



R-24

Date: June 1, 2004

To: Honorable Mayor and City Council

From: Councilwoman Laura Richardson, Sixth District *[Signature]*
Councilwoman Bonnie Lowenthal, First District *[Signature]*
Councilwoman Tonia Reyes Uranga, Seventh District *[Signature]*

Subject: **Request to research the creation of tourist areas that highlight the diversity, art and culture of Long Beach**

The State of California has many examples of culturally diverse, tourist orientated Centers of commerce and arts. Specifically, in Southern California there is Olvera Street, Chinatown and Koreatown in Los Angeles, Little Saigon in Garden Grove and Alpine Village in Torrance.

Similarly in Long Beach, there are several areas where a particular theme and service is more evident as a positive identifier for the community. Marketing the uniqueness of our city could spur additional business growth along corridors by local and tourist interests that can translate to greater revenues and investment in Long Beach and a greater understanding amongst its neighbors.

REQUESTED ACTION:

We respectfully request that the City Manager, appropriate departments, city partners (such as Long Beach Convention and Visitors Bureau and Long Beach Strategic Marketing Inc.) and any other interested organizations meet, advise and assist the respective communities to evaluate the feasibility, successes and failures of other locations, logistical requirements and potential financial impacts of such tourist orientated cultural corridors in Long Beach.

cc: City Manager
City Attorney
City Clerk
Chief of Police