



*Action Plan for a More Creative City*

2010-2020



*This plan made possible, in part, by the Los Angeles County Arts Commission, National Endowment for the Arts, and the County of Los Angeles Quality and Productivity Investment Commission.*

# FOREWORD

*Craig Watson, Executive Director*



*Create Long Beach 2010* is Phase Two in a planning process that began with the release of a Cultural Plan Framework for the City of Long Beach in July, 2009. This process is a partnership between the Arts Council for Long Beach and the City's Economic Development and Cultural Affairs Bureau. It was designed to update a comprehensive community cultural plan developed in 1995. Marc Goldring, Associate Principal of WolfBrown, a cultural planning consulting firm, led the team that developed that plan. He has served as an advisor to this process and drafted the revised Phase One Plan Framework document. Antonio Ruiz, co-founder of the Creativity Network, a Long Beach-based arts advocacy network and Ex-Officio Member of the Arts Council Board, has managed Phase Two of the planning process initiated in the Spring 2010.

The planning for *Create Long Beach* began in October 2008 and information gathering and community engagement began in January 2009. A community-based Steering Committee of 75 people was organized. A battery of small group meetings conducted by WolfBrown and the project manager, Lugene Whitley, were held throughout Long Beach. Over 100 people from the community, including artists,

educators, leaders of cultural organizations, civic and business leaders, and others were engaged to provide input about arts and culture, in particular addressing our values, guiding principles, and vision. In March 2009, a half-day "*Create Long Beach* Community Forum" at the Museum of Latin American Art, brought together over 125 local citizens to review and discuss the "emerging themes" that had surfaced during the process. This Phase One process produced a framework document that listed the "what", the goals and potential strategies for further study and discussion.

The planning process resumed in Spring, 2010, with the formation of a small task force composed of members from a spectrum of community organizations and arts groups. Their task was to build on the earlier framework's goals and numerous recommendations for strategies, the "how." Additional input was sought at community meetings, an online survey, and a final community workshop held in May 2010, at Renaissance High School for the Arts.

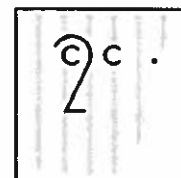
Other data that informed this planning document include:

- An analysis of economic data, gathered by the California Cultural Data Project and Americans for the Arts, which resulted in a comprehensive report on the economic impact of arts and culture in Long Beach.
- A review of research conducted by the Urban Institute on events and festivals in Long Beach.
- An assessment of the findings and recommendations of the 1995 cultural plan to capture those elements still relevant to Long Beach's cultural scene.
- Surveys of other cities' cultural master plans.
- Audio interviews with community residents recorded at various events and venues.

Once approved by the Arts Council for Long Beach, Create Long Beach will be delivered to the City Council for their consideration and action, where needed. We expect to distribute the plan extensively throughout the city in a strategy to enlist partners and supporters to actively implement its recommendations.

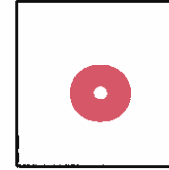
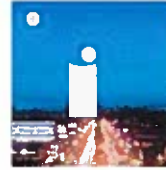
*Craig Watson  
Executive Director  
Arts Council for Long Beach*

The Long Beach City Council strengthened this planning process earlier this year. The Council unanimously approved a slate of five arts initiatives including the formation of a Mayor's Blue Ribbon Committee on Funding for the Arts. They also voted that this final document would be included in the City's long range 2030 master plan. That plan will be presented for approval to the Long Beach City Council late 2010.



# INTRODUCTION

*Kamran Assadi, President*



I would like to thank everyone who contributed to this document over the past year and a half. Special recognition must be made of the large number of people who contributed their time, energy, and knowledge to this effort:

- Volunteer community members for the Phase One Steering Committee and Phase Two Task Force
- Arts Council Board of Directors, past President Justin Hectus, the current Executive Director Craig Watson and ACLB staff
- Consultant Marc Goldring and Project Manager, Lugene Whitley
- Lindsay Shields and Sumire Gant who provided Editorial and Graphic support
- Antonio Ruiz of The Creativity Network who helped complete the document

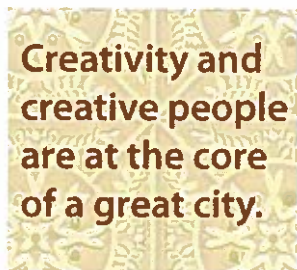
as a flexible and fluid road map; open to continuous review, inputs, and adjustment, as circumstances deem necessary and opportunities arise. With that in mind, the Arts Council will form a committee within its governing body to annually review the priorities outlined within Create Long Beach, develop on-going specific implementation strategies, and reconfigure recommendations. We intend to do so in collaboration with arts organizations, institutions and individuals, government, business and other non-profit organizations.

