

May 9, 2023

R-17

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file a presentation on the City of Long Beach Proposed Cambodian American Cultural Center Vision and Feasibility Plan (Plan); and, provide direction to the City Manager on the Proposed Plan and/or adopt the Proposed Plan. (Citywide)

DISCUSSION

In September 2021, the City Council directed City staff to work with community stakeholders to create a visioning and feasibility plan (Plan) for a Cambodian American Cultural Center (CACC). The City Council allocated funds from the Long Beach Recovery Act Creative Economy Grants, and the Sixth District Council Office allocated Divide-by-Nine funds to support the feasibility phase, during which community outreach was conducted and a proposed Plan was prepared to determine options for future development of the CACC. The proposed Plan will be used as a basis to develop the facilities, management, and programming of the CACC.

In May 2022, the City of Long Beach (City) initiated the community visioning process for a CACC that will serve as a future hub for Cambodian/Khmer American arts, culture, and history. This visioning process was informed through facilitated input collected by the consultant team of City Fabrick, United Cambodian Community, and Lord Cultural Resources. City Fabrick was responsible for leading the consultant team, designing and supporting engagement activities, analyzing feedback, and applying visioning and feasibility analysis to physically locate and conceptualize the CACC. United Cambodian Community led community outreach, including facilitating community engagement, organizing community organizations and partners, and contextualizing the community voice. Lord Cultural Services provided education about the requirements for operating a cultural center and developed a feasibility plan based on feedback received as part of the engagement process.

Community Engagement Process Overview

The visioning process for the Plan was primarily informed through public input and facilitation using contextualized strategies of community engagement. From June 2022 through March 2023, engagement strategies included four steering committee meetings, a public survey, a youth survey, community roundtables, and community events.

As a result of this outreach, a visioning and feasibility study and recommendations were developed that provide guidance for future phases of development, operation, and programming.

Over 638 individuals participated in the community engagement process. A summary of the diverse perspectives of community members is presented below:

Event	Goals	Time Frame
Steering Committee Meeting #1	Kick-off, identify stakeholders, create shared values, review process, draft survey content and outreach plan	June 2022
Cambodian American Cultural Center Informational and Launch Event	Learn more about the CACC visioning process and provide feedback through the CACC public survey	August 2022
Public Survey	Provide general input and feedback about the CACC visioning process	August 2022-October 2022
Steering Committee Meeting #2	Debrief survey results, develop workshop activities, review context and existing conditions	September 2022
Steering Committee Meeting #3	Debrief workshop results, map cultural assets, review case studies and best practices	November 2022
Community Small Groups	Discuss the gaps in information found as a result of the public survey. In addition to including CACC committee members, the community small groups centered on five stakeholder groups: high school and college-aged youth, parents with young children, older adults, faith-based leaders, and diversity, equity, and inclusion leaders	December 2022
Public Community Forum	Provide updates about the CACC visioning process and join in on small group discussions similar to those of the targeted small groups.	December 2022
Youth Survey	Gather youth input and feedback about the CACC visioning process	December 2022
Steering Committee Meeting #4	Debrief engagement findings, review feasibility study, prepare draft report	March 2023

All Steering Committee documents can be found at <https://longbeach.gov/iteam/priorities/cambodian-american-cultural-center/>.

Feasibility Study Overview

Lord Cultural Resources provided a Feasibility Study for operating expenses and revenue during the first five years of operations after the opening of the CACC. Projections were based on realistic and conservative assumptions; benchmarks and comparable information that can be applied to the present case; community consultations; and analysis of the local market, demographic statistics, and future projections.

Based on the community feedback, Lord Cultural Resources developed a feasibility study that projects that by Year 5 (anticipated full implementation), the Cambodian American Cultural Center (CACC) will:

- Encompass 27,500 gross square feet (19,600 net square feet)

- Be visited by approximately 30,000 people per year
- Have an annual operating budget of approximately \$1,000,000
- Operate with 6 FTEs (Full-Time Equivalent Staff), supplemented by 4 contractors (ex: janitorial and security)
- Be able to cover 25 percent of its operating costs through earned revenue sources
- Require approximately \$750,000 yearly to break even on operations, which is anticipated to need to come from a variety of sources, including: government contributions, corporate contributions, donations, sponsorships, and grants.

Recommendations Summary

- Create the CACC nonprofit.
- Advise coordination and support from the City, including several City Departments, to help develop and establish the CACC.
- Form different committees or working groups, composed of both existing and new Steering Committee members based on their respective expertise and capacities, to lead the development of the CACC.
- Consistently host culturally relevant events and programs to continue the momentum of the CACC until and after development occurs.
- Implement memberships, fundraising events, and venue rentals, in addition to other funding mechanisms identified as part of the feasibility study, in order to help cover operation costs and programming.
- The CACC should ideally be located in the Cambodia Town neighborhood, ideally within proximity to other cultural institutions such as MacArthur Park, Mark Twain Library, and the Killing Fields Memorial along Anaheim Street. A secondary potential location could be outside of Cambodia Town depending on financial feasibility and development opportunities.
- Given the limited availability and high cost of land, the CACC should consider a joint-use development opportunity with other culturally significant community-based organizations, civic uses, or mixed-use housing development.
- The CACC shall be designed to accommodate various modes of transportation and incorporate ADA accessibility.
- The interior and exterior spaces of the CACC should be flexible to allow for a variety of programs that the community has expressed interest in.
- The exterior design of the CACC shall serve as a physical landmark for the community, having architectural cultural significance with design elements that are contextually and culturally appropriate to the surrounding built environment.
- Create a gift and souvenir shop that sells authentic Khmer items and locally-sold wares created by Cambodian and Cambodian American artists and craftsmen.

- Foster cultural preservation and learning through rotating and permanent exhibits and programs.
- Develop and strengthen partnerships with local and relevant entities and organizations to lead or co-host programming.
- Celebrate the achievements and adversities of Cambodian history, fostering pride in Khmer heritage, by focusing on and raising awareness of: [1] Khmer American refugee experience and transitioning to life in America; [2] Narratives outside of solely the Khmer Rouge and the Golden Age; [3] The strengths of the Cambodian American community
- Highlight the various religious beliefs, traditions, etiquette, ethics, and healing practices of Cambodian culture, reflecting traditional Khmer/Buddhist values such as respect and family-centeredness by working closely with temples that often host Khmer celebrations.
- Create a space for community economic development so as to improve the City's local economy.
- Use inclusive and relevant languages and messaging when creating educational or informational materials and signage with the public.

This matter was reviewed by Deputy City Attorney Sudhir N. Lay on April 17, 2023, and by Revenue Management Officer on April 21, 2023.

TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

If City Council adopts the Proposed Cambodian American Cultural Center Vision and Feasibility Plan and directs the City Manager to implement the recommendation and implementation measures within, it is anticipated to require a substantial investment of City resources, including a significant staffing impact beyond the normal budgeted scope of duties. The departments responsible for elements within the Plan would return to the City Council for approval and request appropriation for items which are currently not budgeted as resources become available over the next several years. Offsets for implementing the Plan have not been identified and may require the use of one-time sources and structural funding in future years. The recommendation to receive and file the Proposed Cambodian American Cultural Center Vision and Feasibility Plan has no fiscal or local job impact. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with City Council priorities.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'T. B. Modica', is positioned above the printed name.

THOMAS B. MODICA
CITY MANAGER

Attachment – Cambodian American Cultural Center of Long Beach – Vision Plan



Cambodian American Cultural Center of Long Beach

Vision Plan

May 2023



Acknowledgments

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We would like to acknowledge members of the Community Steering & Honorary Committees who volunteered their time to guide this effort.

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Executive Summary



The Cambodian American Cultural Center of Long Beach Vision Plan represents years of hard work, dedication, and advocacy to envision a hub of community for Cambodian Americans and beyond. This Plan is the first of many phases in creating the Cambodian American Cultural Center and establishes an operating vision and feasibility plan, from which the facilities, management, and programming will be developed. The success of the Cambodian American Cultural Center will ultimately be the result of continued momentum and support from the general public, cultural leaders, philanthropic partners, City staff, and elected officials.

This Plan is divided into five main chapters, all of which center around Chapter 3: Community Voice. The visioning process for the Plan was primarily informed through public input and facilitation using contextualized strategies of community engagement. From June 2022 through March 2023, engagement strategies included four steering and honorary meetings, a public survey, youth survey, community roundtables, and community events. As a result of this outreach, a financial feasibility study and recommendations were developed that provide guidance for future phases of development, operation, and programming.

A summary of the diverse perspectives of community members is presented below:

ENGAGEMENT SUMMARY:

Over **638**
Total Participants

EVENT	DATE
Steering Committee Meeting #1	June 2022
Launch Event	August 2022
Public Survey	August - October 2022
Steering Committee Meeting #2	September 2022
Steering Committee Meeting #3	November 2022
Community Small Groups	December 2022
Public Community Forum	December 2022
Youth Survey	December 2022
Steering Committee Meeting #4	March 2023

Executive Summary

Below are key recommendations that have been informed through the community engagement process:



RECOMMENDATIONS SUMMARY

5.1.1) Creation of the Cambodian American Cultural Center nonprofit.

5.1.2) Advisory support and coordination from the City of Long Beach, including several City Departments, to help develop and establish a Cambodian American Cultural Center in Cambodia Town.

5.1.3) Formation of different committees or working groups, composed of both existing and new Steering Committee members based on their respective expertise and capacities, to lead the development of the Cambodian American Cultural Center.

5.1.4) Continue to consistently host culturally relevant events and programs to continue the momentum of the Cambodian American Cultural Center until and after development occurs.

5.1.5) Implement memberships, fundraising events, and venue rentals, in addition to other funding mechanisms identified as part of the feasibility study, in order to help cover operation costs and programming.

5.1.6) Continued communication with Steering Committee and community members

5.1.7) Creation of website and social media accounts dedicated to the Cambodian American Cultural Center

5.2.1) The Cambodian American Cultural Center should ideally be located in the Cambodia Town neighborhood, preferably within proximity to other cultural institutions such as MacArthur Park, Mark Twain Library, and the Killing Fields Memorial along Anaheim Street. A second option would be a location outside of Cambodia Town given financial feasibility and development opportunities.

5.2.2) Given the limited availability and high cost of land, the Cambodian American Cultural Center may be considered a joint-use development opportunity with other culturally significant community-based organizations, civic uses, or mixed-use housing development.

Executive Summary



RECOMMENDATIONS SUMMARY (CONTINUED)

5.2.3) The Cambodian American Cultural Center shall be designed to accommodate various modes of transportation, and incorporate ADA accessibility.

5.2.4) The interior and exterior spaces of the Cambodian American Cultural Center should be flexible to allow for a variety of programs that the community has expressed interest in.

5.2.5) The exterior design of the Cambodian American Cultural Center shall serve as a physical landmark for the community, having architectural significance with design elements that are contextually and culturally appropriate to the surrounding built environment.

5.2.6) Create a gift and souvenir shop that sells authentic Khmer items and locally-sold wares created by Cambodian and Cambodian American artists and craftsmen.

5.3.1) Foster cultural preservation and learning through rotating and permanent exhibits and programs.

5.3.2) Develop and strengthen partnerships with local and relevant entities and organizations to lead or co-host programming.

5.3.3) Celebrate the achievements and adversities of Cambodian history, fostering pride in Khmer heritage, by focusing on and raising awareness of the following within and outside the City of Long Beach: [1] Khmer American refugee experience and transitioning to life in America; [2] Narratives outside of solely the Khmer Rouge and the Golden Age; [3] The strengths and achievements of the Cambodian American community

5.3.4) Highlight the various religious beliefs, traditions, etiquette, ethics, and healing practices of Cambodian culture, reflecting traditional Khmer/Buddhist values such as respect and family-centeredness by working closely with temples that often host Khmer celebrations.

If you would like to stay informed about the development of the Cambodian American Cultural Center, please email: cacc@longbeach.gov

You can also visit: <https://longbeach.gov/iteam/priorities/cambodian-american-cultural-center>

Thank you for reading!



In mid-2022, the City of Long Beach initiated the community visioning process for a Cambodian American Cultural Center that will serve as a future hub for Cambodian/Khmer American arts, culture, and history.



Introduction

1.1 BACKGROUND

In September 2021, the Long Beach City Council directed City staff to work with community stakeholders to create a vision and a feasibility plan for a Cambodian American Cultural Center [CACC]. The Long Beach City Council allocated funds to support the first phase of the development of this Cultural Center, which is to conduct community outreach and prepare a feasibility plan, from which the facilities, management, and programming of this Cultural Center will be developed. In mid-2022, the City of Long Beach initiated the community visioning process for a CACC that will serve as a future hub for Cambodian/ Khmer American arts, culture, and history. This visioning and feasibility plan for a Long Beach CACC follows similar City-led efforts such as the African American and Latino Cultural Centers that emphasized the importance of public engagement as an essential piece in the creation of a collective community vision.

1.2 PARTNERS & ROLES

This visioning process was informed through facilitated input collected by the consultant team of City Fabrick, United Cambodian Community, and Lord Cultural Resources. Lord Cultural Services also provided education about the requirements for operating a cultural center and developed a feasibility plan based on feedback received as part of the engagement process.

The following partners and their roles are listed below:

City of Long Beach

In order to ensure interdepartmental coordination, the City of Long Beach team was composed of staff from the City Manager's Office, Economic Development Department, Development Services Department, Parks, Recreation and Marine Department, and the City Attorney's Office. The Department of Parks, Recreation and Marine and the City Attorney's Office managed the consultant contract and led the planning and organizing of the community engagement and public relations effort with the consultants. The City staff team was responsible for establishing and managing the Community Steering and Honorary Committees, providing guidance and direction on consultant strategy and materials, reviewing consultant materials in a timely manner, preparing staff reports for public meetings, and briefing City Councilmembers and the Mayor.

Community Steering & Honorary Committee

Made up of community organizations and leaders largely recommended by the Sixth District Council Office, this group convened several times over a nine-month period to provide guidance on the community engagement



process, communicate key messages to their networks increase engagement, review and provide feedback on drafted materials, and be champions for the effort by supporting the work of City staff and consultants at City Council and other public meetings and community events.

Council District 6

The scope of work will take place largely within the community located in Long Beach's Sixth District. The Office of Councilmember Dr. Suely Saro, who represents the Sixth District, provided recommendations for a community steering committee to guide the work, chose to participate in various community engagement sessions, and provided periodic briefings on the progress of this project. The Office also supported the City staff with establishing and managing the Community Steering and Honorary Committee.

