



2014/15

**Mid-year Report**  
**Aligning the Arts with**  
**Long Beach's Goals for**  
**Economic Development**



**Strengthening Creative Long Beach**

**Achievements in Aligning the Arts with  
Long Beach Goals for Economic Development**

**Made possible through the  
2014-15 Allocation and Matching Grant to the Arts Council for Long Beach**

The Arts Council for Long Beach gratefully acknowledges the exciting challenge set by Mayor Garcia and the City Council last October: a \$50,000 matching grant, to be used for marketing Long Beach's creative sector.

The request that led to the grant was based on our 2014 Strategic Plan, which directs us to align the arts sector with the City's goals for economic development. This year-to-date update reflects achievements during the first eight months of our new Strategic Plan.



*Día de los Muertos celebration, coordinated in collaboration with Council District 1*

The Arts Council's Mission is to ensure that a vibrant arts scene makes Long Beach the premiere destination for residents, businesses, students and visitors.

***Strong, Ethical Management together with Financial Health is the foundation for achieving our Strategic Vision: The Arts Council fosters creativity and culture, enlivening communities and enabling a thriving economy.***

- Match \$50,000 City grant for Arts Marketing, dollar for dollar: as of June 1, 2015, \$49,375 has been matched, bringing total resources available to build Arts Council marketing capacity to \$98,750.
- Use \$50,000 City grant to leverage additional funding. Additional grant requests submitted include: Los Angeles County Arts Commission (2 year, \$60,000); California Arts Council (2 year, \$40,000); and National Endowment for the Arts (1 year – \$62,000). Funders' decisions expected September 2015 through June 2016.
- The Governance Committee has proposed a Board Diversity Policy to be ratified in July that includes the formation of a task force ensuring the Board becomes truly reflective of the City's place as the second most diverse city in America.
- Restructure Arts Council staff to align with Strategic Plan: focus on Marketing, Communications, and Advocacy: New staff positions prioritize Marketing and Advocacy roles, including:
  - Director of Marketing and Communications: April Economides
  - Marketing and Grants Manager: Lisa DeSmidt
  - Development and Administrative Coordinator: Brigette Brown
  - Marketing and Development Intern (Summer 2015): Gilbert Zavala
  - Public Art Intern (Summer 2015): Cynthia Lujan
  - Arts Education Intern (Summer 2015): Yadira Enciso



*Arts Council team,  
front from left: Victoria  
Bryan, Lisa DeSmidt,  
Cynthia Lujan, Yadira  
Enciso, Gilbert Zavala.  
Back row from left:  
Amanda Matthews,  
Stacey Gibbs, Brigette  
Brown, April Econo-  
mides. (Not shown:  
David Spiro, Laura Sar-  
disco)*

***Advocacy efforts align with our Strategic Goal: Serve Long Beach as the primary advocate and promoter to strengthen Long Beach arts.***

- Hold monthly Open Conversations events with the greater arts community and public.
- Hold Quarterly Arts Delegates meetings with Council-appointed community representatives from every council district.
- Hold Quarterly Arts Partners meetings with leaders of the major arts institutions.
- Create materials about the arts' importance to economic development to share with city leaders, the city institutions and the public via our website.
- Create the Creative Long Beach Internship Program: in Fall 2015, five CSULB arts students begin paid internships at local institutions (Museum of Latin American Art, Long Beach Museum of Art, University Art Museum, International City Theatre and Long Beach Symphony).
- Promote arts education programs for teachers, communities and families through the Council of Great City School Conference, October 2015. Commission feasibility study to increase private and public funding for Long Beach arts.



*Open Conversation meeting: artists, arts organizations and supporters gather monthly for discussion.*



**Grant making:** During the first eight months of FY 2014/15, the Arts Council continued to manage the Arts Grant Making Program on behalf of the City of Long Beach.