Once a year, at a State of the Arts Event in the fall, the Arts Council will report on the status of the Create Long Beach plan along with recommendations for implementation to the Mayor, City Council and the residents of Long Beach. The Arts Council will utilize this document as the foundation for its own strategic planning; building on the recommendations and strategies. Active partners from government, business and the non-profit sector will be

Create Long Beach is an update of a Cultural Master Plan completed in the mid-90s. This ten-year planning document lists goals, strategies and actions that promote an intersection between Creativity, the Arts, and Economic and Community Development in this city.

This document should be viewed

that springs from the Create





sought to implement the most critical of the recommendations for action. Create Long Beach will also provide important elements for the City's Master Planning document, the Long Beach 2030 Plan. This Plan, now underway, is the process to update the General Plan, a comprehensive, long-term plan that creates a vision for the future of our great city.

The City Council voted to include Create Long Beach in the final Long Beach long range 2030 Master Plan.

At the same time, work is continuing on another project that springs from the Create Long Beach recommendations. Seven Arts, Business and Community Leaders have convened as the Mayor's Blue Ribbon Committee on Funding Arts and Culture. They are presently meeting to develop funding strategies to submit to the Mayor and City Council. Their final report is expected late 2010.

**"Creativity is contagious. Pass it on."**

**— Albert Einstein**

**"You can't use up creativity. The more you use, the more you have."**

**— Maya Angelou**

These combined strategic actions will bolster the importance of arts and culture within the economic, community and civic fiber of our city.

*Kamran Assadi*

*President*

*Arts Council for Long Beach*



**The stone age didn't end because they ran out of stones."**

**- unknown**

# OPPORTUNITIES, *Values & Visions*



The Phase One Framework was designed to provide the necessary focus for on-going discussions of strategic approaches and, as such, focused on the “what” considerably more than the “how.” Phase Two built on that foundation by focusing on the “how”, the strategies that would be used to implement the identified goals.

A Task Force of community volunteers was formed to provide guidance, feedback and to spark continued dialogue on the goals and the potential implementation strategies. Teams were assigned a goal along with initial strategic concepts. Their assignment was to review and develop the goal, if necessary, and identify specific implementation strategies and tactics. An online survey completed by 201 persons added additional insight to the discussion. The team recommendations were then presented to a Community Workshop on May 22, 2010 at the Renaissance High School for the Arts. In breakout sessions, community participants provided feedback and additional recommendations.

The following represents a synthesis of all the fact-finding

undertaken during Phase One and Two. It contains:

- An overview of Long Beach’s opportunity to realize the full potential of its vibrant and active cultural sector.
- A description of the values, guiding principals, and vision that underlie the development of arts and culture in Long Beach over the next ten years.
- A series of five goals that can serve to make real the vision for Long Beach’s cultural future.
- A presentation of specific strategies for Year One and Year Two, October 1, 2010-September 30, 2012.

## THE OPPORTUNITY

Long Beach is the sixth largest city in California and one of the most diverse cities in the nation. The City offers a wealth of cultural experiences that reflect its diversity – ethnic events and festivals; a strong and vibrant community of artists of all ages and disciplines, as well as arts and entertainment offerings of all sorts performed and exhibited at venues throughout the community. The spectrum of arts and culture include a world-class

“Areas where artists thrive eventually create areas where businesses and others thrive.”

Aquarium, Opera, Symphony Orchestra, Museums, Traditional Ethnic Culture schools, arts and performance venues and organizations of all sizes.

The strength of these cultural offerings can be seen in the recent economic impact study<sup>1</sup> that indicates that the direct spending of cultural organizations and audiences adds over \$46 million annually to the local economy, as well as generating over 1,000 jobs and contributing almost \$1.5 million in local tax revenue to the City of Long Beach.