City Fabrick

A Long Beach nonprofit organization frequently collaborating with various City of Long Beach departments and community partners in Central Long Beach on a range of planning, policy, and design initiatives. As the prime consultant, City Fabrick served as a neutral party that was responsible for leading the consultant team, designing and supporting engagement activities, analyzing feedback, and applying visioning and feasibility analysis to physically locate and conceptualize the Cultural Center.

United Cambodian Community [UCC]

A Long Beach nonprofit organization that seeks to elevate Long Beach's Cambodian community through local engagement and leadership that embodies Cambodian cultural values. As the lead community partner, UCC was responsible for convening the Cultural Center steering committee, leading community outreach, translation, engagement facilitation, organizing community organizations and partners, and contextualizing the community voice.

Lord Cultural Resources

Lord Cultural Resources is the global practice leader in cultural sector planning. Since 1981, they have helped to create, plan, and operate cultural spaces and places in more than 460 cities, in 57 countries, and on six continents. Lord Cultural Resources supported the engagement and education process as well as led the feasibility study for the Cambodian American Cultural Center.

Existing Conditions

2.1 OVERVIEW

History gives us the foundation to understand past events and patterns that have shaped our present time, and provides a crucial perspective for understanding and shaping the future. History is non-linear, and there are many sides to a story that must be considered, especially when planning a cultural center for Cambodian Americans. When investigating this local history, we found that much of the existing literature that publicly exists was not written and captured by Cambodian Americans themselves and many personal narratives have been lost. With our limited documentation of the past and current capacity, we present an overview of this history, with the caveat that future engagement with Cambodian leaders is needed to better understand Long Beach Cambodian American history.

What we understand of the history of Cambodians in Long Beach can be traced back as early as the 1950s and 1960s, when Cambodian students attended CSULB as part of an

exchange program. The majority of Cambodian students in Long Beach between 1962 and 1964 were men, and most studied engineering or agriculture. By the mid-1960s, a group of over 100 Cambodians, who participated in a U.S. Agency for International Development program to learn engineering and agriculture, was the largest single group of foreign exchange students at CSULB. These exchange students were specifically recruited via the federally-sponsored program that partnered with CSULB and were typically from families of urban professionals, government officials, and diplomats. The first Khmer Students Association in the country was formed in 1959.¹

In 1953, Cambodia became an independent nation after 90 years under French Protectorate rule. In the ensuing decades, the arts flourished and served as a means to articulate a new nationalist identity. Developments were made in Cambodian dance, music, performing arts, visual arts, and architecture. Cambodian dance,

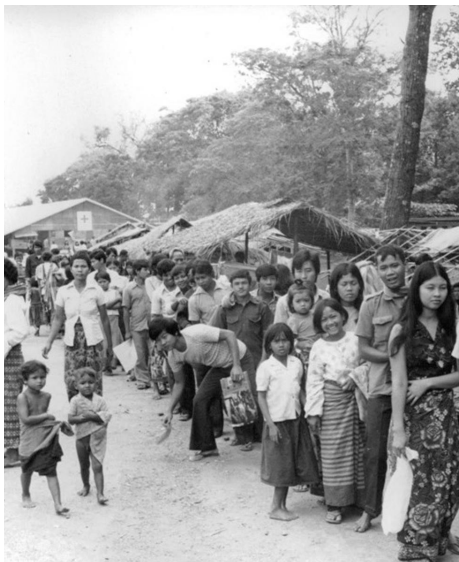
What we understand of the history of Cambodians in Long Beach can be traced back as early as the 1950s and 1960s, when Cambodian students attended CSULB as part of an exchange program.



¹ Susan Needham and Karen Quintiliani, *Cambodians in Long Beach* (Charleston, SC: Arcadia Publishing, 2008), 14-15.

music, and theater, which are interrelated and closely linked with Cambodian royalty and history, thrived until the end of the 1960s.²

Although Cambodia remained neutral in the Vietnam War, in the 1960s, the Vietcong army set up bases there because of the country's proximity to Vietnam. As a result, beginning in 1969, American military forces heavily bombed Cambodia. Between 1970 and 1975, the communist Khmer Rouge gradually gained control over Cambodia. Within days of the Khmer Rouge entering Phnom Penh, cities were evacuated and destroyed, money and property were deemed worthless, and thousands of people were executed in what became known as "the Killing Fields." Under the leadership of Pol Pot and the Khmer Rouge, 1.6 to 3 million Cambodians [approximately 16 to 30 percent of the population] died from disease, malnutrition, overwork, and execution over the next four years. Most cultural institutions were destroyed.



From 1975 to 1979, the War in Southeast Asia, the Khmer Rouge, and Killing Fields in Cambodia forced many Cambodians to migrate to Long Beach in hopes to find an opportunity to rebuild their lives and community.

When the Vietnamese army entered Cambodia in 1979, many Cambodians fled the country, many to refugee camps in Thailand. More than 150,000 refugees later relocated to the United States. Those refugees still bear the lasting impacts of loss and trauma from their experiences.³

From 1975 to 1979, the War in Southeast Asia and the Khmer Rouge in Cambodia drove many Cambodians to migrate to Long Beach in hopes of finding an opportunity to rebuild their lives and community. The first wave of migrants included about 4,600 Cambodians who were either military personnel, people working in the United States embassy in Cambodia, or people caught outside Cambodia while studying abroad, doing business, or on military duty before the Khmer Rouge takeover. These evacuees went to Camp Pendleton and Fort Chaffee. The second and larger wave of evacuees included about 159,000 Cambodian refugees who migrated in the 1980s; these refugees were predominantly farmers from small villages.⁴

At a local and national scale, community organizing called for refugee entry, which eventually led to the legislative passage of both the Indo-

china Migration and Refugee Assistance Act of 1975 and the Refugee Act of 1980. These laws were important in helping Cambodian refugees migrate to and settle in Long Beach.⁵

In 1975, with the fall of Cambodia to the Khmer Rouge, Ell Sean, a Cambodian graduate of CSULB, began to help refugees arriving at Camp Pendleton resettle in Long Beach. Soon the City had hundreds of Cambodian American residents, who in turn, attracted their friends and family to the area.⁶

Another prominent figure in the development of the Cambodian community in Long Beach was Kry Lay [1941-2021]. Lay was influential in establishing the Cambodian Association of America [CAA], the first social services organization in the country to offer services to support the large influx of refugees from Cambodia.⁷ Lay co-founded Wat Vipassanaram, the City's first Cambodian Buddhist temple, and acted as its president for 10 years. Lay also played a major role in developing and implementing the South East Asian Learners Program, the Long Beach Unified School District's first bilingual Khmer/English language education program, which helped assimilate the thousands of students who entered the City through refugee migration.⁸ He

² Nelson, Roger. *Cambodian Modernism*, Routledge Encyclopedia of Modernism, 2016, accessed at <https://www.rem.routledge.com/articles/cambodian-modernism>.

³ City of Long Beach, *Historic Context Statement: Suburbanization and Race*, 2022, 135-136.

⁴ California State University Long Beach, *Cambodian Life Histories*, <https://csulb-dspace.calstate.edu/handle/10211.3/206708> (accessed March 6, 2023).

⁵ City of Long Beach, *Historic Context Statement: Suburbanization and Race*, 136-137.

⁶ City of Long Beach, *Historic Context Statement: Suburbanization and Race*, 136.

⁷ Archbold, Rich. "Kry Lay, a founding father of Cambodian assimilation in Long Beach, dies at 79." *Long Beach Press-Telegram*, July 8, 2021, <https://www.presstelegram.com/2021/07/08/kry-lay-a-founding-father-of-cambodian-assimilation-in-long-beach-dies-at-79> (accessed March 6, 2023).

⁸ *ibid.*



consulted with the school district for over 24 years.⁹

Although many successfully fled from Cambodia and resettled in America with a home, the violence and genocide left an everlasting impact on the Cambodian community. This scar includes trauma in the form of post-traumatic stress disorder [PTSD], intergenerational trauma, and accumulated stress — Cambodian refugees have a PTSD rate of 62 percent.¹⁰ These mental health impacts still affect the Cambodian community in Long Beach and nationwide. Despite these challenges, Cambodians in Long Beach continuously worked to rebuild their culture, family, and community.



Central Long Beach [which is colloquially known as the “Eastside”], a historically disinvested community, offered relatively affordable properties that allowed Cambodian refugees to gather funds within their immediate and extended family as well as the community to establish small businesses, cultural institutions, and homes. This collective act shaped the local Cambodian community that not only created Cambodian restaurants, herbal pharmacies, doughnut shops, auto shops, jewelry stores, grocery stores, beauty shops, temples, service centers, and dance studios, but also Cambodians’ sense of belonging in Long Beach.

A number of former CSULB exchange students formed the Cambodian Association of Southern California [CASC], the oldest Cambodian mutual aid society in the United States, in response to the first wave of refugees. CASC was incorporated on December 29, 1975, and renamed the Cambodian Association of America [CAA]. Lu Lay Sreng, a graduate of CSULB, was a spokesman for the CAA. Cambodian American residents of Long Beach were reportedly active in the Cambodian Association of America, and in 1976, the organization’s first national

conference was held in Long Beach. The aforementioned Kry Lay was the longest-serving chairman of the Cambodian Association of America; he held the post for 37 years.¹¹

In 1977, the leaders of the Los Angeles-based CAA formed a second service organization known as the United Cambodian Community [UCC]. The UCC had a storefront in Long Beach, located at 2338 E. Anaheim Street, Suite 200. Both the CAA and the UCC “became national models for the development and implementation of job training, literacy skills, health, and other social adjustment programs for refugees.”¹²

The majority of Cambodian refugees arriving in Long Beach practiced Theravada Buddhism, a form of Buddhism practiced by 98 percent of the population in Cambodia. Initially, some joined the Long Beach Buddhist Church, a

Central Long Beach [Eastside], a historically disinvested community, offered relatively affordable properties that allowed Cambodian refugees to gather funds within their immediate and extended family as well as community to establish small businesses, cultural institutions, and homes.

⁹ *ibid.*

¹⁰ Marshall et al., “Cambodian Refugees Suffer from Psychiatric Illness at High Rates Two Decades After Escaping Homeland Terror,” *Journal of the American Medical Association*, August 2, 2005, <https://jamanetwork.com/journals/jama/fullarticle/201332> (accessed February 14, 2023).

¹¹ City of Long Beach, *Historic Context Statement: Suburbanization and Race*, 137.

¹² City of Long Beach, *Historic Context Statement*, 138.



CAMBODIAN ASSOCIATION OF SOUTHERN CALIFORNIA [CASC]

A number of former CSULB exchange students formed the Cambodian Association of Southern California [CASC], the oldest Cambodian mutual aid society in the U.S., in response to the first wave of refugees. CASC was incorporated on December 29, 1975 and renamed the Cambodian Association of America [CAA]. Lu Lay Sreng, a graduate of CSULB, was a spokesman for the CAA. Cambodian American residents of Long Beach were reportedly active in the Cambodian Association of America, and in 1976, the organization's first national conference was held in Long Beach. The aforementioned Kry Lay was the longest serving chairman of the Cambodian Association of America; he held the post for 37 years.

non-sectarian Buddhist temple [2360 Santa Fe Avenue, extant]. Reverend Roy Ryscho Kokuzo invited members of the Cambodian community to attend his services, but also to use the temple as a gathering place for religious services of their own. In 1979, members of the Long Beach community sponsored the Venerable Dr. Kong Chhean to come to the United States. Venerable Dr. Chhean had been studying in India when Cambodia fell to the Khmer Rouge. Initially, he established a small temple in an apartment in nearby Hawaiian Gardens. The first Cambodian Buddhist temple in Long Beach, Wat Vipassanaram, was established in 1985.¹³ The establishment of a Buddhist temple was vital for the mental health of all Cambodians, and especially for those who lived through the Khmer Rouge.¹⁴

Cambodian culture centers on the daily activities of the Buddhist temple complex, or Wat. Traditionally, the Wat was not only the religious center, but also the social and educational

center for the Cambodian people. Buddhist monks are respected and serve religious and lay people, often including providing psychological support.¹⁵ Cambodian traditions and culture are largely defined by the religion of the people, which is predominantly Theravada Buddhism. Cambodians attend temples for major celebrations, including Cambodian New Year, Pchum Ben (honoring ancestors), and Vesak Bochea (commemorating the Buddha's birth, enlightenment, and death).

It is important to note that not all Cambodians in Long Beach are of Khmer ethnicity alone. It is important to acknowledge the many mixed ethnic backgrounds, which include Chinese, Lao, Thai, Cham, and Vietnamese.¹⁶

Several Christian denominations embraced the area's influx of Cambodian refugees [ibid]. The Long Beach Cambodian Evangelical Church of Christian and Missionary Alliance was

¹³ City of Long Beach, Historic Context Statement, 138.

¹⁴ Susan Needham and Karen Quintiliani, *Cambodians in Long Beach*, 33.

¹⁵ *ibid.*

¹⁶ Susan Needham and Karen Quintiliani, *Cambodians in Long Beach*, 37.



founded in 1978 by Reverend Paul Ellison, Reverend Hay Sen San, and Chhem Nhem [ibid]. Located at 2416 E. 11th Street [extant], it is one of the first Cambodian Christian Churches

in the United States. Long Beach First Church of the Nazarene [2280 Clark Avenue, extant] created a “bus ministry” in 1979 as an outreach to the Cambodian community [ibid]. Long Beach Friends Church [850 Atlantic Avenue, extant] also began a Cambodian ministry in late 1979.¹⁷

With the establishment of the Cambodian community, resources, and the ongoing organizing efforts of Cambodia Town Inc. and Midtown Business Improvement District — in collaboration with then-Councilmember Dee Andrews — the East Anaheim Street corridor was officially designated as Cambodia Town on July 3, 2007.¹⁸

Although the City of Long Beach officially recognizes Cambodia Town as limited to the East Anaheim corridor, many local residents define these boundaries differently, on a broader scale. About 35,000 Cambodians call Long Beach their home which makes the City the largest concentration of Cambodians outside of Cambodia. This community is not only a home

for local residents, other Cambodians around the United States come to Long Beach during Khmer New Year and other family or community events. As a result, Long Beach has become an important part of the Cambodian American experience and identity—evolving to be viewed as more than just a physical place where community exists, but also seen as a symbol of pride and where people find a sense of belonging.

