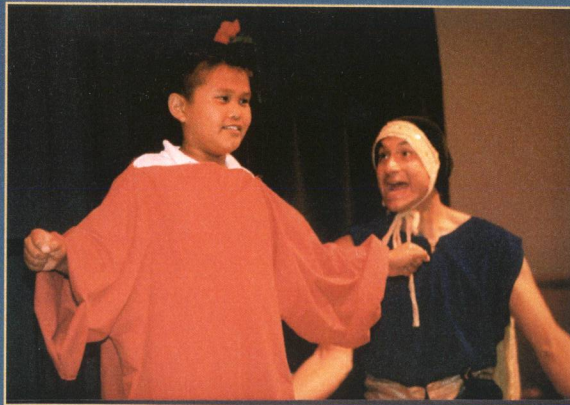
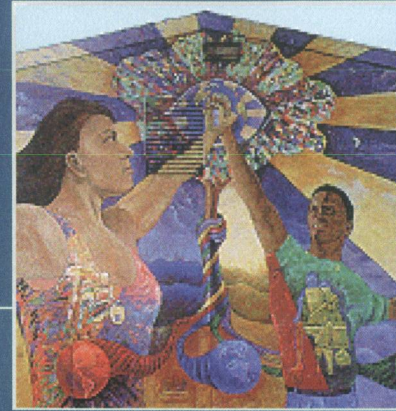


Long Beach Community Arts Funding Strategy



Task Force Report: May 18, 2004

Purpose of the Task Force



- ✓ Develop a long-term funding strategy for the arts and cultural activities in Long Beach
- ✓ Evaluate pros and cons of different funding options
- ✓ Prepare recommendations for City Council consideration

Task Force Members



Phil Appleby, Community
Representative

Shashin Desai,
International City Theatre

Steve Elicker, Community
Representative

Jack Fishman, Long
Beach Symphony
Orchestra

Nancy Fox, Museum of
Latin American Art

Robert Guyett,
Community Representative

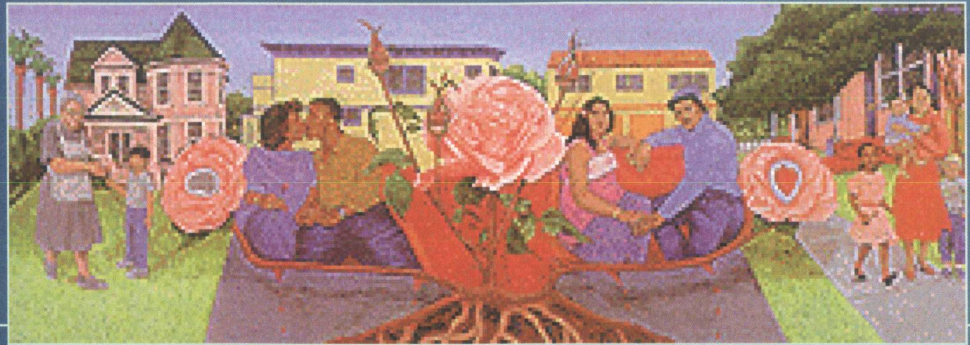
Nini Horn, Community
Representative

Judy Jankowski, KKJZ
88.1 FM

Michael Levy, Michael
Levy Gallery

Liz Miramontes,
Community Representative

Task Force Members



Ron Nelson, Long Beach
Museum of Art

Larry Rice, Musical
Theatre West

Harry Saltzgaver, Task
Force Chair

Robert Senske, Jr.,
Windsor Productions

Joan Van Hooten, Public
Corporation for the Arts

Maxie Viltz, Village
Treasures

Jerry Wulk, Long Beach
Playhouse

Task Force Chair: Harry Saltzgaver, Community Representative

Moderator: Daniel Iacofano, Moore Iacofano Goltsman, Inc.

Arts Consultant: Robert Bailey, AMS Planning and Research

Arts Funding Reductions

Description

Budget Reduction

Reduction in annual PCA contract	\$650,000
Reduction in Long Beach Museum of Art contract	\$100,000
Reduction in Municipal Band Concerts	\$96,000
Elimination of Summer Youth Theater Program	\$66,000
Reduction in direct support for arts-related events	\$47,000
TOTAL FISCAL YEAR 2004 REDUCTIONS*	\$959,000