The present moment provides an important opportunity to examine Long Beach’s existing assets and consider approaches that build on their strengths. Acting on strategies that address the specific priorities articulated in this plan, Long Beach has the opportunity to become the most creative city in California. With commitment, dedication, passion, and discipline, Long Beach can become a laboratory for twenty-first century cultural engagement and a model for the nation of diverse cultural expression.

While the current economic environment is challenging, an economic downturn provides the breathing room for planning and initial implementation of initiatives that can serve to strengthen the cultural sector for many years to come.

**VALUES AND GUIDING PRINCIPLES**

There is extraordinary consistency

in the values that have been articulated for Long Beach’s cultural sector – at the many small and large meetings conducted for this process, in the 1995 Long Beach Cultural Plan document, and, implicitly, in the 2007 “Re-imagining the Arts” Town Hall sessions. Embracing the diversity of our neighborhoods and people tops the list of important values.

No approach to arts and cultural development will succeed in Long Beach unless the centrality of this City’s diversity is acknowledged. Furthermore, more than many cities, Long Beach is defined by its neighborhoods, many of which have or aspire to an active and engaging cultural life as an important component of their commercial sectors. This is a powerful combination and Long Beach’s cultural plan must be built on and embrace the complex web of diversity – of race, ethnicity, religion, income, education, ability, sexual orientation, geography, and age. It must encourage a cultural sector that supports the downtown and the neighborhoods without making a false choice of one over the other.

The 1995 Cultural Plan pointed out that, at the time, Long Beach had the demographics that the rest of the nation would have in 2020. Indeed, Long Beach can serve as a model for the nation on how to harness diversity, to move beyond its downtown to encompass an active engagement in cultural pursuits across a range of neighborhood venues. This effort



“Long Beach has diversity in everything, including it’s people, music, visual arts, food, language...”

<sup>1</sup> Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Long Beach, ©Americans for the Arts, 2009.

can support existing cultural creativity in neighborhoods by mining assets from the local community. The diverse backgrounds of Long Beach's residents are among the City's greatest strengths and arts and culture represent an important vehicle for telling a positive story about that diversity.

Other key considerations are articulated in greater detail below:

- **Creative Sector:** Great cities are defined by cultural activities and organizations, large and small, and artists and creative individuals are at the core of a vibrant cultural sector. They serve not only their own audiences but can also help to address pressing community issues, social needs, and other priorities throughout the City.
- **Neighborhoods:** Effective cultural programs will address the interests and needs of neighborhoods, residents and visitors. Municipal policies and regulations should promote this vision and invite dialogue to resolve differences.
- **Economic Development:** Long Beach's economic and community development goals and strategies should work in tandem with the cultural sector, ensuring a "place at the table" whenever important community issues are tackled. This includes non-profits and commercial groups, institutions of higher learning and libraries, among others. This will result in a more proactive alignment of the cultural sector's goals and strategies with those of the City.

- **Creative Learning:** Long Beach's school district and institutions of higher learning can connect even more deeply with artists and cultural organizations to provide rich and dynamic creative learning experiences and enhanced cultural literacy in schools and in the community.
- **Civic Leadership:** Long Beach's civic and cultural leadership can provide the human, financial, infrastructure and social resources required to strengthen the City as a laboratory for twenty-first century cultural engagement.

"It is important to publicize the relationship of the arts to student success and community health."





## VISIONS FOR ARTS AND CULTURE IN LONG BEACH IN 2020

Over the next 10 years, utilizing and activating the Create Long Beach Plan, we aspire to the following visions for this City:

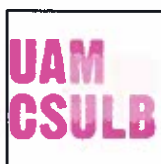
- Be a creative, culturally vibrant City. Every resident will be able to participate and have access to arts and culture and this local engagement will be embraced, recognized and appreciated even beyond Long Beach. Ultimately, Long Beach will become a world “port of call” for diverse cultures and cultural expressions while retaining its unique characteristics.
- Encourage accessible cultural participation in all its neighborhoods and for all residents. The City will showcase a diverse array of cultural experiences in parks, community centers and in other venues to audiences throughout the City.
- Build improved communication, awareness and promotion of arts, culture and creativity, through the effective use of both new and traditional media and effective strategic partnerships. The City will become synonymous with culture and creativity through the presentation of unique events in collaboration with cultural institutions and engaging established and emerging artists in the process.
- Actively support cultural and creative learning for all residents, regardless of age or economic status, in both school and community environments. Lifelong learning and cultural literacy will be widely available and the transformative and healing power of art and creativity will be understood and nurtured.
- Foster a sustainable cultural sector advocated by the city’s residents and anchored by City support coupled with partnerships of diverse public, individual, corporate, and foundation funding.

