

October 12, 2021

R-18

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file a report on the Latino Cultural Center Community Engagement and Business Plan. (Citywide)

DISCUSSION

On September 3, 2019, as part of the Adopted FY 20 Budget, the City Council authorized a one-time investment of \$50,000 from the Special Advertising and Promotions Fund Group, to support outreach efforts for a Latino Cultural Center. The Office of Civic Innovation and the Departments of Economic Development, Parks, Recreation and Marine, and Public Works have led the effort to develop the framework and plan for the possible creation of a Latino Cultural Center.

In November 2020, over 50 prominent Latino leaders were asked to serve on the Latino Cultural Steering Committee to guide the visioning process. The City awarded funding to Centro CHA to implement a robust community engagement process and to Lord Cultural Resources to develop a business plan based on the community engagement and Steering Committee input.

Below is an outline of work accomplished to develop the Latino Cultural Center Community Engagement Report and Business Plan during monthly Steering Committee meetings. All Steering Committee documents and Zoom recordings can be found at <https://longbeach.gov/iteam/priorities/latino-cultural-center/>.

Timeline	Activity	Lead
December 2020	Latino Cultural Center Kick Off Meeting	City Staff, Centro CHA, and Lord Cultural Resources
January 2021	Latino Cultural Center Work Plan and Community Engagement Plan Review	City Staff, Centro CHA, and Lord Cultural Resources
February 2021	History and Data about Latinos in Long Beach	Centro CHA
March 2021	Celebrating Latino Leaders and Origin Storytelling	City Staff and Centro CHA
April 2021	Latino Cultural Center Market Overview, Models, and Trends	Lord Cultural Resources
May 2021	Latino Cultural Center Case Study Review	Lord Cultural Resources
February to June 2021	Community Engagement Plan Implementation (interviews, focus groups, and surveys).	Centro CHA
July 2021	Community Engagement Report Presentation and Review Session	Centro CHA

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Timeline	Activity	Lead
August 2021	Cultural Center Assumptions Workshop	Lord Cultural Resources
September 2021	Business Plan Presentation and Review Session	City Staff, Centro CHA, and Lord Cultural Resources

Community Engagement Report Overview

Centro CHA implemented a robust community engagement plan focused on key categories including space and facilities; programs, exhibits, and services; community education and economic development; and, overall concepts/ideas. Centro CHA conducted 19 focus groups with 263 community members representing 25 organizations, performed 15 interviews with key community leaders, and implemented 2 surveys with 77 responses.

The top priorities for the activation of the Latino Cultural Center selected through the community engagement process include:

- Historic Exhibits
- Architecture, Aesthetics, and Artwork
- Community Resource Hub and Community Gathering Space
- Cultural Arts and Education
- Workforce Development Programs and Services
- Small Business Incubator and Entrepreneurial Development
- Safe Space

Business Plan Overview

Lord Cultural Resources provided a three-phased approach to develop the business plan. Phase One included the concept and needs assessment to define the general vision for the Latino Cultural Center. Phase Two explored opportunities and constraints and formulated recommendations associated with the site, facilities, operations and best practice/comparable. Phase Three focused on the capital cost and projections component including assumptions and rough-order-of-magnitude capital cost estimate, operating revenue, and expense projections.

The Latino Cultural Center Business Plan includes:

- Process Overview
- Context for the Cultural Center
- Cultural Market Realities
- Best Practices Research Outcomes
- Key Operating Assumptions
- Preliminary Attendance and Financial Projections
- Capital Costs

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This matter was reviewed by Deputy City Attorney Taylor M. Anderson on September 14, 2021 and by Budget Management Officer Rhutu Amin Gharib on September 21, 2021.

TIMING CONSIDERATIONS

City Council action is requested on October 12, 2021, to receive and file a report on the Latino Cultural Center Community Engagement Report and Business Plan.

FISCAL IMPACT

There is no fiscal or local job impact associated with this recommendation. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'T. Modica', written in a cursive style.

THOMAS B. MODICA
CITY MANAGER