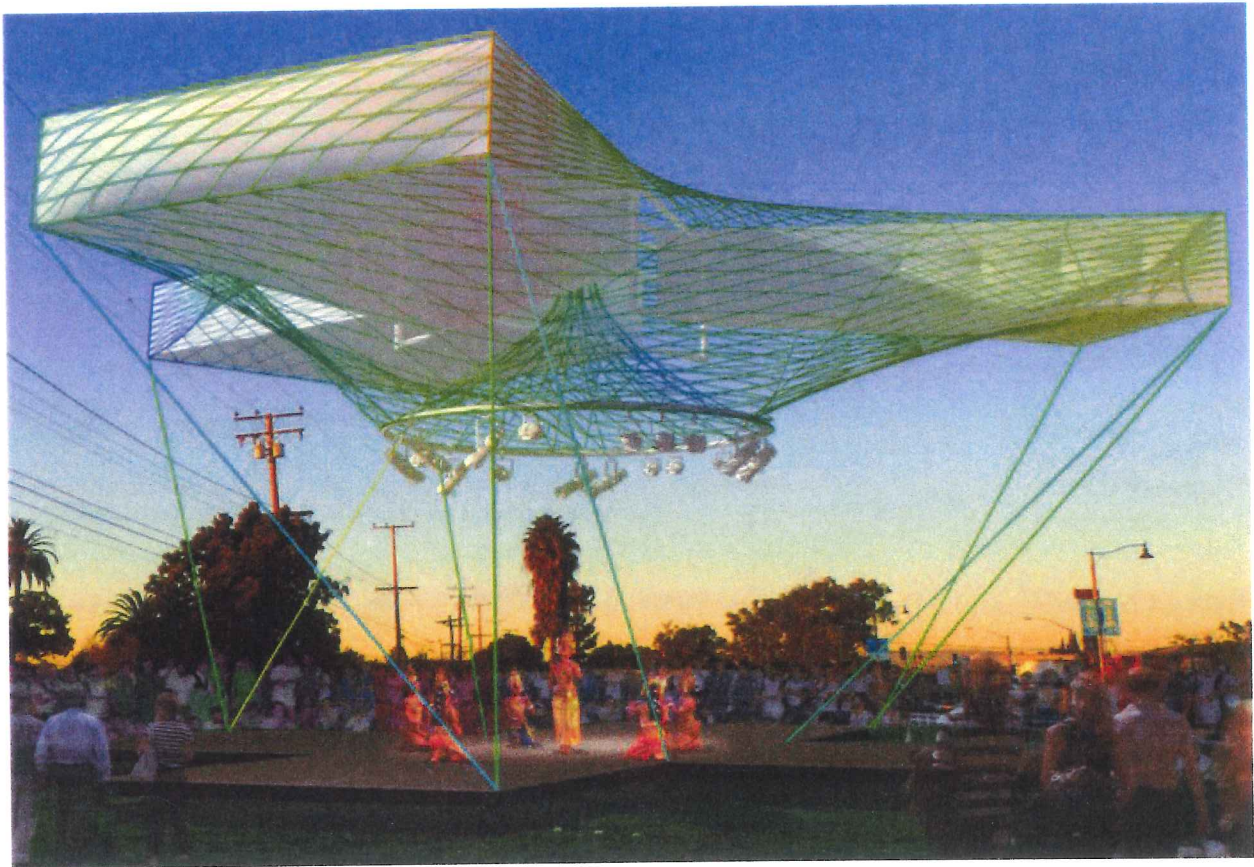
- Monthly micro-grants have been awarded to 29 artists and organizations, supporting creative projects in all nine council districts. Grants have ranged from \$300 to \$1,000.
- Organizational grant recipients continue programs throughout the City, supported in part by City-funded grants:
  - Khmer Arts Academy
  - Long Beach Playhouse
  - Musical Theatre West
  - Long Beach Opera
  - International City Theatre
  - Arts and Services for Disabled
  - Long Beach Symphony Orchestra
  - Museum of Latin American Art
  - Long Beach Museum of Art
  - The Garage Theatre
  - South Coast Dance Arts Alliance
  - Homeland Cultural Center
  - The Jazz Angels
  - Carpenter Performing Arts Center
  - Hmong Association of Long Beach
  - The Rock Club – Rock for Vets
  - Cambodia Town Culture Festival
  - Long Beach Camarata Singers
  - Long Beach Community Band
  - University Art Museum
  - Khmer Girls in Action
- Professional Artist Fellowships recognize five exemplary Long Beach artists for their recent work, allowing them to continue and expand their practice within Long Beach: Olga Lah, Pamela K. Johnson, Carole Frances Lung, Sunny Nash, and Yulya Dukhovny