“The arts are not 'extras' - they are a part of the human existence and they matter.”



# GOALS & STRATEGIES

## Years One & Two





## GOAL ONE: DEVELOP AND STRENGTHEN AN INCLUSIVE AND DIVERSE CITYWIDE CULTURAL LEADERSHIP, FOSTERING COLLABORATIVE EFFORTS TO GROW IT AND ADVOCATE FOR THE NECESSARY FINANCIAL AND HUMAN RESOURCES TO SUSTAIN IT.

For the past several years, there has been a transition in the city's cultural leadership. A more diverse group of arts activists have been busy creating new performance and visual arts venues, organizing advocacy networks and building neighborhood-based strategies for involving Long Beach residents in the arts. Technological advances have helped to facilitate networking and sharpen those advocacy efforts. Even during these financially challenging times, there continues to be an explosion of arts activities, providing opportunities for leadership, community engagement and economic development.

### PROPOSED STRATEGIES

#### 1. REVIEW AND IMPLEMENT RECOMMENDATIONS TO STRENGTHEN AND ENHANCE THE MISSION OF THE ARTS COUNCIL FOR LONG BEACH (ACLB).

➔ As the official arts agency of the City of Long Beach, the ACLB should be a collaborative leader for a citywide network of involved arts organizations, institutions, individuals, non-profits with arts programs, for-profit organizations, businesses, and all other entities that support arts and culture in Long Beach.

➔ The ACLB should focus on

coordinating, convening, advocating, and facilitating. Examples of renewed focus are:

- Improve and strengthen communications between the cultural sector and local civic and business leaders so that arts and cultural groups are always "at the table" as a partner in visioning the future of Long Beach.
- Strengthen partnerships with city agencies in order to provide added value and encourage a stronger "best practices" approach to the City's Art in Public Places programs.
- Intensify ties to regional initiatives and organizations. These should include, for example, the Los Angeles County Arts Commission, Arts For LA, and the Center for Cultural Innovation. This will allow local artists and arts administrators to benefit from professional development opportunities and from a broader, regional and statewide perspective.
- Support the Mayor's Blue Ribbon Committee on Arts Funding; working with them to identify and recommend a coordinated

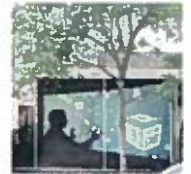
and secure set of revenue streams for arts and culture and see them enacted by City Council action where appropriate.

- Foster more effective earned income generation strategies to support cultural organizations.
- Encourage professional training opportunities to assist cultural institutions to develop the necessary skills to build their organizations using strategic alliances, cross-marketing arrangements, social media, sponsorships, cause-related marketing, and other mechanisms.
- In partnership, strengthen the environment for contributed support from individuals, corporations, and foundations. This can be accomplished through more effective awareness building, "Invest in your Cultural Community" themes and fund-raising campaigns that highlight the community and economic value embodied in arts and culture.

- Aggressively pursue funding for arts and cultural initiatives from traditional county, state and federal resources, but also alternative resources in transportation, housing, economic development, sustainability and community development; all areas where the arts have much to offer.

2. THE ARTS COUNCIL WILL FORM A MECHANISM WITHIN ITS GOVERNING BODY TO ANNUALLY REVIEW AND EVALUATE THE PRIORITIES OUTLINED WITHIN *CREATE LONG BEACH*.

- ➔ ACLB will develop specific implementation strategies, and reconfigure recommendations as needed in collaboration with arts organizations, artists, community-based organizations, businesses and local government.



**GOAL TWO: FOSTER A SUSTAINABLE AND COLLABORATIVE ENVIRONMENT OF CREATIVE INDIVIDUALS AND CULTURAL ORGANIZATIONS OF ALL SIZES, AGES, DISCIPLINES, AND LOCATIONS.**

The creative, financial, and administrative health of our artists and arts organizations is central to the growth and success of the City. Arts organizations and artists, together with Long Beach's educational, public, and private sectors, collaborate to foster a sustainable, interdependent system that includes arts, culture, history, and heritage groups of various budget sizes and stages of

development. This system represents diverse disciplines, and includes active non-professional and professional visual, literary, and performing artists.