NOTE:

This summary is based solely on published sources, including books, scholarly articles, and government documents, and is missing first-hand knowledge and experience of members of the Long Beach Cambodian community. The next phase of engagement should include engaging key leaders who have historic expertise and knowledge to expand on the current summary of Cambodian history in Long Beach.

¹⁷ City of Long Beach, Historic Context Statement, 138-139.

¹⁸ Anna Gorman, “Cambodia Town is Now on the Map,” Los Angeles Times, July 18, 2007.





2.2 RELEVANT PLANS & POLICIES

Prior to the start of the engagement process, the City consultant team reviewed and summarized City of Long Beach plans and reports relevant to the establishment a Cambodian American Cultural Center. This involved support with the City of Long Beach team to help research adopted policies as well as other investigations.



Cambodia Town Thrives Vision Plan

A 2022 community planning effort led by members of the Cambodia Town Thrives Collaborative to identify a community vision for Cambodia Town. Acknowledged by the American Planning Association California Chapter with the Grassroots Planning Award in 2022, the community-led effort highlights projects and policies to protect and preserve space for Cambodian American culture to thrive in Cambodia Town.

Relevant Takeaways:

Six **guiding principles** for equitable reinvestment in Cambodia Town:

- **Affordable Housing** → **Economics and Business** → **Safety and Security**
- **Education and Learning** → **Livable and Healthy Community** → **Culture and Art**

Community-identified, **high priority development projects:**

- Affordable housing development with community services
- Youth educational center with social enterprise and job training
- Street trees and vertical gardens
- Civic commons
- Outdoor multicultural center
- Mural mile with sidewalk art

Community-identified, **high priority policy recommendations:**

- Support community efforts to grow existing and develop new cultural programs, events, signage, festivals, and art to uplift the distinct characteristics of Cambodia Town.
- Enable inclusive community ownership of creative space as well as provide additional, affordable, and accessible studio spaces for people to meet up, organize, and heal.
- Involve local youth in the creative planning for cultural preservation while also giving value, weight, and power to their perspectives.
- Hold healing circles and peacekeeping spaces within our community to address past historical and current traumas.
- Work with community organizations, residents, and youth on developing multi-ethnic historical and community knowledge to cultivate a physical and social space for cross-solidarity learning [after-school programs, language exchange, childhood education, financial education/literacy, mental health services, community gardens, etc.].



Zone In: City Core

As a joint effort between the City of Long Beach and the Long Beach community, this 2022-23 project involves updating zoning regulations in the Central Long Beach area roughly bounded by Pacific Coast Highway, 10th Street, Magnolia and Ximeno Avenues. The Zone In: City Core project aims to support the development of new housing and a greater mix of uses particularly along commercial corridors in the area, including Anaheim Street and Pacific Coast Highway. The plan creates a more “complete” community where residents, businesses, jobs, and shopping are located near each other with a more pedestrian-friendly design. The plan’s equity-based framework is focused on both changes to zoning and land use regulations, as well as changes to the planning process itself to build community capacity.

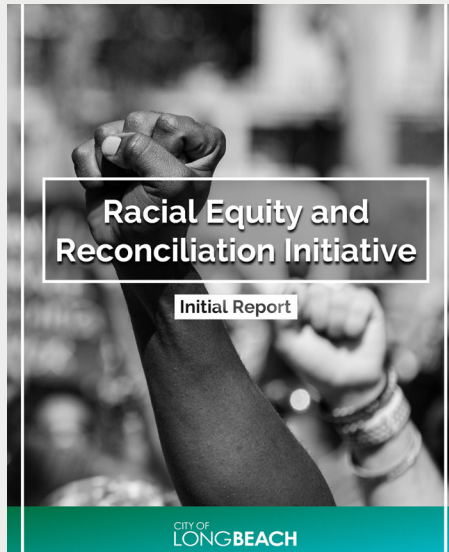
Relevant Takeaways:

- **Cultural and youth educational centers** were identified as a top priority for the Cambodia Town community, and given the limited availability of land, **mixed-use developments were identified as opportunity sites for these cultural and youth centers on the ground floor.**
- While parking was identified as an important issue in Cambodia Town, residents were generally **supportive of alternative parking solutions** such as shared parking, parking structures, and active transportation improvements.



City of Long Beach Framework for Reconciliation

On June 9, 2020, the Long Beach City Council engaged in an earnest conversation about racism as a public health crisis, the need to restore public trust in City government, and how to reconcile a gap in the experiences of impacted and vulnerable people with current City policies. The City Council called upon City staff to prepare a report that would put the City Council in a position to enact culture and systems change. This report presents goals and actions relevant to the engagement effort.



Relevant Takeaways:

- The Cambodian American Cultural Center planning team has an opportunity to leverage this framework to **uplift Black voices**, and **other historically marginalized groups**, in the planning and engagement process of the Cambodian American Cultural Center.
- Homeownership rates for Cambodian residents are only 24% [2016], and ongoing development pressures could result in greater **housing instability and residential displacement**. Consideration has to be taken where CACC does not result in increased displacement, and instead, serve as a **symbol of permanence** for the Cambodian community.

Forwarding the Sixth: 6th Council District Vision Plan

In 2022, newly elected Councilwoman Suely Saro developed a community-led strategic plan for the 6th Council District Office to identify a road map of goals, projects, and policies. This community-driven effort discusses the community's vision regarding housing, transportation, open space, cultural preservation, and more.

Relevant Takeaways:

- The 6th Council District Office is committed to promoting **racial solidarity and healing** through a variety of measures, such as alliance building across schools, community institutions, and arts organizations throughout Long Beach.
- The 6th Council District Office would like to **celebrate diversity while building bridges through arts, culture and education**. Measures of success for this objective include programming, festivals, and exhibitions that promote the diversity of Long Beach residents.



City of Long Beach Land Use & Urban Design Elements

The Land Use Element, updated in 2019, is a chapter within the City of Long Beach General Plan that outlines the next steps for establishing a land use vision across the City. The City of Long Beach is now updating the related zoning codes to reflect the updated Land Use and Urban Design Elements of the General Plan. The Urban Design Element [2019] lays out guidelines detailing how contributions to the built environment must build upon the City of Long Beach's physical character and identity.



Relevant Takeaways:

- The **scarcity of vacant land** in Long Beach means that the majority of new development in the City will likely be through **reinvestment/redevelopment/adaptive reuse**.
- The Land Use Element emphasizes the City's desire to capitalize on the region's location and strengths by **investing in new educational and cultural facilities and services** that residents can enjoy closer to home.
- **Social and cultural vitality and diversity** is emphasized as a goal within the Urban Design Element. This goal consists of several strategies, such as enhancing historic resources, amenities, and structures that distinguish the character of each neighborhood.

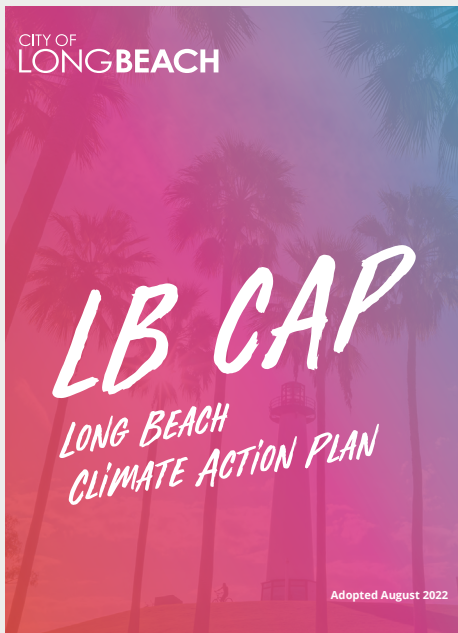
Reimagining the Civic Commons

Reimagining the Civic Commons was an initiative that began in 2016 with the intention to increase use of civic assets, improve quality of life of residents, and improve business operations in Long Beach. Two sites were selected as places where Civic Commons could be implemented based on the concentration of civic assets or cultural institutions nearby. One of the potential civic commons proposals include the combining of MacArthur Park and Mark Twain Library, which demonstrates an opportunity to strengthen connections with nearby assets or cultural institutions through park improvements, enhancements to various buildings, and cultural programming.



Relevant Takeaways:

- **Combining MacArthur Park and the Mark Twain Library** has good potential as two adjacent City-owned properties in Cambodia Town that can host a civic commons/cultural center.



Long Beach Climate Action and Adaptation Plan

The City of Long Beach developed its first-ever Climate Action and Adaptation Plan [CAP], which provides a framework for creating or updating policies, programs, practices, and incentives for Long Beach residents and businesses to reduce the City's greenhouse gas footprint, and ensure the community and physical assets are better protected from the impacts of climate change.

Relevant Takeaways:

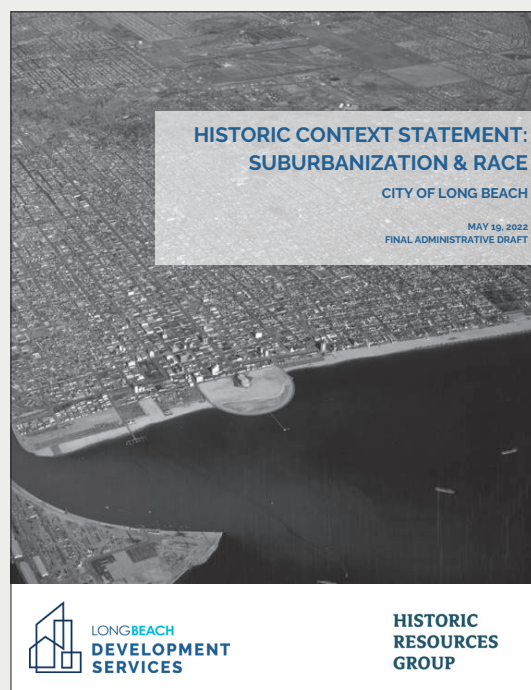
- The development and sustainability goals outlined in the Long Beach CAP will be relevant to the future Cultural Center. The level of applicability will be dependent on the location and the type of building utilized. CAP outlines goals for any **new buildings to be low-carbon or carbon neutral**. For existing buildings, the CAP advises the **incorporation of cool surfaces and green infrastructure** to reduce extreme heat.

Historic Context Statement: Suburbanization & Race

The City of Long Beach recently updated its Historic Context Statement and prepared its first-ever historic context statement focused on Race and Suburbanization. These documents are important resources that will guide future planning and land use decisions and will enable those decisions to be rooted in a deeper understanding of the City's history and evolution to help fill historical gaps within City historic preservation documents, which currently provide very limited information about communities of color and other underrepresented communities.

Relevant Takeaways:

Cambodian Americans have a rich history in Long Beach and are an **important part of what makes Long Beach special and truly unique**. This **history must be preserved** and shared as part of this visioning.



Assembly Bill 2097

California AB2097 eliminates parking mandates in new development within half a mile of a major transit stop. The parking mandates would be eliminated for both residential, mixed-use, and commercial developments with 40 units or fewer. Residential developments, of any size, that include affordable housing units are also eligible to waive parking mandates.

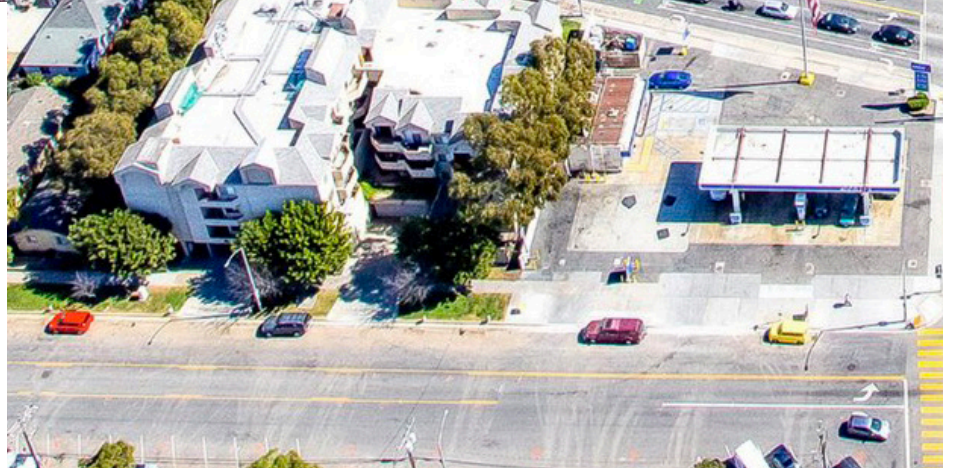
Relevant Takeaways:

While access parking is a priority issue, the future development of the **CACC does not have to follow the minimum parking requirements** previously identified in the zoning code if located within **half a mile of a major transit stop**.