*Hmong New Year Festival dancers, December 2014, El Dorado Park, supported in part by an Arts Council micro-grant.*

***Artist Services offer artists professional development and opportunities to showcase their work.***

- Offer local artists a free web page on the Arts Council's website to showcase their work to potential buyers, exhibition selections and performance opportunities. Expanding this on the Arts Council's new website.
- Offer and publicize professional development trainings given by the Arts Council or our partners.
- Exhibit Long Beach artists at The Collaborative Gallery, open through September 2015.
- Hold more than 40 A LOT events, a National Endowment for the Arts funded program to activate empty lots with arts, music and culture.
- Initiate a mobile version of A LOT through Mobile Art Space, a moveable, pop-up art structure that will activate public spaces, including empty lots in all nine council districts with arts, performance and technology, as well as serve as a venue for civic dialogue, town hall meetings, symposia and informal community gatherings.



*Rendering of the Mobile Art Space. Initiated by the Arts Council, the MAS project team included 64North Architecture, Formation Association Environmental Design, Steve Roden, a prominent mid-career artist whose work includes music, lighting, and sculpture, and Buro Happold Engineers, which has particular expertise in tensile and pneumatic structures.*

Arts Education brings art into the schools, creates public art by schoolchildren in the public sphere, increases awareness of Long Beach public art, and builds a bridge between CSULB and the greater community.

- Arts learning programs provided by the Arts Council:
  - Eye on Design, a public art education program for third graders at three elementary schools each year that encourages civic involvement, critical thinking and creative problem solving through customized residencies. 2014–15 partners: Long Beach Museum of Art and Kettering, Signal Hill and Henry schools. 2015–16 partners: CSULB University Art Museum and schools TBA.
  - Passport to the Arts, for third and fourth graders, focused on cultural traditions through dance, theatre, music and visual arts, showcasing traditions of Africa, Cambodia, Latin America and Native American Tongva and Chumash tribes. 2014–15 elementary schools: Riley, Burnett, Harte, Fremont, King, Chavez, Lincoln and Burcham.



*Eye on Design, public art education program*

- Increase visibility for all arts learning programs through an updated Arts Education Directory.
- Partner with University Art Museum to raise awareness of 50th Anniversary of campus monumental sculpture collection, through art education program for third graders.
- Facilitate *Art in the Public Sphere* tours and discussions for regional college arts interns.
- Serve as a regional intern coordinator for the LA County Arts Commission

*Marketing Initiatives are focused towards our Strategic Marketing Goal: By 2016, develop marketing efforts to measurably increase engagement with Long Beach arts, including the City's arts and cultural institutions (large and small), artists, programs and events.*

- Promote Long Beach arts through new website that serves as the primary resource hub for all things arts-related in Long Beach.
- Promote the excellent and diverse arts and cultural events in Long Beach, some of which are City-supported through Arts Council annual and monthly grants.



*PoP'd performing at A LOT*

- Increase social media promotion of Long Beach arts and culture — expand the quantity, quality and diversity of posts on Facebook, Instagram, Twitter and other platforms.
- Increase arts visibility to business community through the Long Beach Business Journal (full page of editorial per issue) and education about how the arts are central to economic development progress.
- Initiate and organize a collaborative pilot marketing project among Long Beach arts organizations: through the ARTS+ Card, the Arts Council is engaging nine major arts institutions to work together collaboratively; soon, the Card will expand to additional and smaller organizations



- Collaborate with private and public partners to promote artists, for example: Dia de los Muertos, Port Photo Tour, WE Show exhibitions and local artists shown in councilmember offices.
- Create a bilingual database of all public art in Long Beach, accessible on the Arts Council's new website. In 2016, expand with a map, phone app and walking tours.



*Dia de los Muertos celebration, coordinated in collaboration with Council District 1*

*By building on the accomplishments of the past eight months, we move closer to achieving our Strategic Objective: By 2020, the arts make Long Beach a number-one destination on the West Coast.*



*Harvey Milk Promenade Park, City of Long Beach*