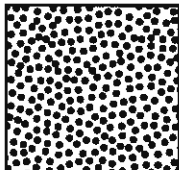
Artists and cultural organizations in Long Beach have faced significant challenges for quite some time. Artists often struggle to develop



and sustain a professional career, while cultural groups of all sizes face significant challenges to build their capacity. Given the difficult economic environment, artists and organizations need to do more with less, build strength through collaboration, and build relationships that can promote more efficient management.

**PROPOSED STRATEGIES**

- Recognizing the academic and institutional strength of our colleges and University, promote mechanisms to make it easier to build collaborations among and between Long Beach’s cultural institutions and those at California State University Long Beach and Long Beach City College.



1. EXPLORE THE DEVELOPMENT OF A COLLABORATIVE EXCHANGE INVOLVING ARTS ORGANIZATIONS, LARGE AND SMALL, INDIVIDUAL ARTISTS AND OTHER NON-PROFITS TO INVESTIGATE OPPORTUNITIES FOR COLLABORATION AND SERVICE SHARING. Groups might organize by discipline, focus or budget size to explore collaborative ways to increase resources and decrease costs, through strategic alliances, joint services agreements, consortia, fiscal agency, shared office space and other mechanisms. This process could be facilitated through online and face-to-face forums.

- Sponsor regular forums whereby arts organizations, artists, institutions and other non-profit groups can present and promote specific networking and collaborative opportunities. The Creativity Network Salons, Catalyst and the Connected Corridor workshops can serve as models for such forums.

2. ENCOURAGE TRAINING AND PROFESSIONAL DEVELOPMENT PROGRAMS

- Using current ACLB registry models (Arts and Culture Registry and Arts Education directory), collaborate to develop and maintain a cultural asset map that includes cultural venues, organizations, artists, events, festivals, activities, training programs, and other resources. These can inform policy discussions and guide consideration of placement in the city of additional cultural resources, including facilities.

- Coordinate and increase access to professional development, business training and mentoring relationships for the arts sector. Existing local and regional programs can be used to develop formal and/or informal working groups or guilds among like-minded practitioners.
- Develop comprehensive training programs for working artists. Serve as a clearinghouse for professional development, business and marketing training, and the development of professional mentoring relationships.



## GOAL THREE: USE LONG BEACH'S CULTURAL ASSETS MORE EFFECTIVELY TO SUPPORT ECONOMIC AND COMMUNITY DEVELOPMENT, THROUGH BETTER UTILIZATION OF CULTURAL VENUES, BUSINESSES, HISTORICAL AND OTHER SPECIAL DISTRICTS, ORGANIZATIONS, AND PROGRAMS.

On March 2, 2010, our elected leaders demonstrated their commitment to the arts with the passage of five arts initiatives that would also boost the community and economic development potential for the city. These actions, like other forward-thinking communities across the nation, state, and region show a recognition that to compete in this century, cities will do well to attract creative industries and the knowledge-based workers they rely on. These same cities demonstrate an increasing emphasis on augmenting their community and economic development strategies by paying attention to cultural assets and seeing them as priorities.

There are many ways that arts and cultural assets can have a significant impact on economic development. Public art, streetscape enhancements, cultural districts, community and ethnic festivals, world-class art performance and exhibitions, among others, can all serve to raise Long Beach's visibility and to make it an even more attractive destination for visitors and a location for preferred business entities and creative professionals. It will be critical to align public policy so that

investments in arts and culture are seen as part of a comprehensive approach to building Long Beach's economic base.

### PROPOSED STRATEGIES

1. ENCOURAGE THE CITY TO DEVELOP PROGRAMS TO ATTRACT, RETAIN, AND SUSTAIN CREATIVE INDIVIDUALS AND INDUSTRIES.
  - Consider the use of targeted tax policy or other forms of incentives, access to in-kind assistance, zoning variances, assistance in the use of vacant spaces for temporary exhibitions and performance, and other mechanisms that can serve as incentives for creative development.
  - Encourage efforts locally to build and develop a digital Media Arts industry. This effort can take advantage of existing educational resources, entrepreneur interest, and non-profit training programs. Support the strategic planning and organizing underway to build and develop a citywide new media network that will provide

"It is imperative for the city to support the arts. Having temporary space available is crucial."

opportunities for content producers, entrepreneurs, workforce job development, and creative use by the arts community.