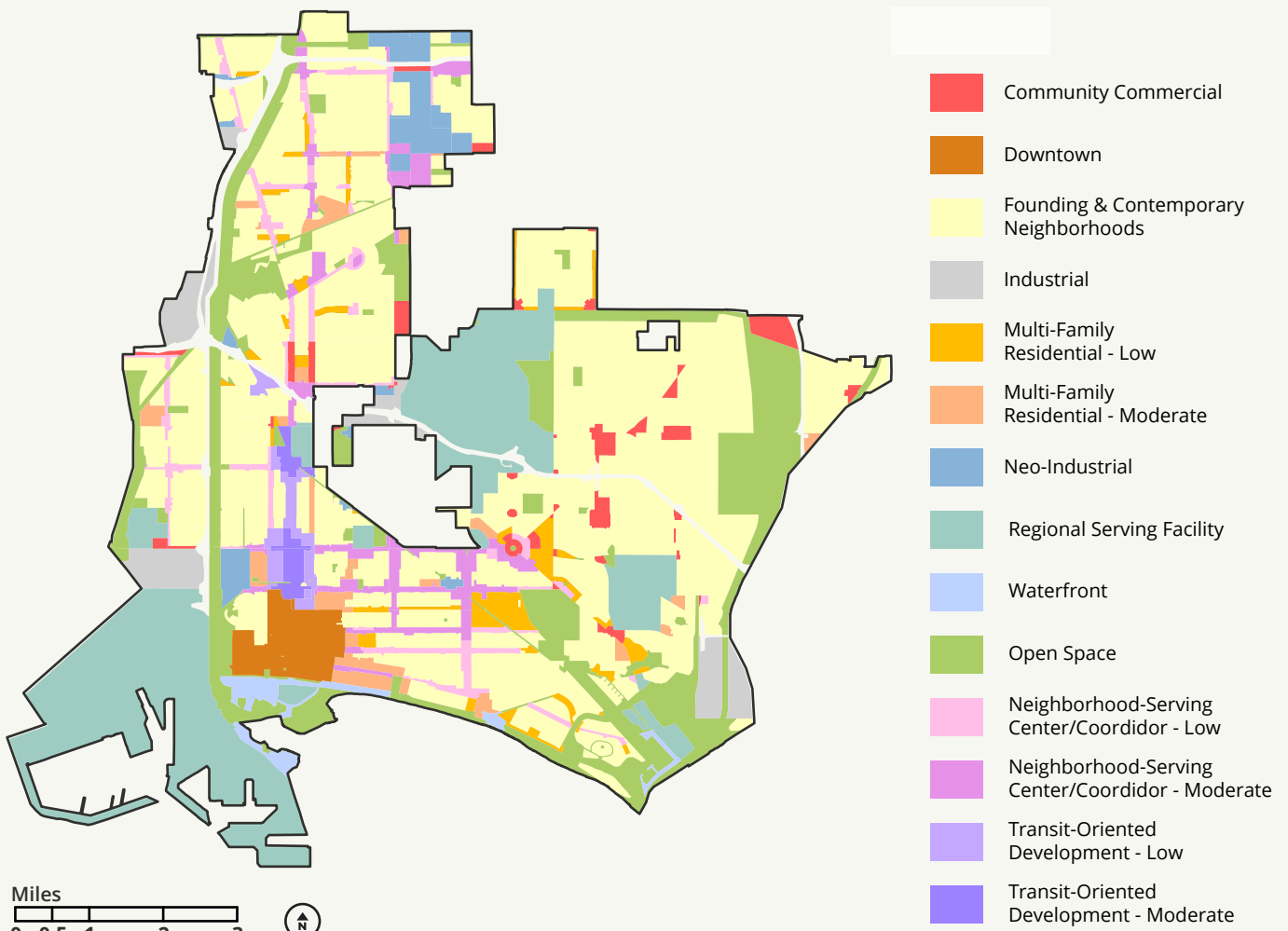
2.3 CONTEXTUAL ANALYSIS

Prior to engaging with the public, the consultant team studied the current demographic, socioeconomic, and urban planning context of Long Beach to support in both the engagement strategy and identification of potential locations for CACC. The following maps and key takeaways summarize these findings:



Land Use

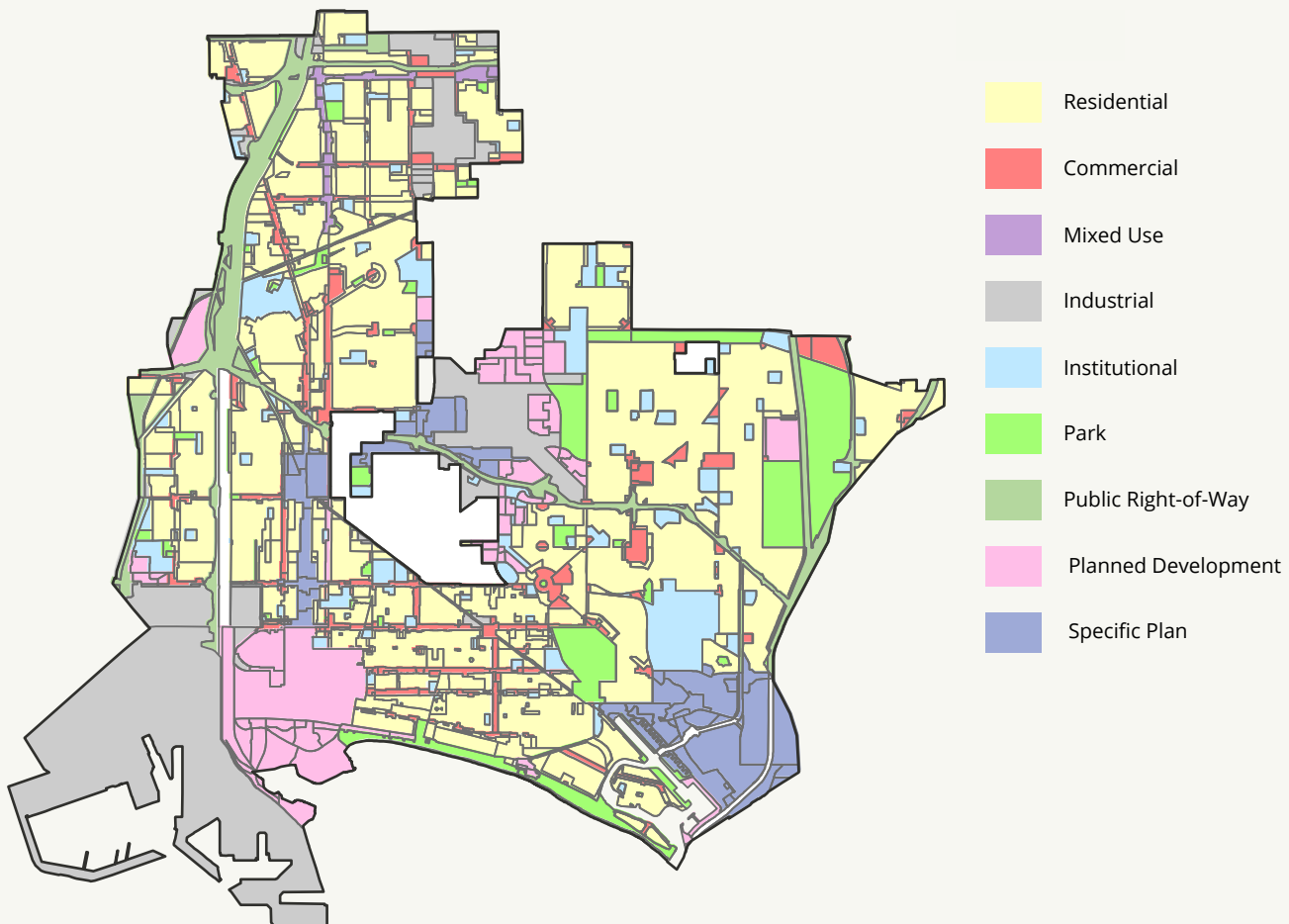
- The City of Long Beach is moving away from old zoning approaches that segregated land use to a new approach called “PlaceTypes,” all of which are listed in the legend. PlaceTypes focus on the **flexible, mixed use of land and the integration of pedestrian accessibility and other forms of mobility.**
- There is a **scarcity of vacant land** in Long Beach; therefore, the majority of new development in the City will be through **redevelopment, joint use development, or reinvestment.**
- **Cambodia Town consists of several PlaceTypes,** including the Founding and Contemporary Neighborhoods PlaceType, Neighborhood-Serving Center/Corridor - Moderate PlaceType, and Transit-Oriented Development - Moderate PlaceType.



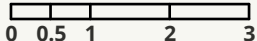
Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Zoning

- The City is currently in the process **of updating its zoning** for the City Core area, which includes parts of Cambodia Town.
- The rezoning project can impact where **businesses** can be located, how much new **housing** can be located in the area, and how much new **parking** a new business would be required to provide.
- Zoning can also impact the **neighborhood's design** including sidewalks, walkability, and more.
- As part of a community-led process, the City of Long Beach is currently **updating its zoning ordinances** within Central Long Beach, and greater opportunities for a cultural center can be created.



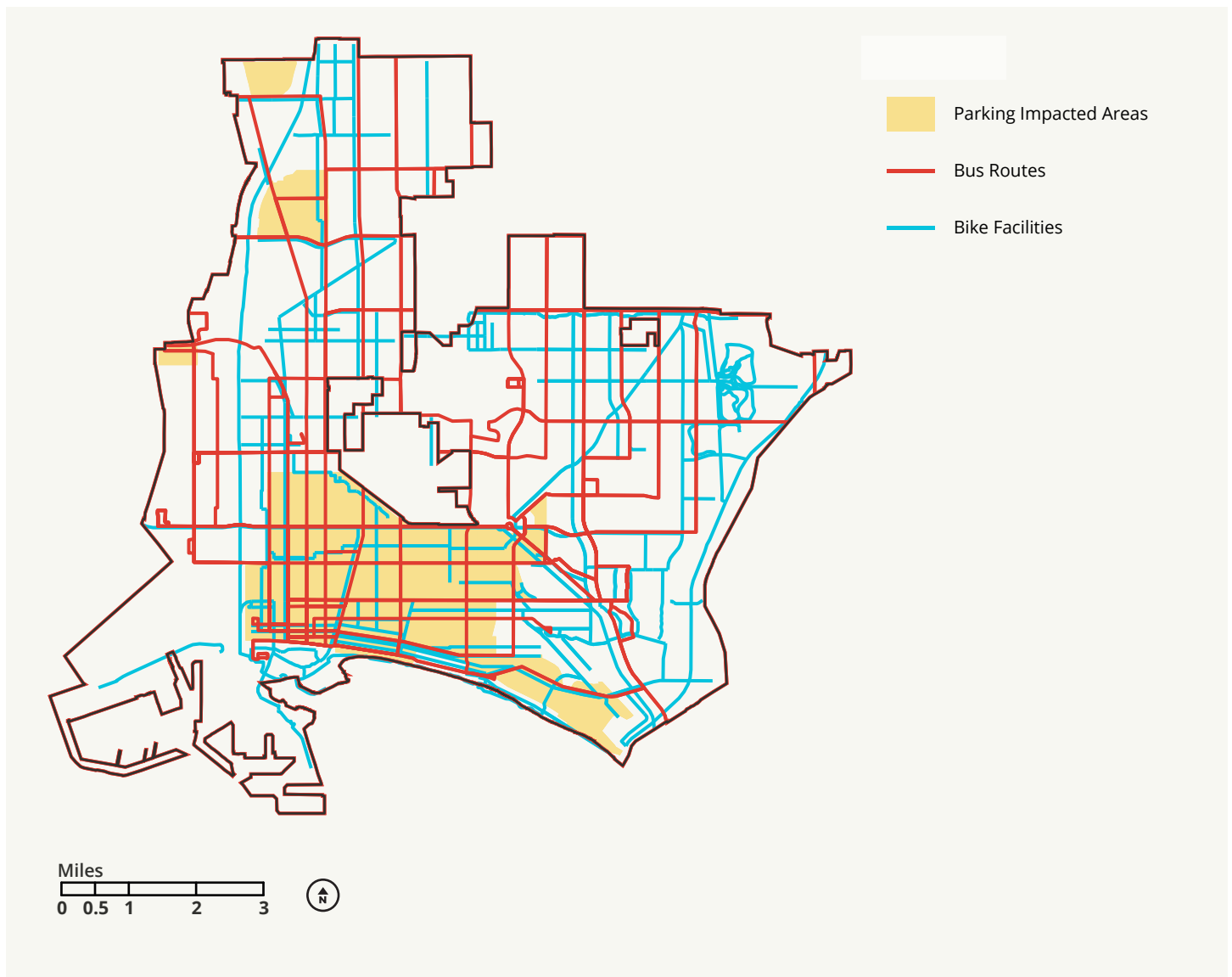
Miles



Data Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

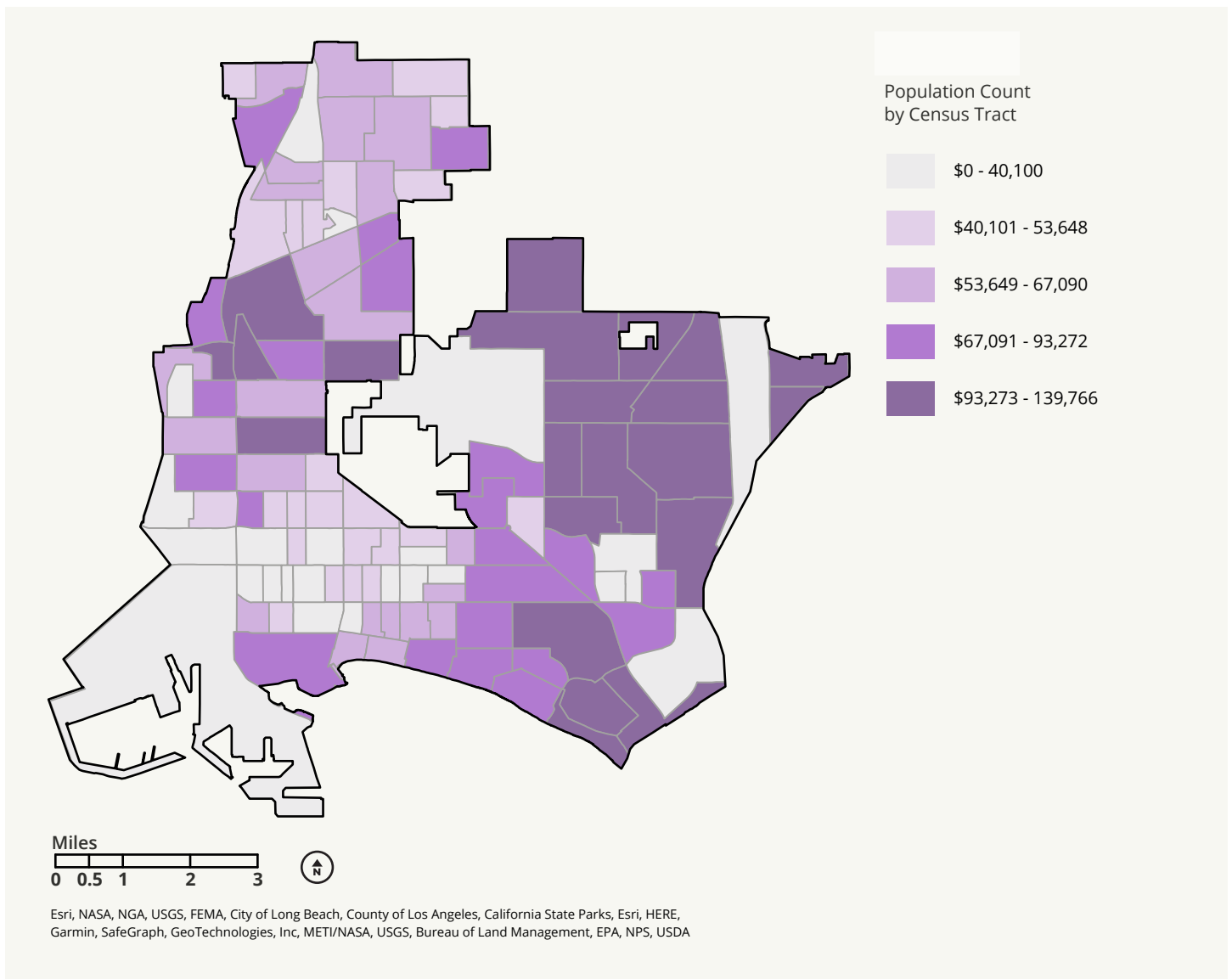
Transportation

- Central, North, and West Long Beach are where the highest proportions of the **Cambodian population** reside, and are also areas **impacted by parking** in Long Beach.
- Cambodian residents living in Central Long Beach have **more access to bike facilities and bus routes** than Cambodians living in North Long Beach.
- Cambodia Town residents have one of the **lowest rates of vehicle dependency** throughout the entire city.



