Development

- Available in english & Spanish
- Inclusive & culturally affirming
- Respondents nominated up to three Cultural Treasures and then asked to complete an optional second portion of the survey.

Data Collection

- Survey responses were collected online, at public events, and through door-to-door canvassing efforts.
- Focus groups organized by a group of artists and practitioners living or working in the Promise Zone area.
- 787 Cultural Treasures were nominated through the survey process

Cleaning & Analysis

- De-duplicating entries, verifying addresses and confirming that places of business were open for operation
- Entries refined to the the eleven zip codes covered by the South LA Promise Zone geography.
- 375 cultural treasures generated

Results

865

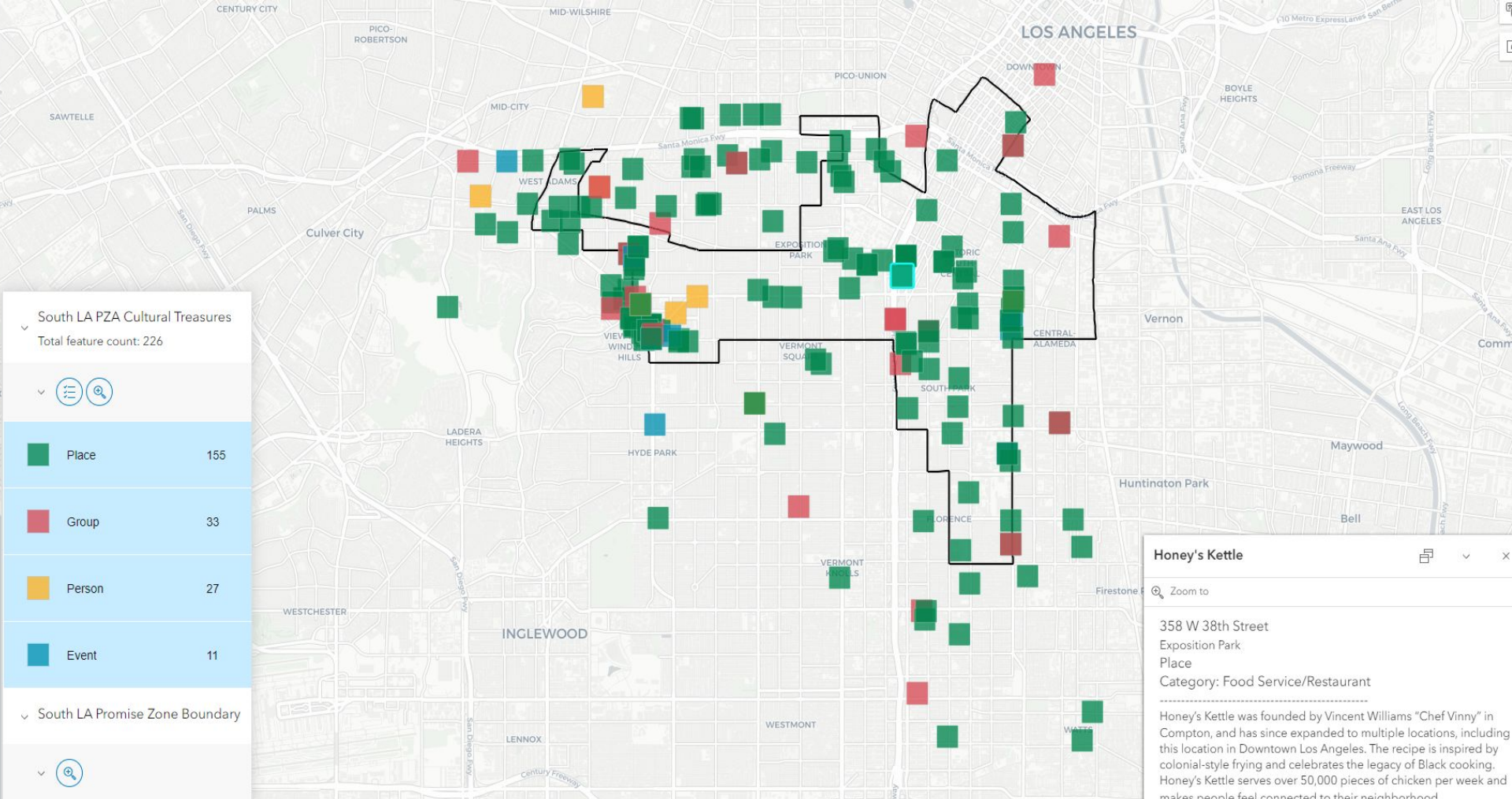
Total Number of
Questionnaires
Collected so Far