2. EXPLORE STRATEGIES AND BEST OPTIONS TO EXPAND BEYOND LONG BEACH'S REDEVELOPMENT FOCUSED PUBLIC ART PROGRAM, CREATING THE APPROPRIATE ORDINANCES AND FUNDING MECHANISMS TO DEVELOP CITYWIDE PUBLIC ART PROGRAMS.

- Pursue a more broadly defined policy for the definition and uses for "Percent for Public Art" funding, both within the current RDA policies, as well as any newly created public arts ordinance affecting areas outside the purview of the RDA (e.g. funding community arts events and public performances; installing temporary site-specific public art pieces in unique spaces; the development of cultural facilities; vacant storefront exhibitions; and, to the extent possible, funding more general arts activities in the community).
- Research, identify and recommend additional public art funding mechanisms (e.g. creation of ordinances that cover developments city-wide and includes those undertaken by the public sector).
- Undertake an educational series to broaden the public's

understanding of public art practices and solicit the community's interests and needs.

- Strengthen the role of the Advisory Committee for Public Art (ACPA) to serve as the central coordinating body for implementing best practices for public art development, selection, quality and execution.
- In partnership with the Redevelopment Agency and other stakeholders, develop a Public Art Master Plan for Long Beach.

3. PROMOTE ACTIVE PARTICIPATION IN THE CULTURAL AND CREATIVE ACTIVITIES OF LONG BEACH'S NEIGHBORHOODS. Neighborhood-based arts programs are critical components to citywide economic and cultural development. These smaller programs provide micro-economic and cultural stimulus in the neighborhoods they serve, and provide across-the-board quality-of-life improvements. By creating partnerships between neighborhood and community-based programs with the larger cultural and community institutions, costs can be lowered, improvements in effectiveness may be found, and the entire city benefits by this "unity of efforts."

- Promote the organic development of neighborhood-based programs ensuring that residents, familiar with the populations to be served, are included in the design of programs and policies at the very beginning.

"Public Art defines the quality of life within that community."



"Long Beach is beautiful. Great culture and architecture. Great museums and free concerts. And art walks."

- Where possible and appropriate, programs should move beyond serving single constituencies and contribute to bringing Long Beach's communities and neighborhoods together while preserving their unique identities.
- Promote stronger support systems within City agencies, business improvement districts, and cultural groups to assist residents in mounting neighborhood cultural festivals.
- Advocate the importance of arts and culture in Long Beach's neighborhoods. A model such as "Connected Corridor" should be explored to see whether it could be adapted to highlighting the arts and culture of various ethnic groups in the City.
- Ensure that resources are allocated to cover the cost of language translation whenever possible to engage participation by ethnic groups in all cultural activities and help integrate folk and traditional arts into cultural and community planning.

- Foster and support efforts by social service, health, and welfare agencies to better integrate the arts and creative activities into their programming; building on the documented success of arts programs nationally to assist in the healing process, strengthening community efforts to reintegrate individuals into society.

4. ENCOURAGE A PERIODIC REVIEW OF MUNICIPAL REGULATORY PRACTICES TO ENSURE THAT THEY ENCOURAGE ARTS AND CULTURAL DEVELOPMENT. An example is the review of City permitting policies now underway. The purpose of this review is to make it easier for artists to perform in neighborhoods throughout the City and to simplify the paperwork required for small organizations and artists to obtain required permits. Any such review should engage the communities affected and involved.

**GOAL FOUR: STRENGTHEN AND COORDINATE A FULL RANGE OF CREATIVE LEARNING OPPORTUNITIES FOR RESIDENTS OF ALL AGES.**

Fifty years of education research show that investments in K-12 cultural education and arts learning can improve life outcomes for young people, provide settings for family

enjoyment and interaction, and nurture the next generation of creative talent. People of all ages can reap the benefits of exposure to and participation in arts and cultural activities. There





is a national trend for people of all ages, from college students to senior citizens, and families to be active participants with a greater interest in learning about arts and culture. Many of Long Beach’s cultural organizations, including ACLB, are involved in educational programming. However, its impact is less than it might be because coordination and thus access is limited. Building the partnerships necessary to make this programming more effective is a key component of this goal.