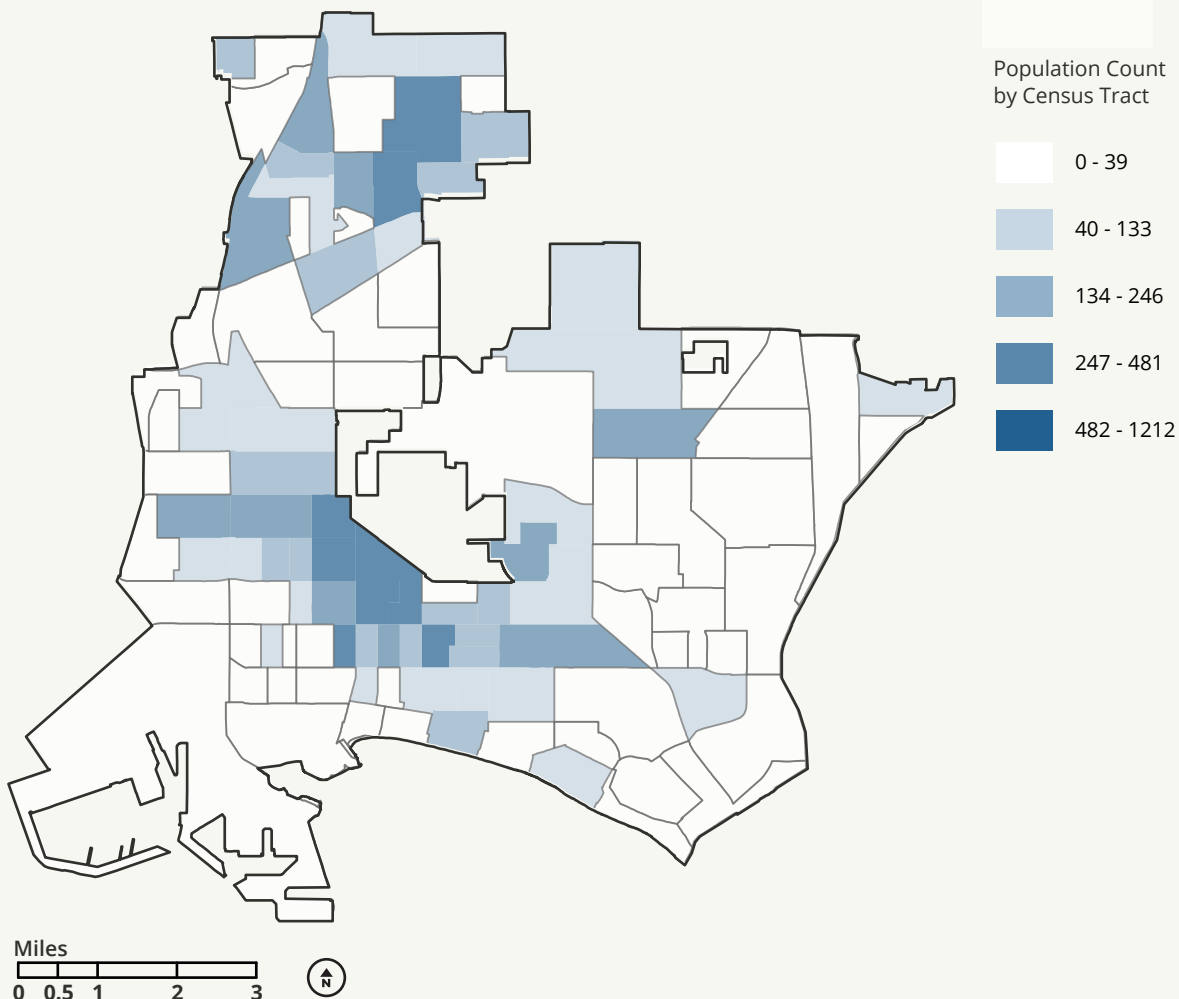
Median Income

- The **census tracts of Long Beach with the highest population of Cambodian residents** [570502, 570602, 573201, 573202, 573300, 575201, 575202, 576302, and 576901] have significantly lower median income levels [\$0-67,000] than surrounding census tract areas [\$67,091 - 139,766].
- These comparisons show the **drastic income disparities** within Long Beach, and access to **free programs** will be important to the development of the Cambodian American Cultural Center.



Cambodian Population

- While the Cambodian population of Long Beach resides in neighborhoods across the city, **the largest population of Cambodian residents reside in Central, North, and West Long Beach.**
- **Cambodian residents** residing in Central Long Beach live in **Cambodia Town** or in close proximity to it.



Data Sources: City of Long Beach, County of Los Angeles, California State Parks, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA.

Community Voice

3.1 ENGAGEMENT PROCESS

Building off of the successes of the African American and Latino Cultural Centers' visioning plan, the City of Long Beach understood the importance of a community-led process with the ultimate goal of building capacity and collective ownership over the Cambodian American Cultural Center.

The public engagement strategy originally involved the development of the CACC Steering and Honorary Committees, the hosting of two public community events, the release of a public survey, cultural asset mapping, and facilitating small group discussions. In response to the guidance from the two Committees as well as gaps in information found throughout the process, an additional youth survey was released and subsequent one-on-one interviews were hosted as a part of the outreach strategy.

It is important to note that while public engagement was pivotal to both the City and its consultant teams, the community feedback that was collected is, and will always be, limited by time, capacity, and scope. Continued engagement

beyond the completion of this report is essential to having long-term support from the Long Beach community. The following paragraphs present the CACC engagement strategies that took place between mid-2022 and early 2023 and summarize the key findings based on the feedback received from the community.

It was critical that public forums, meetings, small group discussions, and interviews were planned and executed with an equity-based framework. The following considerations were taken when developing strategies for engaging community members:

→ Historical and intergenerational trauma and social injustices that have created inequities in systems, institutions, policies, and practices.

→ Current gaps in service provision, access, and decision-making power faced by marginalized communities.

→ Groups that may be more difficult to reach and strategies to overcome specific barriers.

Strategies to create an equitable community engagement process included the development of a Steering Committee and an Honorary Committee, hosting forums at community-friendly spaces, coordinating efforts with community-based organizations, small group discussions and interviews with hard-to-reach populations, and providing translation/interpretation services, opportunity drawings, and culturally appropriate meals.



3.2 STEERING & HONORARY COMMITTEES

The City and consultant teams created a governance structure of steering and honorary teams to ensure leadership, accountability, and stewardship throughout the visioning process. The steering and honorary teams were made up of key stakeholders including organizational leaders and community leaders, comprising a total of 31 steering committee members and 15 honorary committee members, all of whom volunteered their own time to participate. Committee members consisted of community leaders, nonprofits, academics, and representatives of elected officials. Both teams guided the community engagement process, developed shared values, prioritized recommendations, reviewed the community data analysis, conducted community outreach, and co-facilitated small groups. The relationships built as part of these Committees also led to informal gatherings where members were invited to discuss partnership opportunities beyond the CACC. The advisory team met in person four times from June of 2022 to February of 2023.

EVENT	GOALS	TIME FRAME
Meeting #1	Kick-off, stakeholder identification, create shared values, review process, draft survey content and outreach	June 2022
Meeting #2	Debrief survey results, develop workshop activities, review context and existing conditions	September 2022
Meeting #3	Debrief workshop results, cultural asset mapping, review case studies and best practices	November 2022
Meeting #4	Debrief engagement findings, review feasibility study, prepare for draft report	March 2023

CACC Committees Roles & Responsibilities:

- Play an active role in the visioning process by attending and participating in all CACC Committee meetings.
- Participate in additional special meetings and public events, as requested.
 - Receive updates from the Community Engagement consultant and educational material from the Cultural Planning consultant.
- Members may be expected to read written materials sent in advance of meetings.
- Collaborate with other committee members to generate a community generated operating vision for the Cultural Center.
- Gather input from community members and stakeholders to share in Steering Committee meetings.

CACC Committee Representative Organizations

Community Steering Committee

- Arts Council for Long Beach
- Cambodia Town, Inc.
- Cambodian Association of America
- Khmer Parents Association
- United Cambodian Community
- Khmer Girls in Action
- Khmer Arts Academy / Modern Apsara Company
- Khmer Alumni Association
- Apsara Healing & Wellness, Inc.
- PAL id studio, Inc.
- Battambang BBQ
- Asian Empowerment Association
- Los Angeles County Cambodian Employees Association
- Cambodian American Community Activist
- Cambodian Culture and Art Association
- Khemara Buddhikaram Temple
- Cambodia Town Film Festival
- CAM-Scholar Volunteer Team
- CSULB and Wilson High School

Honorary Committee

- California State University Long Beach
- Long Beach Public Library
- California Senate
- California Assembly
- Long Beach City Council
- California State University Dominguez Hills
- Long Beach Community College
- Port of Long Beach
- Pacific Asian Counseling Services

CACC
**Shared
Values**

Adaptable

Language

Richness

Value

Tradition

Education

Learning
Culture

Spirituality

Culture

Dignity

Resourceful

Dance

Color

Identity

Performing
Arts

Unity

Warrior

Vibrancy

Family

Honor

Respect

Arts

Preserve

Friendship

Lotus

Blending
Culture

Food

Soul &
Spirit

Resilience

State-of-Mind

Strengthen

Love

At-risk

Community
Empowerment

Krama

Love

Powerful

Curiosity

History



“I am thrilled that the visioning process for the Cambodian American Cultural Center will be launched. I am so proud of all the incredible work conducted and excited for the upcoming kickoff event. It will not only be to seek input, but also to bring the community together and have fun.”

COUNCILWOMAN SUELY SARO

3.3 LAUNCH EVENT

To begin the public outreach process, the United Cambodian Community and the City of Long Beach co-hosted the “Cambodian American Cultural Center Informational and Launch Event” on Saturday, August 20, 2022, from 10 am to 2 pm at Douglas MacArthur Park in Cambodia Town. The community informational launch event included cultural performances, free food, music, and resource tables. Community members were encouraged to attend this public event through social media, news articles, and flyers distributed by the City and the CACC Committee members in Khmer, Spanish, and English. Public participants had the opportunity to learn more about the CACC visioning process and

provide feedback through the CACC public survey. Additionally, multiple presentation boards were created that presented the public survey questions in a digestible manner, and participants provided their feedback using sticker dots to vote for their preferred answers. In total, over 200 survey participants responded on the presentation boards, which were combined with the overall public survey results summarized in the next section of this report. Beyond data collection, this launch event was a significant community development accomplishment as it brought out the community following the social isolation of the COVID-19 pandemic.

“We are working with community members to ensure that our Cambodian American Cultural Center will honor their history and contributions to our city and be a place for learning, healing and gathering for generations to come”

**FORMER MAYOR
ROBERT GARCIA**

3.4 PUBLIC SURVEY

The CACC public survey was released two weeks prior to the CACC Informational and Launch Event as both a print and online survey in multiple languages, including Khmer. The public survey was written in a manner that was short, easily understandable, and able to be easily translated. The primary audience of this public survey was Long Beach residents and members of the Cambodian American community of varying levels of capacity and interest in CACC. The online surveys were disseminated through CACC Committee members' social media platforms and newsletters. Print versions of the translated survey were also shared via UCC and the CACC Committee members at multiple public events and meetings, and as intercept surveys. The public was incentivized to take the online and print versions of the survey through a \$25 gift card opportunity drawing.

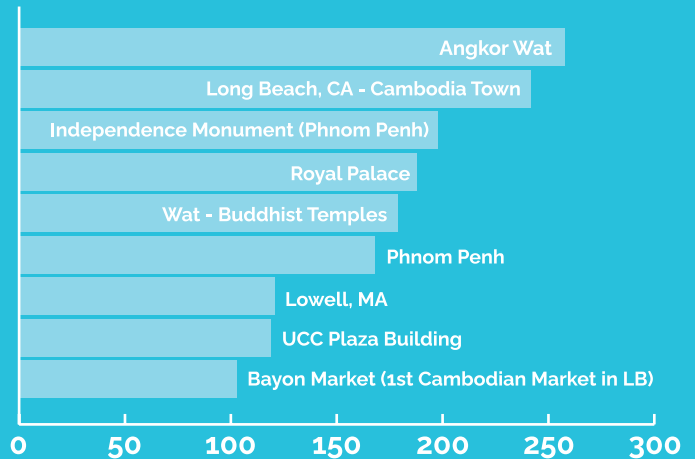
Key Themes

- **Plan for an inclusive space** that recognizes the racial and ethnic diversity within the Cambodian community and broader Long Beach community
- **Address the generational divide** in the Cambodian community, validating the younger generation's experiences in culture
- **Create a space that fosters cultural preservation** and learning
- **Celebrate the achievements and adversities** of Cambodian history
- **Nurture healing**, continue to grow joy, and focus on the strengths of the Cambodian American community
- **Highlight the various religious beliefs**, traditions, and healing practices of Cambodian culture
- **Consider flexible spaces** where multiple programs can take place [cultural, educational, and creative]

TOTAL RESPONSES

360

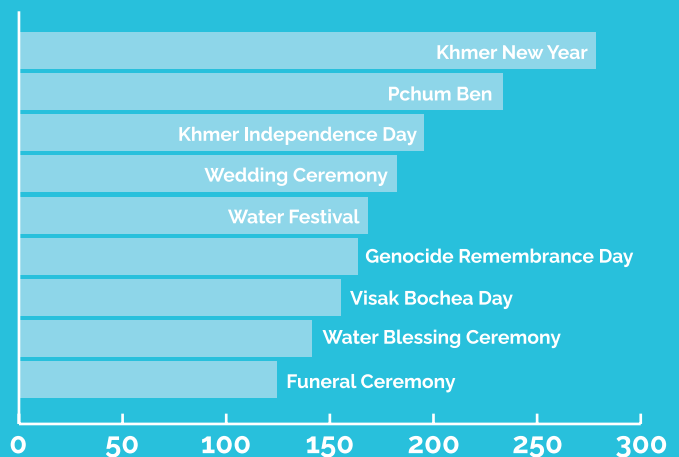
Top 5 Historical / Important Buildings / Locations