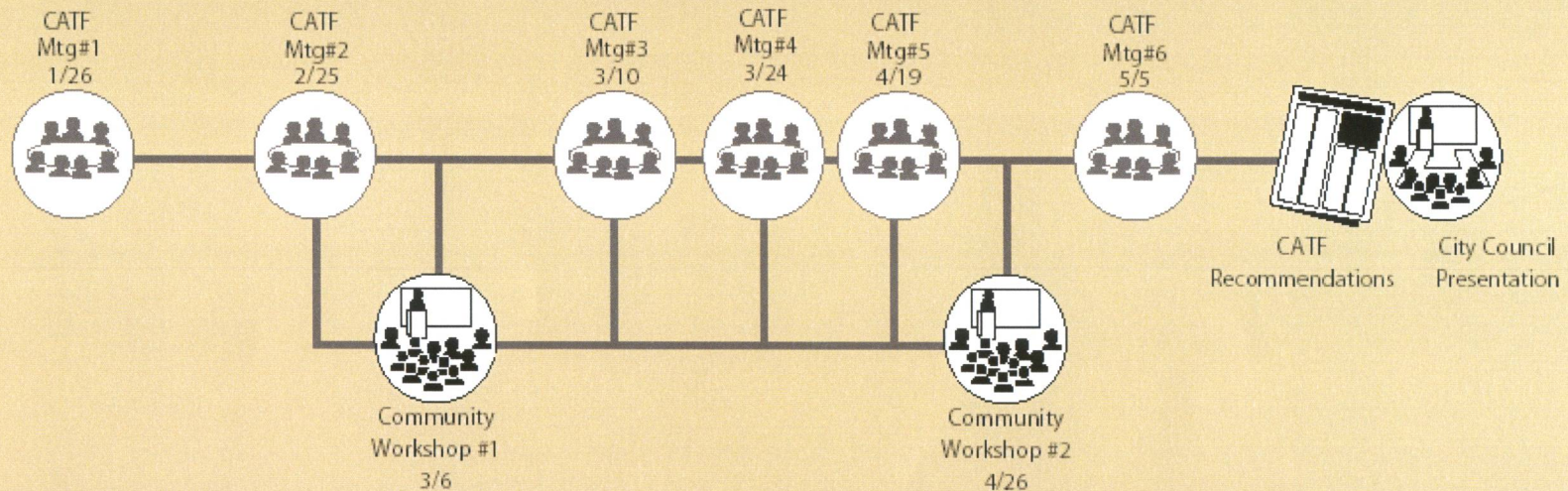
Fiscal Year 2005—Proposed

Further Reduction in annual PCA contract	\$300,000
Further Reduction in Long Beach Museum of Art	\$250,000
TOTAL FISCAL YEAR 2005 REDUCTIONS	\$550,000

** Fiscal Year 2004 budget reductions noted above included reductions in the General Fund and Special Advertising and Promotion Fund*

City of Long Beach Community Arts Funding Strategy Task Force (CATF)

PLANNING PROCESS



January
2004

February
2004

March
2004

April
2004

May
2004

June
2004

Revised April 26, 2004

Task Force Strategy

Develop a long-term arts funding strategy that is multi-pronged including both public and private support. Proposed funding options should be sufficient in size, reliable and acceptable to the community.



“Brainstorm” of Funding Options

- **Public Funding Options:**

- ✓ **TAXES:** Admissions Tax, Alcohol Tax, Food and Beverage Tax (Sales Tax), Port Container Tax, Property Tax, Utility Users Tax, Tax on Arts and Artists, and Transient Occupancy Tax

- ✓ **FEES:** Airport Landing Fee, Capital Program Fee (or set aside), Cruise Ship Fee, Golf Fee, and Marina Slip Fee

“Brainstorm” of Funding Options

- **Private or “Entrepreneurial” Options:**

- ✓ Create an Arts Endowment, Establish a Signature Event in Long Beach to Support the Arts, Develop a Long Beach Arts Brand, Launch a Giving Campaign, Allow and Access Charges on Gaming, Create a “Cow” or “Angel” Parade Specific to Long Beach, and Promote a Juried Art Show or Auction with Proceeds to the Arts and Culture Community

Recommendations

It is recommended that the City Council:

- Continue General Fund support for the arts
- Pursue a Transient Occupancy Tax increase dedicated to the arts
- Pursue an Admissions Tax on all arts, sports and entertainment events to be dedicated to the arts
 - Both the Transient Occupancy Tax and the Admissions Tax would require a 2/3 majority vote to be dedicated to the arts

Recommendations

It is recommended that the City Council:

- Support the establishment of a one-time Arts Initiative Funding Committee to fund raise and advocate for tax measures above
- Reconsider the proposed Fiscal Year 2005 Three-Year Plan reductions to the arts

Recommendations

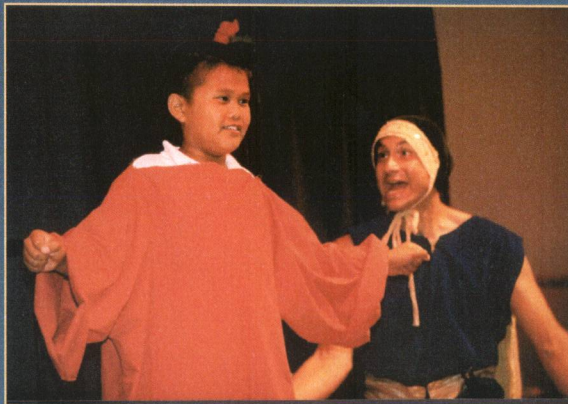
Recommended Next Steps:

- Conduct a legal review of the recommended tax measures
- Research alternative allocation methods (e.g. flat tax vs. percentage of ticket price) for admissions tax
- Investigate alternative methods for allocating arts funding
- Research ways to continue existing General Fund support for the arts

Conclusion

- **Task Force accomplished charge of developing a funding strategy**
- **Public Support**
 - Transient Occupancy Tax
 - Admission Tax
- **... and Private Support**
 - One-time, non-profit "Arts Initiative Funding Committee" to fund raise and advocate for a campaign for possible tax measures

Long Beach Community Arts Funding Strategy



Task Force Report: May 18, 2004