**PROPOSED STRATEGIES**

1. CONTINUE AND GROW A REGULAR CITYWIDE CONVERSATION AND ANNUAL SUMMIT ON CULTURAL EDUCATION, ARTS LEARNING AND ADVOCACY WITH THE PARTICIPATION OF PARENTS, STUDENTS, TEACHERS, AND SCHOOL ADMINISTRATORS. The purpose of the conversation and summit is to focus on building support for, and understanding of, the benefits of arts learning for young people through public programs and targeted research.
2. MAINTAIN A COMMUNITY DIALOGUE WITH LOS ANGELES COUNTY’S “ARTS FOR ALL” INITIATIVE. Encourage collaborative efforts by all partners and stakeholders for the program’s potential launch and integration into Long Beach public schools.
3. ENCOURAGE MORE EFFECTIVE

LINKS BETWEEN INSTITUTIONS OF HIGHER LEARNING AND THE COMMUNITY. These should provide greater opportunities for Long Beach residents to participate in campus-oriented cultural activities and to bring students into the community’s cultural life through, among other things, greater participation, internships and mentoring opportunities. Actively encourage “off-campus” cultural development for college and university outreach with efforts like the 5D Conference, CSULB University Art Museum, CalRep Theater or the LBCC business incubator.

4. PROMOTE A MENU OF AFFORDABLE, CULTURALLY ORIENTED AFTER-SCHOOL EDUCATIONAL PROGRAMS. These should be provided at various neighborhood venues (places of worship, community and recreation centers, schools, human and social service agencies, libraries, parks, etc.).
5. PROVIDE MORE OPPORTUNITIES FOR ARTIST RESIDENCIES. These can be housed within the public schools or other community venues to build on the creative vitality of Long Beach’s cultural community. These residencies can provide an important and early support structure for emerging artists. In turn, these lead to the desirable encouragement for artists to make their home in the city.



**GOAL FIVE: CREATE AN EFFECTIVE COMMUNICATION NETWORK THAT INFORMS, ENGAGES, AND EXCITES THE CULTURAL SECTOR AND THE LARGER COMMUNITY, FOSTERING PARTICIPATION AND COLLABORATION, RAISING THE VISIBILITY OF LONG BEACH AS A CULTURAL DESTINATION.**

One of the most consistent comments in this process and also dating back to the 1995 cultural plan and the 2007 “Re-imagining the Arts” session, has been the importance of better communication as a way to address the isolation and fragmentation of the cultural sector and a feeling of disconnection from a majority of Long Beach residents. Too many cultural organizations, events, and activities in Long Beach qualify as “best kept secrets.” Residents, non-residents, and hotel visitors can be encouraged to step outside their familiar surroundings or neighborhoods to experience a broader range of diverse arts offerings.

It is critical to develop more effective mechanisms to build strategic alliances and collaborations between and among artists and cultural organizations and the business, government, and education sectors. Such structures will create opportunities for engaging community leaders and local residents to work together on common priorities.

**PROPOSED STRATEGIES**

1. PROMOTE AND DEVELOP THE ACLB AS A FOCAL POINT FOR AN EXPANDED AND

EFFECTIVE “ARTS NEWS” DISTRIBUTION NETWORK. The Council can serve as a coordinator, aggregator, and disseminator of information, both offline and online, about arts and culture in Long Beach; not as a replacement of existing media outlets, but as a supplement to ensure greater coverage and promotion. This strategy would be enhanced by the revival of a regular ACLB-hosted gathering of arts and marketing professionals to share information and calendars.

2. ADVOCATE A COLLABORATION OF KEY CIVIC, BUSINESS AND ARTS ORGANIZATIONS AND INSTITUTIONS TO DEVELOP THAT NETWORK. Propose a multi-layered strategy involving improved arts calendars, the use of volunteer “street teams” to spread low-cost informational flyers, greater use of networked websites, social media, mobile and online media.
3. EXPLORE THE FEASIBILITY OF A MORE FORMAL, SIGNIFICANT AND COOPERATIVE MARKETING ARRANGEMENT WITH THE CONVENTION



“Art teaches kids how to be creative and innovative, fostering their creativity and nurturing their thought process.”