Top 5 Historical / Important Cambodian People



Top 5 Historical/Important Events/Holidays/Ceremonies



3.5 COMMUNITY SMALL GROUPS

With guidance from the CACC Committees, small groups were formed to discuss the gaps in information found as a result of the public survey. These small groups took place in mutually safe spaces and accommodated the access and language needs of the participants. It was important that the groups remained small enough that each participant felt comfortable speaking up and sharing. Each group had at least one facilitator and notetaker to prompt the discussions. The CACC team and Committee members reached out

to their networks to identify potential participants for each group. The following small groups were hosted in late 2022:

- Parents with Young Children
- Older Adults
- Faith-Based Leaders
- Diversity, Equity, and Inclusion
- CACC Committee Members

It was discussed that while, based on the public survey respondents, it was important to engage those under the age of 24, an online survey with an incentive would be a more efficient strategy to gain

a broader understanding of the youths' perspectives. Individuals of multiple faiths within the Cambodian community were invited to participate in the faith-based leaders group, but most of the participants who attended were Buddhists. Participants of the Diversity, Equity, and Inclusion small group consisted of members of the African American Cultural Center, Latino Cultural Center, and LGBTQ Center. The following themes emerged from each of the following groups



Key Themes

All Groups

- While the CACC should **welcome all**, it should specifically serve **Cambodian American youth**
- Offer opportunities to **learn about and be immersed in Khmer culture through classes** [traditional crafts, performing arts, cooking, etc.] and **events centered around Cambodian history and tradition**
- Address the intergenerational and cultural divide by providing **Khmer and English language classes** at the CACC
- Locate the CACC site in **Cambodia Town**

Parents with Young Children

- Create opportunities for **youth and 2nd generation Cambodian Americans** to learn about and engage with **Cambodian art, history, and traditions, fostering understanding and pride in their heritage**

- Serve as a **landmark** of the Cambodian community, drawing in, **strengthening, and activating the Cambodian community and promoting Cambodian culture nationwide**

- Consider ways to **revitalize Cambodia Town's local economy**, whether through creating job opportunities, supporting small businesses, or providing workforce development

- This group particularly desired to have the CACC site **located in Cambodia Town**

Older Adults

- Preserve the **Khmer language** by teaching the younger generations
- Cultivate **pride in Cambodian culture**, including Khmer arts, history, and tradition, and create a space that **fosters cultural learning**, especially for **Cambodian American youth**

- Create space to **view and connect** with **Cambodian culture**

Faith-Based Leaders

- Reflect **traditional Khmer/Buddhist values** such as respect and family-centeredness at the CACC
- Provide **educational programming for youth** to learn about **Cambodian culture, etiquette, and ethics**
- **Temples** often host **Khmer celebrations and connect community members with resources** such as vaccinations, housing, and Khmer language classes

Diversity, Equity, and Inclusion

- Share a **holistic** account of Khmer history, exploring **narratives outside of the Khmer Rouge and the Golden Age**
- Promote **cross-cultural sharing and collaboration** with other organizations and cultural centers

Key Themes

→ Use **inclusive language and messaging** when creating educational or informational materials and engaging with the public

→ **Consider underutilized school campuses** as potential sites for the CACC, as they are spacious, have ample parking, and **accessible for both drivers and users of public transportation**

CACC Committee Members

→ The CACC should accommodate **spaces for Khmer performing arts, Khmer culture classes,**

and showcasing Cambodian American history.

→ While the CACC should **serve all**, it should **specifically serve the younger generations** and the Cambodian community.

→ The CACC can help **bridge generational and cultural gaps** by offering **cultural programming for all ages**, providing mentorship, and developing volunteer opportunities.

→ Committee members shared that being **“Cambodian American”** means having **pride**

in their Cambodian heritage, acknowledging their history, and sharing Khmer culture with others.

→ Although the CACC would **ideally be located in Cambodia Town, locations outside of Cambodia Town should be considered** given financial feasibility and development opportunities.

→ **Celebrate the achievements and strengths** of the Cambodian American community, while **building up the future generations** of Cambodian Americans.



3.6 COMMUNITY FORUM

On December 14th 2022, the City of Long Beach, 6th District Office, and the CACC consultant team hosted a public community forum at the Homeland Cultural Center in MacArthur Park. The intention of this community forum was to receive updates about the CACC visioning process and join in on small group discussions

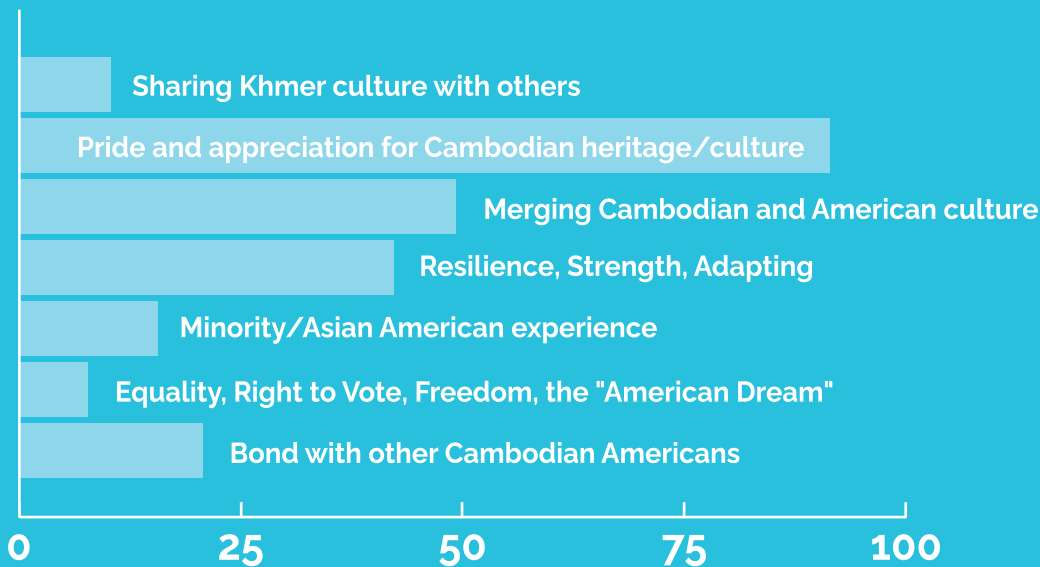
similar to that of the targeted small groups. Community members were encouraged to attend this public event through social media, news articles, and flyers distributed by the City and the CACC Committee members in Khmer and English. Additionally, dinner, Khmer interpretation, and several opportunity drawings were provided at this free, public event. The following themes emerged from the small group discussions

Key Themes

- Create opportunities for the Cambodian community to be **immersed in Khmer culture** by **offering classes** (traditional crafts, performing arts, cooking, etc.) and **hosting events centered around Cambodian history and tradition.**
- Offer **language classes** [Khmer and English] to address the intergenerational language barrier and help bridge generational and cultural gaps
- Ensure a **welcoming and inclusive environment**, where anyone can learn about Cambodian history and culture
- Community members shared that being “Cambodian American” alludes to a **fusion of Khmer and American culture**, and the **personal journey of navigating these identities**
- Community members envision the CACC becoming a **“destination,”** drawing attention to the Cambodian community in Long Beach, **improving the local economy**, and **promoting Cambodian culture to all**
- Community members desired that the CACC site **located in Cambodia Town**
- Consider a **joint-use development with community-based organizations** already providing similar cultural programming and services or civic uses



What does it mean to be “Cambodian American” or if you do not identify as Cambodian American, what does “Cambodian American” represent to you?



TOTAL RESPONSES

220

3.7 YOUTH SURVEY

The respondents of the first CACC public survey were generally adults or older adults, and saw an underrepresentation of people between the ages of 0 and 24. Given that one of the primary target populations that was identified as part of the public survey was youth, it became imperative that the community engagement strategy included their feedback. Following discussions with the CACC team and Committee members who represent the Cambodian American youth population, it was determined that an online youth survey would be the best strategy to engage this specific population. With help from the Committee members, a youth survey was created and widely distributed, and with incentives from a local community business, 220 survey responses were collected. The following key themes emerged from this youth survey →

Key Themes

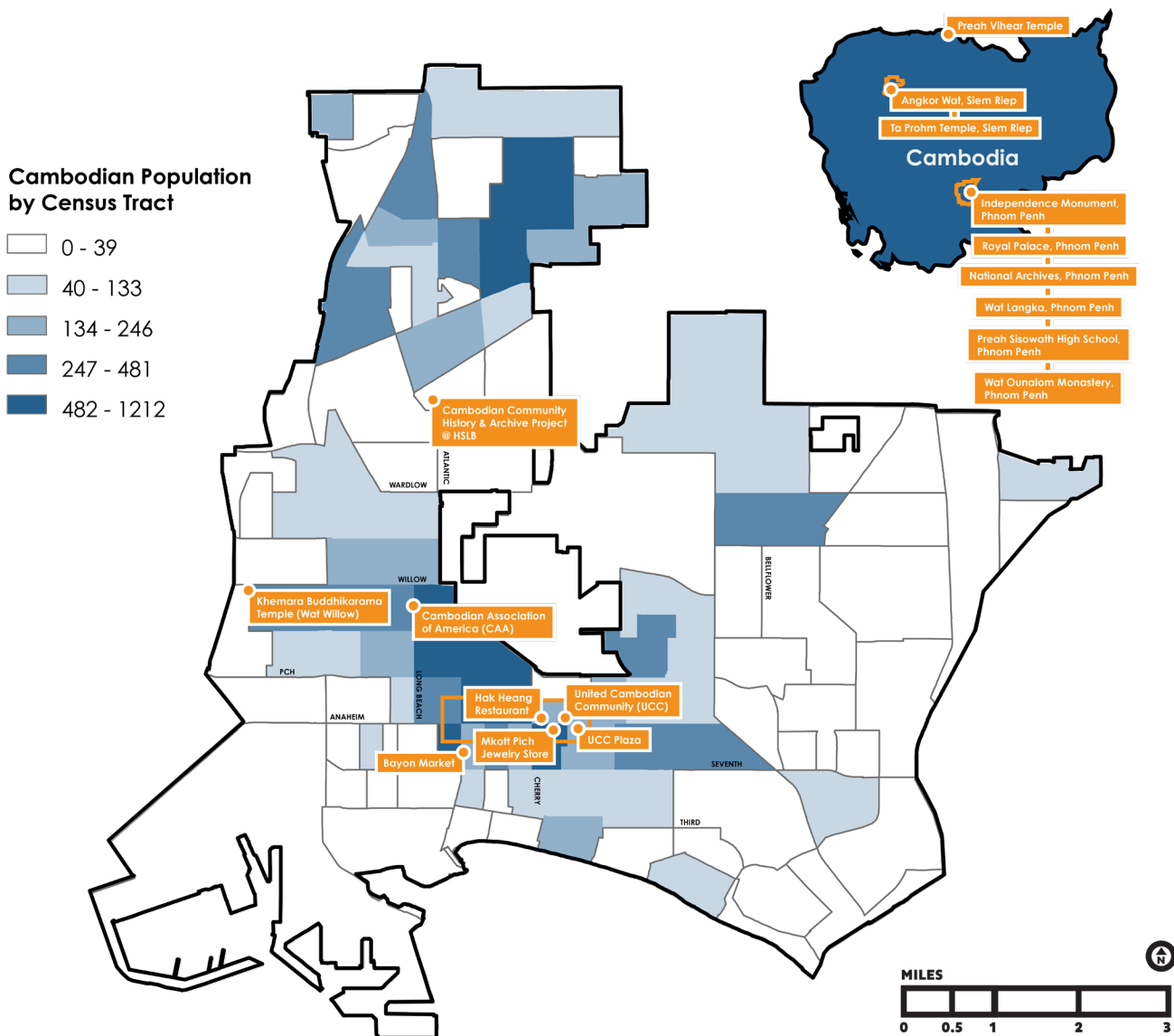
- The cultural elements and experiences respondents would most like to highlight at the CACC are the **Cambodian arts, Cambodian-owned business and community based organizations, and the history of Cambodia Town** [Eastside].
- The CACC can be a **safe and inclusive space for youth** by creating a physically and emotionally safe environment for youth, hiring staff that are dedicated to the youth, training staff to be welcoming and culturally sensitive, and bringing the community together through engaging cultural activities, programs and events.
- The CACC can **promote intergenerational and cultural exchange** and help bridge generational and cultural gaps by developing cultural programs, classes, and events that multiple generations can enjoy, and by facilitating healing conversations and workshops.
- The activities respondents would most like to see at the CACC are **Khmer cultural classes, mental health services, cooking classes, and youth development services**

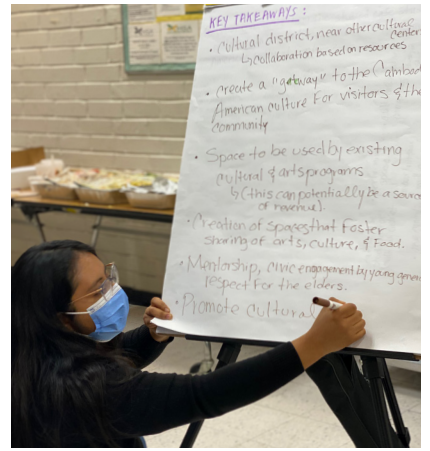
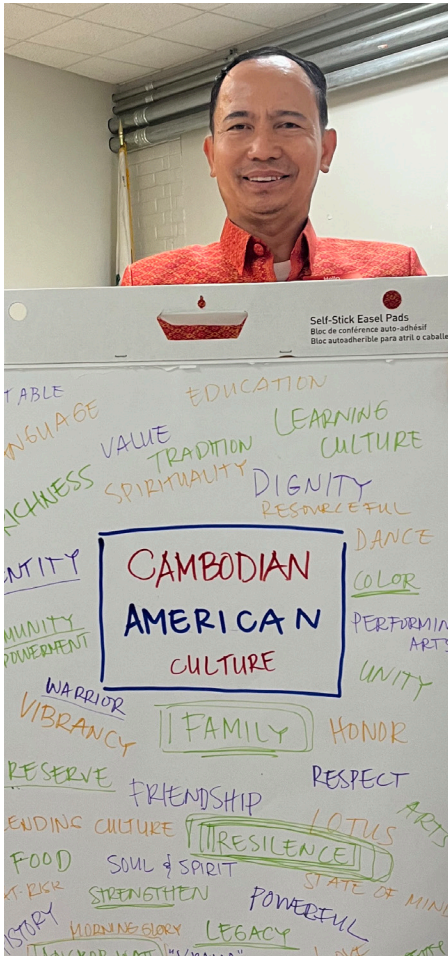
3.9 CULTURAL ASSET MAPPING

