



## GRAND PARK PROGRAMMING BACKGROUNDER

Working closely with the County, The Music Center is responsible for all operations and programming of Grand Park's free, outdoor activities, interactive events and cultural celebrations across its multi-use lawns, stages and spaces. TMC Arts—the programming engine for The Music Center—curates a dynamic, inclusive environment with community events, cultural experiences and festivals that have become tentpole events for Grand Park.

Whether live at the park or as a platform for vibrant digital programming, Grand Park is committed to being the destination where everyone can enjoy programs that reflect the talent and creativity of emerging and L.A.-based artists as well as the diversity of community partners representative of a multicultural county. The park is a great example of how arts and culture can play a vital role in connecting people through accessible programs and experiences that honor, reflect and celebrate Los Angeles.

### Popular free programs include:

- *Grand Park's Lovers Rock*, a Valentine's Day celebration with food trucks, mood lighting and live DJ, honoring the laidback and romantic sounds of the Lovers Rock genre, which are rooted in the Reggae sounds of the 1970s and in Caribbean nightclubs in London (winter);
- *Grand Park's Our L.A. Voices—A Pop-up Arts+Culture Fest*, a performing and visual arts exhibition that celebrates the distinctive cultural and artistic richness, identity and vibrancy of Los Angeles (spring);
- *Grand Park + The Music Center's 4<sup>th</sup> of July Block Party*, the centerpiece of the park's summer activities, attracts more than 50,000 guests and features multiple stages and continuous hours of musical performances by L.A.-based artists, capped off by a stunning fireworks show (summer);
- *Grand Park's Sunday Sessions*, a monthly summer staple featuring a line-up of DJs that celebrate the contribution of Los Angeles artists to the American-originated, globally embraced art form of House music, making dance and music the centerpiece for a hot summer party vibe (summer);
- *Grand Park's Easy Mornings*, a public platform promoting arts and culture, educational and creative programs and community health for all ages on select Saturday mornings, offering arts-based workshops, yoga sessions, live DJ, and other family entertainment activities (fall);

- *Grand Park's Downtown Día de los Muertos*, a week-long altar and public art installation that honors the customs and traditions surrounding the increasingly international Día de los Muertos/Day of the Dead commemoration; the installation features a large Community Altar inviting the public to contribute their own ofrendas (fall);
- *Grand Park's NYELA*, the West Coast's flagship New Year's celebration in Downtown Los Angeles, attracts more than 65,000 guests enjoying three stages of music performances, nearly 40 food trucks and a signature countdown to midnight with a 3D video projection and light show on the face of Los Angeles City Hall (winter);
- *Lunch À La Park Food Trucks*, a tradition of lunchtime in the park for downtowners and park visitors, with a wide variety of food trucks parked in Olive Court on Tuesdays, Wednesdays and Thursdays (year-round) from 11:00 a.m., three days per week.
- *Lunch À La Park Yoga reTREAT*, Grand Park's popular yoga sessions, offers participants the opportunity to relax, rejuvenate and re-energize. Originally held on Wednesdays and Fridays at noon on the Performance Lawn pre-Covid, the park currently offers digital yoga sessions on-demand on Grand Park's YouTube channel in English with Courtney Seiberling and in Spanish with Tree Yoga Cooperative (year-round);
- With something for everyone, Grand Park offers a place to enjoy the simple pleasures of an urban oasis. Visitors can read a book under a shady tree, with free books offered at Grand Park's Little Libraries (located near Starbucks); cool off in the fountain splash pad (near Olive Court between Grand Avenue and Hill Street); play with the kids in the park's uniquely designed playground (near North Broadway); exercise on the park's two walking paths; or let four-legged family members enjoy a dedicated dog run (near the Event Lawn at Spring Street). Grand Park's amenities are open 5:30 a.m. to 10:00 p.m. (year-round).
- The Music Center also manages outside rentals of Grand Park's spaces by public and private parties: the park has been featured in numerous commercials, music videos and television shows.

From its design to landscaping to programming, Grand Park, in line with The Music Center, strives to deepen the cultural life of every resident of Los Angeles County. For more information, visit [grandparkla.org](http://grandparkla.org). Follow Grand Park on Instagram, Twitter, Twitch, TikTok, Spotify and Mixcloud (@grandpark\_la) as well as YouTube and Facebook (@grandparkLosAngeles).

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