



R-16

COUNCILWOMAN
**SUELY
SARO**

Date: January 17, 2023

To: Honorable Mayor Rex Richardson and Members of the City Council

From: Councilwoman Suely Saro, Sixth District
Councilwoman Mary Zendejas, First District
Vice Mayor Cindy Allen, Second District

Subject: Feasibility of Developing a Long Beach Cultural Vision Plan

RECOMMENDATION:

Recommendation to request the City Manager to investigate the feasibility of developing a Long Beach Cultural Vision Plan that can serve as a guide in the City's investments in its diverse population, and report back to the City Council in 90 days.

Discussion

Long Beach is a diverse and dynamic city, and it is widely recognized for celebrating the diversity of our population, and for embracing and advancing the arts. The City is home to the Museum of Latin American Art, Pacific Island Ethnic Art Museum, Homeland Cultural Center, Long Beach Japanese Cultural Center, Latino Cultural Center, African American Cultural Center, and current efforts are underway with and the Long Beach LGBTQ+ Cultural District and Cambodian American Cultural Center. The cultural institutions and district serve as hubs to promote and preserve the arts, history, include signage, historic markers, and other enhancements to honor the efforts of community leaders and activists, support local businesses, and attract visitors.

Presently, the City does not have a Cultural Vision Plan. A Cultural Vision Plan will ensure we have a policy and planning framework that will effectively serve residents and visitors alike. Other large cities with diverse populations, including San Diego, have recently began their city cultural planning process; meanwhile the City of Chicago has already implemented their city's cultural plan. Chicago's Cultural Plan provide long-term framework to continue strengthening and expanding its cultural and creative capital and identifies ways to promote culture to build community, stimulate economic development,

create jobs, attract tourists, and foster innovation ¹. The core value for San Diego's cultural planning process is equity and includes guiding principles of racial, cultural, economic, and geographic inclusion throughout the process and focuses on critical areas such as workforce development and retention, neighborhood creative hubs, and cultural tourism².

As we continue to celebrate our City's diverse population, a Long Beach Cultural Vision Plan will provide long-term policy and planning framework that uplifts and preserves our diverse communities' cultural traditions, events, and way of life as neighborhoods grow.

In the ongoing tradition in Long Beach of celebrating the diverse cultures and helping to tell their stories, we request the City Manager to investigate the feasibility of developing a Long Beach Cultural Vision Plan that can serve as a guide in the City's investments in its diverse population, and report back to the City Council in 90 days on findings and recommendations.

FISCAL IMPACT

The recommendation requests the City Manager to investigate the feasibility of developing a Long Beach Cultural Vision Plan that can serve as a guide to the City's investments in its diverse population. Based on past experience with the African American Cultural Center, Latino American Cultural Center, and current efforts underway with the Cambodian American Cultural Center, preparing the feasibility plan will likely require funding for consultant costs to assist with community engagement (potentially \$50,000 or more). Additionally, due to staff capacity challenges from diversion to other critical citywide priorities, the development of this plan is anticipated to have a moderate impact on staff hours beyond the budgeted scope of duties and is expected to have moderate impact on existing Council priorities. Funding for the development of this plan has not been identified and would require City Council to allocate resources in the future or draw down on reserves. Additional fiscal impacts of the potential implementation of any action items will be further outlined in the report.

SUGGESTED ACTION

Approve recommendation.

¹ <https://www.chicago.gov/content/dam/city/depts/dca/Cultural%20Plan/ChicagoCulturalPlan2012.pdf>

² <https://www.sandiego.gov/mayor/mayor-gloria-announces-first-city-cultural-plan-guide-investments-arts-and-culture>