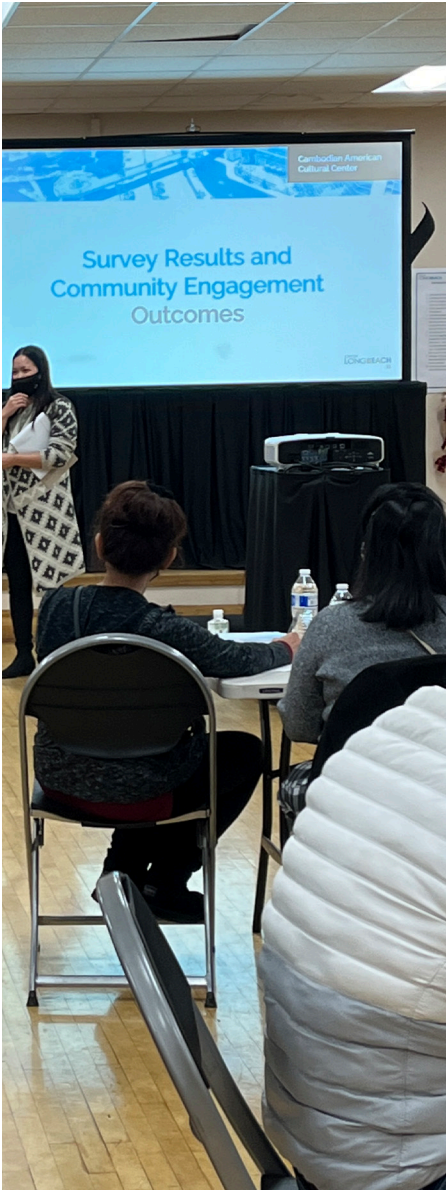
One of the key outcomes of the community engagement process was to identify potential locations to locate a Cambodian American Cultural Center. This spatial analysis included close engagement with the Steering & Honorary Committee as well as the general public to map historic and cultural resources relevant to Cambodian American cultural identity in Long Beach and beyond. As a result of this cultural asset mapping, several potential areas, sites, and buildings are to be considered for developing a Cultural Center based on agreed upon guiding principles and feasibility analysis. The following locations are identified as cultural assets to the Cambodian community:

Cultural Assets

These locations were identified by the CACC Steering Committee and community members.







Feasibility Study

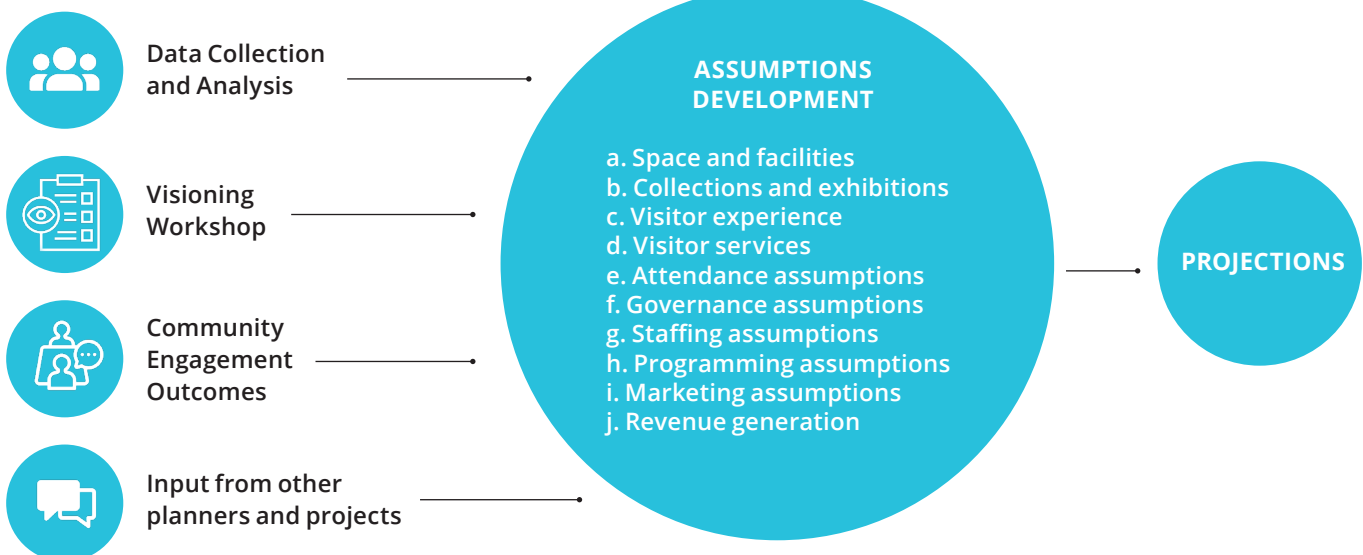
4.1 INTRODUCTION

This Feasibility Study is for operating expenses and revenue during the first five years of operations after the opening of the Cambodian American Cultural Center. Year 5 after opening is considered a “Steady State”, when operations will stabilize [until then some operations will increase gradually]. Projections are based on realistic and conservative assumptions; benchmarks and comparable information that can be applied to the present case; community consultations, and analysis of the local market, demographic statistics, and future projections.

Assumptions and comparable benchmarks are complemented with the Consultants’ best judgment based on previous experience. It is important to note that this process is iterative. Assumptions are not cast in stone and may evolve as the project progresses and as new information becomes available – especially around building scale and programming details.

The Feasibility Study is designed in a way that changes to assumptions may be easily reflected in the financial model. This Feasibility Study is focused on core operations; it excludes taxes, inflation, amortization, and financial costs. Revenues, expenses, and costs are projected in 2023 constant USD [does not include inflation]. Additionally, this Feasibility Study takes a high-level approach when looking at expenses, revenues, space allocations, and capital expenses.

Feasibility Study Methodology



4.2 CASE STUDIES & COMPARABLES

The following case studies are highlighted for various aspects of their development, operation, and programming, and were collaboratively identified between the Consultant and the community, including members of the Steering Committee, surveys, and public events. Narrowed down from over ten sites, these six case studies represent local, national, and international examples of what the CACC could be in many different ways, and serve as a comparative model of understanding.

	National Cambodian Heritage Museum	Asia Pacific Cultural Center	Stockton Cambodian Buddhist Temple	Japanese American National Museum	Wing Luke Museum
					
Sq. Ft.	N/A	10,500	7,000	85,000	60,000
Attendance	3,430	100,000	N/A	N/A	N/A
MSA Population	9,510,000	4,102,400	779,233	12,237,736	3,433,000
Total Staff	4	15	0	69	58
Total Revenue	\$123,770	\$973,945	\$1,074,443	\$7,961,741	\$3,427,975
Earned Revenue	\$7,256	-	-	\$675,428	\$364,682
Contributed Revenue	\$116,570	\$758,263	\$1,074,443	\$7,717,315	\$3,078,595
Government Revenue	-	\$82,500	-	-	\$715,146
Endowment Revenue	-	\$33	-	\$234,701	\$894
Total Expenses	\$120,421	\$660,714	\$813,721	\$7,029,751	\$2,784,047
Personnel	\$74,331	\$445,267	-	\$3,087,819	\$1,990,237
Occupancy	\$12,000	\$43,967	\$24,387	\$567,587	\$142,287
Program and Collections	\$57,905	\$24,033	\$779,431	\$4,572,821	\$2,081,019
Marketing and Admin	\$71	\$96,999	\$9,903	\$501,859	\$121,462



NATIONAL CAMBODIAN HERITAGE MUSEUM AND KILLING FIELDS MEMORIAL

Location: Chicago, IL
County Population:
 2.699 million
Year Founded: 2004

Description:

Permanent and temporary exhibits of vivid images, descriptive accounts, unique artifacts, and interactive media displays

Programming:

- Culture and Healing Arts Events
- Youth Leadership/ Mentorship
- Classes [music & language]

Operational Data

Facility Description: One main building available only by appointment due to COVID-19.

Collection: “Through permanent and temporary exhibits of vivid images, descriptive accounts, unique artifacts, and interactive media displays, the museum celebrates the remarkable Cambodian achievements and traditions kept alive through centuries of hardships. The memorial museum educates visitors about Cambodian ancient and modern history, the refugee experience, and the Cambodian American community today”.

Total Staff Members:

4-5 (mostly volunteer)

Annual Attendance:

N/A

Hours Open:

Tuesdays to Fridays – 10 am to 4 pm
 Saturday – 11 am to 3 pm by appointments only

Admission Fees:

Free

Programs

Cultural & Healing Arts

“The museum, in collaboration with multidisciplinary professionals, employs a holistic approach to address these complex challenges that survivors and their families face”.

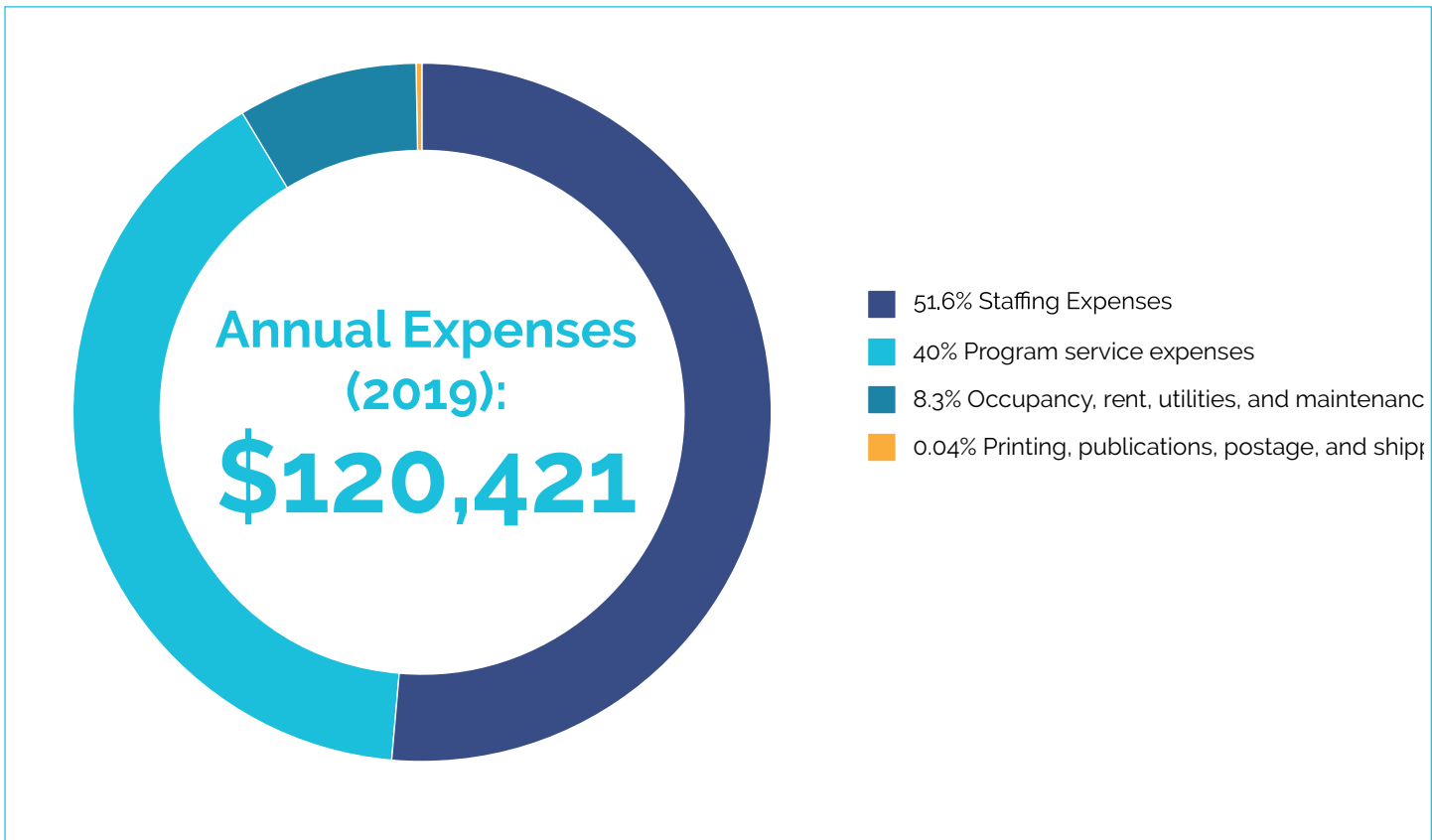
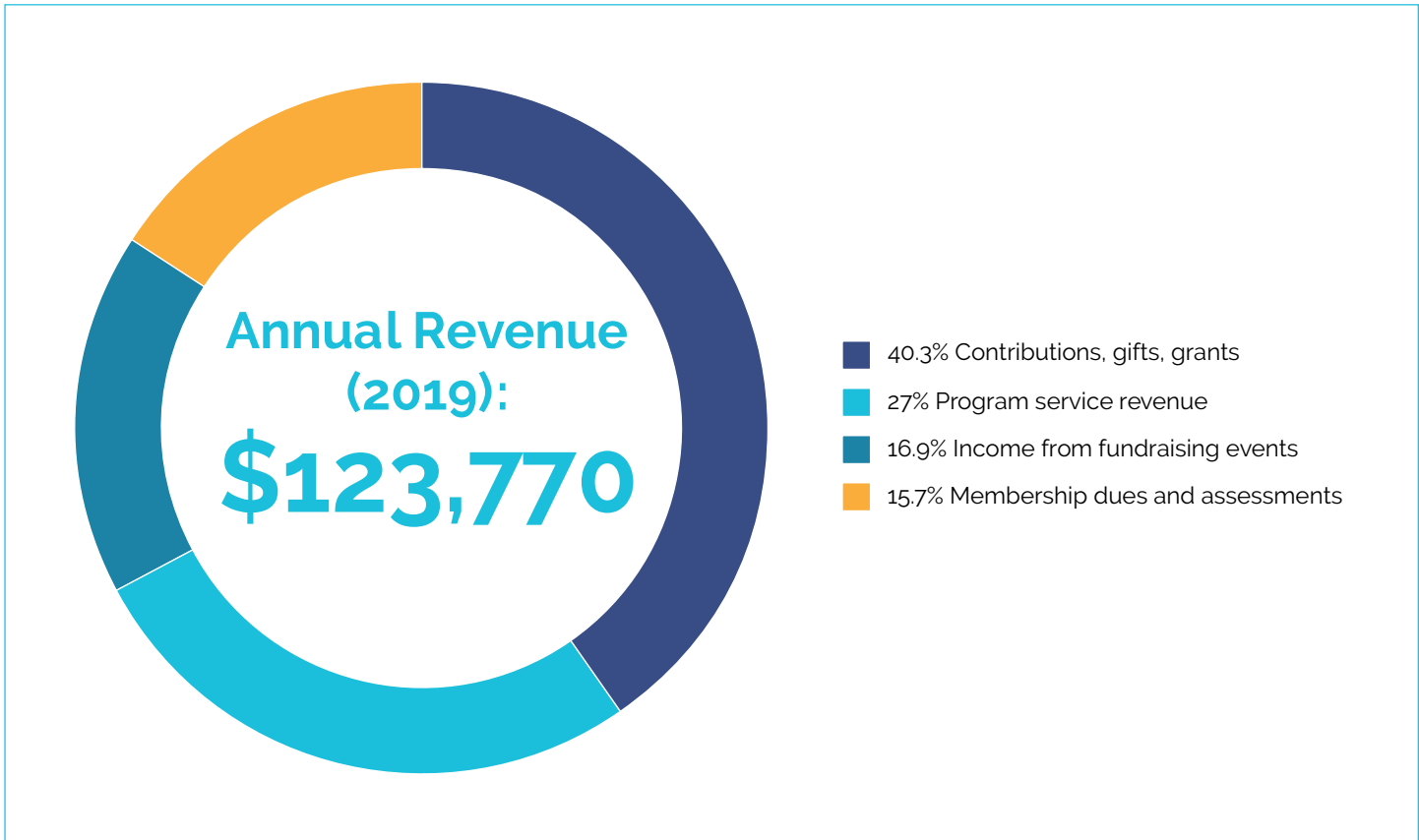
Youth Leadership & Mentorship

“To educate youth and young adults about the Cambodian culture while capturing the experiences of Cambodian American.”

