

FACT SHEET

FED GALLERY – YOUR CENTRAL BANK IN FOCUS
FEDERAL RESERVE BANK OF SAN FRANCISCO -- LOS ANGELES BRANCH

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The Fed Gallery: Your Central Bank in Focus, uses interactive technology and vivid graphics to highlight the Federal Reserve's role in the American economy. Visitors leave with a greater understanding of the behind-the-scenes work at the Bank: the millions of dollars in check, cash and electronic funds transfers, how banking supervision and regulation promotes safety and soundness in financial institutions and can influence change in our local communities, and the purpose of monetary policy – to promote a healthy economy.

Mission: The Fed Gallery is a multi-media exhibit designed to introduce visitors to the behind-the-scenes operations of our nation's central bank.

Visitors: Every year, thousands of tourists, students, and businesspeople from around the United States as well as from international organizations tour the LA Branch of the Federal Reserve Bank of San Francisco. The Twelfth District's educational programs reach high schools and colleges throughout the nine western states. In 2005 over 2,000 high school students came as part of their economics, history or American government curriculum.

Tour Program: A full tour of the Los Angeles Branch is 90 minutes and consists of a visit to the Fed Gallery as well as guided walks through the Checks Processing Department and the Cash Vault. All tours are free, though tour participants must be of high school age or older.

Tours are available Monday through Thursday at 10:00 a.m. or 1:00 p.m. by reservation only. To reserve your tour call, (213) 683-2900 or book online at:
<http://www.frbsf.org/federalreserve/visit/toursla/toursla.html>.

Design: The Fed Gallery was designed by West Office Exhibition Design – an Oakland-based design firm specializing in interactive museums. Contact for West Office Exhibition Design is Andy Kramer, president of WOED (510) 251-9633 or andy@woed.com. The Twelfth District State Quarter Map was designed by Bowman Design Group of Long Beach, CA. Contact for Bowman Design Group is Tom Bowman, president (562) 494-3400 or tom@bowmandesigngroup.com.

Building: The Los Angeles Branch of the Federal Reserve Bank of San Francisco at 950 South Grand Avenue was dedicated on March 11, 1987. The previous Branch building was located at the corner of Olympic and Olive Streets and was opened on April 1930. Public parking is located nearby at Grand and Olympic Blvd.

About: The Federal Reserve Bank of San Francisco, with branch offices in Los Angeles, Seattle, Salt Lake City, and Portland, and a cash processing office in Phoenix, provides wholesale banking services to financial institutions throughout the nine western states. As the nation's central bank, the Federal Reserve System formulates monetary policy, serves as a bank regulator, administers consumer protection laws, and is fiscal agent for the U.S. government.