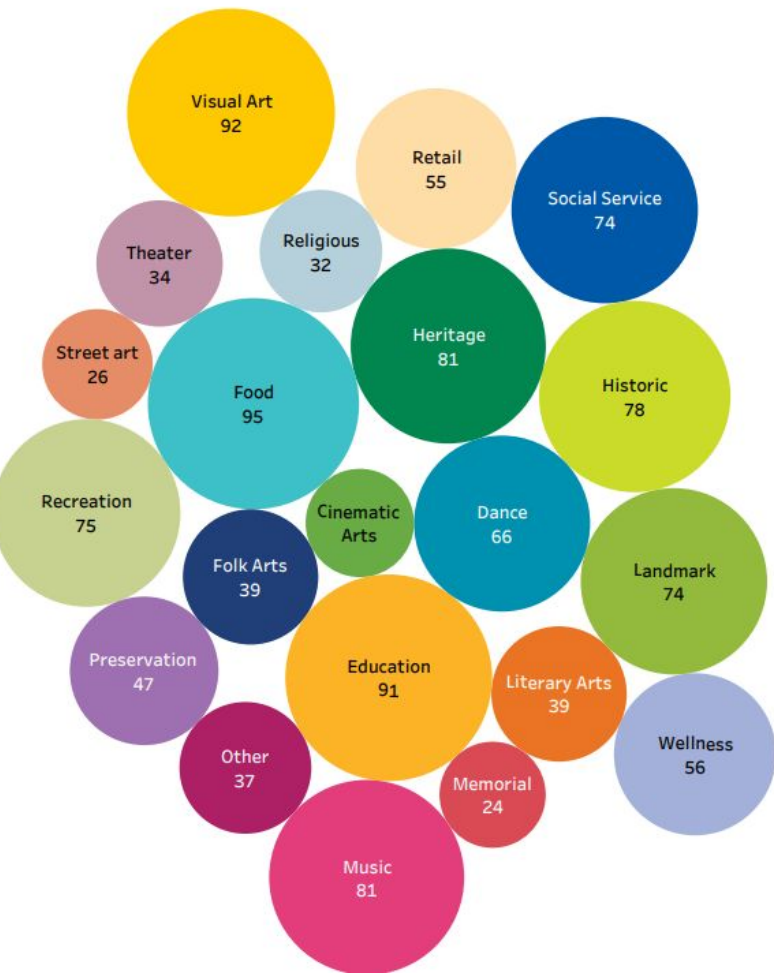
471

Total Number of Unique
Cultural Treasures
Nominated

11

Neighborhood
Represented in
Promise Zone Arts





How have these positively impacted your life?

- More Connected to my neighborhood (43%)
- Helps me celebrate and preserve my culture & history (35%)
- Provides a creative outlet (30%)
- Helps me celebrate and preserve others culture & history (27%)
- I can remember people or places I've lost (36%)
- Improves my general wellness (23%)

A Leimert Park Cultural Treasure



Scan to Read the Full Report!



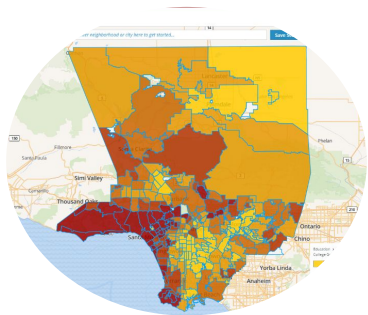
What does South LA need to preserve these Cultural Treasures?

- Increased funding for local arts (59%)
- Safe outdoor gathering spaces (53%)
- More living wage jobs (52%)
- More affordable housing (51%)
- Communal indoor spaces (46%)
- After school activities for youth (45%)



NDSC provides civic actors the tools they need to advocate for a better quality of life within their communities

Interactive Mapping



Data Storytelling



Custom Projects



Community Training



Student Training Program



Survey Questions

- Which communities or groups does this Cultural Treasure highlight, benefit or serve?
- Which specific racial or ethnic group does this Cultural Treasure highlight?
- In what ways has this Cultural Treasure positively impacted your life?
- What does South LA Need to preserve existing and discover emerging Cultural Treasures?
- What is the best way to reach you about future funding opportunities for artists?