Date: January 26, 2016

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District
                Vice Mayor Suja Lowenthal, Second District
                Councilwoman Lena Gonzalez, First District
                Councilmember Dee Andrews, Sixth District

Subject: Percent for the Public Art Program

INTRODUCTION:

Public Art is designed to inspire, engage, and tell the stories of our city and its diverse inhabitants. Moreover, Public Art can shape a community's identity, build culture, and foster a sense of civic pride. Historically the City of Long Beach has invested heavily in our Public Art programs for example in 1989 the City of Long Beach established the Redevelopment Agency Percent for Public Art program. The Percent for Public Art program required that at least 1% of the total development costs, including construction, land, and parking costs, for either public or private developments beginning at $250,000 be allocated to finance public art programs. To assist with the allocation of the 1% program funds, the Redevelopment Agency partnered with the Arts Council of Long Beach. By working together, the two agencies were able to reach a broad base of artists with diverse talents, while encouraging interest in Long Beach as a venue for their craft. Unfortunately this program is no longer in existence with the dissolution of the Redevelopment Agency. Since public art is a creative way to celebrate the City's unique culture while encouraging public-private partnerships we should look for creative ways to reestablish funding our City's numerous art programs.

RECOMMENDATION:

We request the City Manager report back to the City Council in 90 days on the feasibility of establishing a percent for arts policy as an ongoing funding source for public art in the City. As well as report back on similar models cities across the nation use to fund public art programs.

FISCAL IMPACT:

There is no significant fiscal impact with the delivery of this report.