AND VISITORS BUREAU (CVB) TO PROMOTE ARTS AND CULTURE IN LONG BEACH. As the key promoter of Long Beach as a destination for visitors, conventions, and business travelers, the CVB plays a central role in the "image building" and economic vitality of the City. Recommend the development of a CVB sub-committee or task force to review current arts and culture promotion by the Bureau and appropriate ways to enhance those efforts.

4. CONSIDER THE DEVELOPMENT OF AN ART AND CULTURE "BRAND" AND SLOGAN FOR THE CITY.



# ACKNOWLEDGEMENTS



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**ARTS COUNCIL FOR LONG BEACH**

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Executive Director*

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Director of Public Art & Design*

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Public Art & Design*

*Anne Huyck  
Director of Arts Learning*

*Stacey Gibbs  
Accountant*

*Joanna Malfatti  
Executive Assistant*

*Carolyn Fiebleman  
We Love Long Beach Arts Intern*

*Molly Gardner, GLOBAL Planning &  
Marketing Intern*

*Chloe Evans  
Curatorial Intern*

*Kylee Yocky  
Receptionist*

**CREATE LONG BEACH  
PROJECT MANAGER**

*Antonio Pedro Ruiz  
The Creativity Network*

**ACLB Board of Directors**

- Kamran Assadi, President
- Barbara Blackwell
- Ronald Chatman
- Denise Clayton-Leonard
- Blair Cohn
- Minnie Douglas
- Kathy Fishkin
- Shell Whitney Grossman
- Sylvia Hartman
- Justin Hectus
- Joe Herron
- Paulette Matson
- Fernando Munoz
- Donald Para
- Braden Phillips
- Larry Rice
- Marco Schindelmann
- Renee Simon
- Jean Smith
- Robert Swayze
- Connie Sziebl
- Max Viltz
- Michele Wilson
- Jerry Wulk

**2009 Steering Committee**

- Phil Appleby
- Kamran Assadi
- Slater Barron
- Cheryl Bennett
- Amy Bodek
- Peter Bostic
- Terry Braunstein
- Victoria Bryan
- Lori Burrill
- Ellen Calomiris
- Blake Christian
- Gloria and Mario Cordero
- Blair Cohn

- Virginia DeMoss
- caryn desai
- Crystal Diaz
- Helen Dolas
- Nancy James Fox
- Rev. Jane Galloway
- Paul Garman
- John Glaza
- Marc Goldring
- Ivy Goolsby
- Joanne Gordon
- Eric Hamme
- Tom Hayashi
- Justin Hectus
- Julie Heggeness, JD
- Kerstin Kansteiner
- Mat Kaplan
- Carina Cristiano Leoni
- Bob Maguglin
- Jesse Marr
- Sandy Mayuga
- Ruth Meghiddo
- George Mehale
- Andreas Mitisek
- John Morris
- Mike Murray
- Sunny Nash
- Ron Nelson
- Emiko Ono
- Don Para
- Dennis Paul
- Eddie Pierson
- Sara Pillet
- Jessica Quintana
- Naomi Rainey
- Michelle Roberge
- Jim Ruggirello
- Harry Saltzgaver
- Jerry Schubel

- Chris Scoates
- Gary Scott
- Pam Seager
- John Shapiro
- Lindsay Shields
- Darick Simpson
- Alex Slato
- Ted Stevens
- Craig Cree Stone
- Robert Swayze
- John Thomas
- Thary Ung
- Sandy VandenBerge
- Joan Van Hooten
- Ed von Leffern
- Craig Watson
- Lugene Whitley
- Felton Williams
- Debra Winter
- Kimberlee Woods
- Mark Zahn
- 2010 Task Force**
- Terry Braunstein
- Victoria Bryan
- Blair Cohn
- Kelly Curry
- Rev. Jane Galloway
- Justin Hectus
- Carina Crisiano Leoni
- Keith Lewis
- Denis McCourt
- Rachel Potucek
- Eric Leocadio
- Se Reed
- Alex Slato
- Brian Ulaszewski
- Geraldine Walkup
- Sander Wolff