



African American Cultural Center of Long Beach

Update on Community Visioning Process

February 18, 2020

Background

- February 20, 2018 – City Council directed City Manager to work with community stakeholders to identify potential sites for an African American Cultural Center (AACC)
- May 15, 2018 – City staff provided an inventory of potential sites, and a recommendation to consult with community and a subject matter experts to develop a vision
- September 4, 2018 – City Council allocated \$50,000 to support planning and outreach efforts for an AACC



Community Visioning Process (Jan – Dec 2019)

- **Community Engagement**

- Gather and synthesize input from the Long Beach African American community and its supporters
- Consultant: Environ Architecture, Inc., and Wiggins Hunter Consulting Group

- **Institutional Development**

- Convene a Community Advisory Committee to develop an Operating Vision
- Build the capacity of Committee through subject matter experts and community input
- Consultant: Lord Cultural Resources



Community Engagement

- 250+ individuals participated
 - 3 Community Roundtables,
 - 7 Focus Groups
 - 18 Stakeholder Interviews
 - Online and Paper Surveys
- Topics of Discussion:
 - Location – Anywhere, Downtown, Uptown
 - Exhibits – Music and Arts, Long Beach History, African Heritage
 - Programs and Classes – Music and Arts, Youth Programs, Health Living or Wellness
 - Facilities – Performance Space, Resource Center, Outdoor Venue
 - Cost of Entry - \$6-10



Institutional Development



- AACC Community Advisory Committee convened and held monthly meetings
- Lord Cultural Resources developed the capacity of the Committee through informational sessions and case studies
- Preliminary Institutional Business Plan
 - Maximum of 40,000 SQ FT of space
 - Operating budget of \$2.2 million
 - Estimated 17 FTEs
 - Estimated 60,000 Visitors
 - Funded through earned revenue and external sources

African American Cultural Center of Long Beach

- Met with other cultural institutions
- Received report from City staff about potential properties
- AACCLB Mission Statement: “Our mission is to celebrate, cultivate, and advance the enrichment of the heritage and culture of the Black/African American community in Long Beach and beyond”
- Development of an independent, nonprofit organization:
 - Executed a MOU with Long Beach Education Foundation as fiscal agent
 - Adopted organizational bylaws and governance structure
 - Elected a Board of Directors and Officers
 - Became a registered California nonprofit organization
 - Initiated an application to achieve Federal 501c3 Nonprofit exemption status

Future Actions

- The African American Cultural Center of Long Beach organization will continue to pursue:
 - Organizational, programmatic, and fund development
 - Identification of a site
- Continued City Support:
 - City transition from a facilitative to an advisory role
 - Additional \$50,000 allocation in FY 20 as “seed” funding for continued organizational development





Thank you