Classes

- Khmer Pinpeat Music and Khmer Traditional Music classes for all ages
- Khmer Dance classes for children and teens
- Khmer Language classes for all ages

Financials





ASIA PACIFIC CULTURAL CENTER

Location: Tacoma, WA
County Population: 921,130
Year Founded: 1996

Description: Bridge communities and generations through art, culture, education, and business, Asia Pacific Cultural Center, a non-profit organization, serves as an interactive cultural crossroads between local and international communities.

Programming:

- Interactive Cultural Workshops and Presentations
- Taste of Asia and Asian Tea Experience Classes
- Field Trip Visits
- Asia Pacific Art Gallery
- Cultural Tour of Asia Pacific Countries
- Annual Cultural Festivals and Celebrations
- Community Partner Activities
- Youth Programs

Operational Data

Facility Description: APCC is currently located in a 10,500 sq. ft. building in South Tacoma but is planning a new home to be built on the existing site.

The proposed new building will provide more functional space, including:

- Art Gallery
- Performing Arts Center
- Welcome Center
- Community Gift Shop
- Culinary Demonstration Kitchen
- Asia Pacific Garden
- Asia Pacific Library
- Courtyard
- Tea Room
- APCC estimates that it will be able to serve over 300,000 visitors in the expanded space

Note: It may be valuable to contact the Asia Pacific Cultural Center for construction cost estimates of the ongoing expansion.

Collection: None

Total Staff Members: 15 staff

Annual Attendance: 100,000 (in 2016)

Hours Open: Every day 9 am to 5 pm

Admission Fees: Free

Programs

Cultural Events and Activities: A series of festivals and programs celebrating Asian Pacific heritage from specific regions, or with specific themes

Interactive Cultural Workshops and Presentations: Hands on workshops and presentations that take place on site or at local schools, senior living homes, private companies, and more Cultural Tours of Asia Pacific Countries: annual group tours of different countries, visiting sites of cultural and historical significance

Promised Leaders of Tomorrow: mentorship, educational support, and cultural programming for at-risk, low-income Asian and Pacific Islander youth, designed to encourage high school graduation

Extended learning programs at local elementary schools

Language classes

Financials



- 65.2% Contributions, gifts, grants
- 13.7% Other revenue
- 12.5% Income from fundraising events
- 8.5% Government Grants
- 0.2% Membership dues and assessments



- 67.4% Staffing Expenses
- 10.3% Office Expenses
- 6.7% Occupancy, rent, utilities, and maintenance
- 3.6% Program service expenses
- 1.2% Travel
- 1% Other
- 0.8% Conference, conventions, and meetings



STOCKTON CAMBODIAN BUDDHIST TEMPLE

Location: Stockton, CA
County Population: 779,233
Year Founded: 1982

Description: Big statues dot the landscape of this peaceful Buddhist temple founded by Cambodian refugees.

Programming:
 Annual Cambodian
 New Year Celebration

Operational Data

Facility Description: Wat Dhammararam Buddhist Temple is an active Buddhist temple located in Stockton. The temple is widely recognized for its surrounding sculpture garden, which features over 90 statues that celebrate the life and story of Buddha. The temple itself was built in 1995 and is approximately 7,000 sq. ft

Collection: Over 90 concrete statues depicting the life of Buddha.

Total Staff Members: None (volunteer operated).

Annual Attendance: Unknown

Hours Open: Daylight

Admission Fees: Free

Programs

The temple is host to Stockton's 3-day New Year's Celebration. The event features live music, dancing, crafts, and Cambodian cuisine.

The site itself contains an active Buddhist monastery.

Financials



- 63% Contributions, gifts, grants
- 37% Income from fundraising events



- 95.8% Program service expenses
- 3% Occupancy, rent, utilities, and maintenance
- 1.2% Insurance



JAPANESE AMERICAN NATIONAL MUSEUM

Location: Los Angeles, CA
County Population: 9,861,224
Year Founded: 1992

Description: “Promotes understanding and appreciation of America’s ethnic and cultural diversity by sharing the Japanese American experience”.

Programming:

Historical and arts exhibitions, educational public programs, award-winning documentaries, and innovative curriculum that illuminate the stories and the rich cultural heritage of people of Japanese ancestry in the U.S.

Operational Data

Facility Description: JANM’s campus includes a former Buddhist temple consisting of a 23,800 sq. ft. building, as well as an 84,000 sq. ft. Pavilion (with galleries and gathering spaces), and a versatile 200-seat theater connected by a plaza. The facilities are available for private, community, and corporate event rentals as well as a film location.

Collection: “The over 150,000 objects that comprise the JANM permanent collection chronicle the Japanese American experience in its entirety from early immigration to the present.”

Total Staff Members: 69 staff

Annual Attendance: N/A

Hours Open: Tuesday, Wednesday, Friday–Sunday: 11 a.m.–5 p.m.; last entry is at 4 p.m. Thursday: 12 p.m.–8 p.m.; last entry is at 7 p.m.

Admission Fees: \$16 for adults, \$9 for seniors, students, and youth, Free for children under 5.

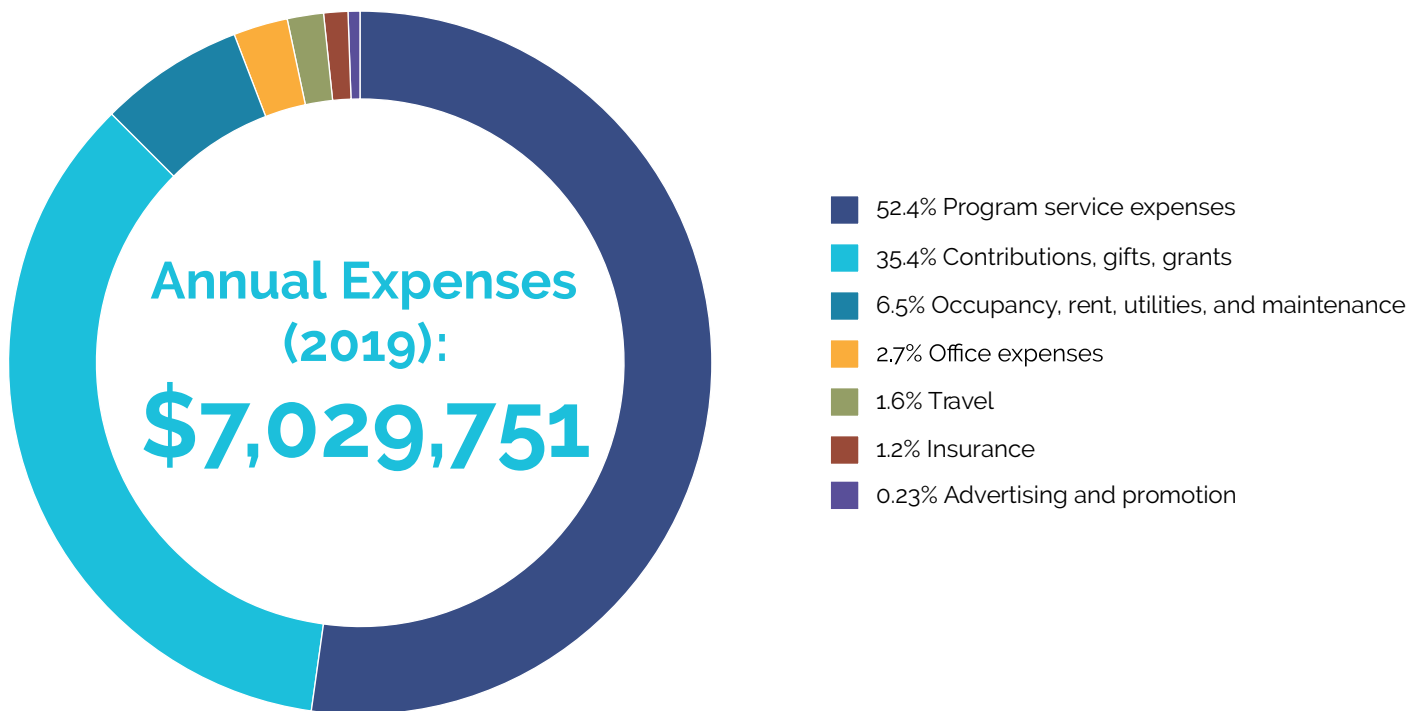
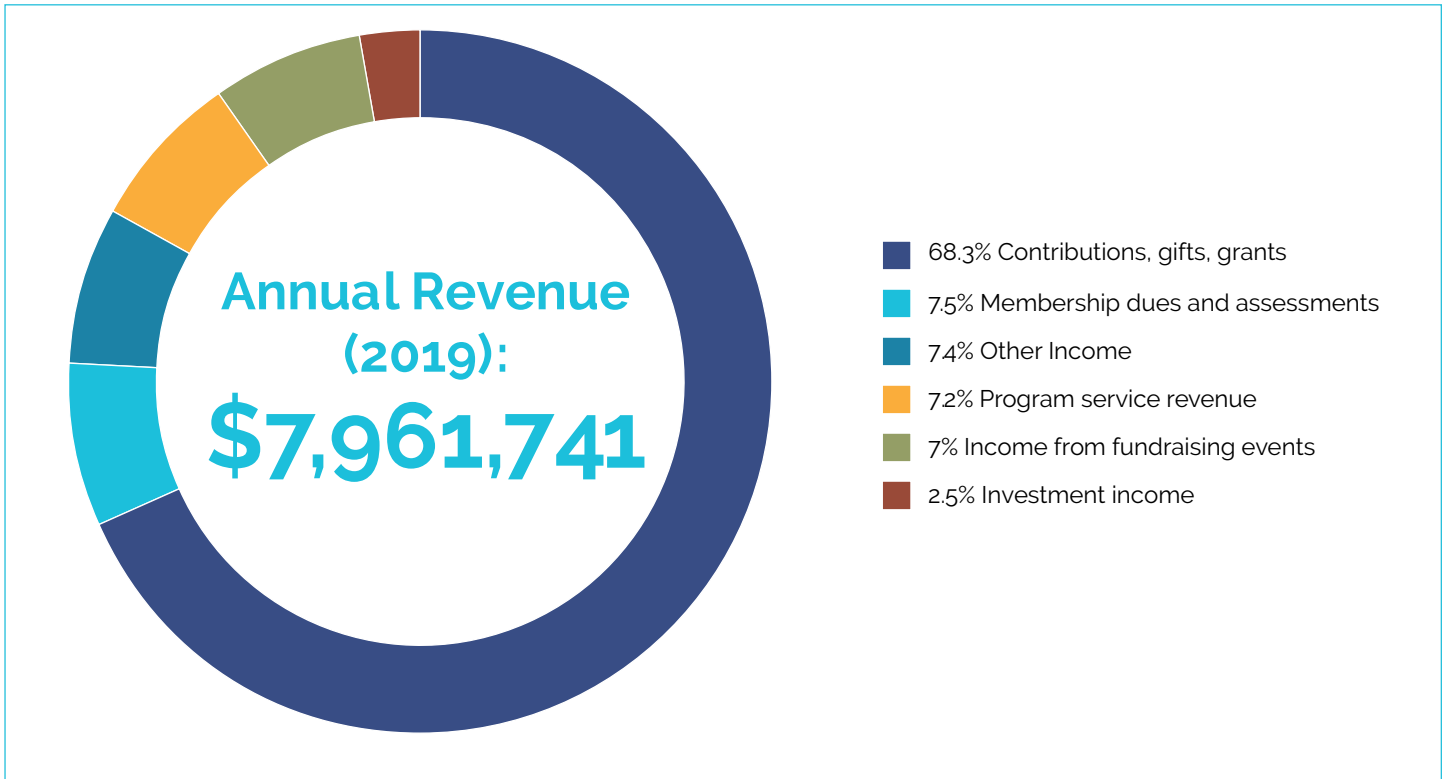
Programs

Discover Nikkei: A global community sharing stories and the experiences of Nikkei (Japanese emigrants or descendants who do not hold Japanese citizenship) around the world.

National Center for the Preservation of Democracy Fellowship: Artist fellowship program, with residency.

National Endowment for the Humanities Landmarks Workshop For Teachers: Examines history through the neighborhood of Little Tokyo in two week-long workshops.

Financials





WING LUKE MUSEUM OF THE ASIAN PACIFIC AMERICAN EXPERIENCE

Location: Seattle, WA

County Population: 733,919

Year Founded: 1967

Description: It aims to empower Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) to tell their stories and histories in their own voices. It serves as a primary Smithsonian affiliate in the Pacific Northwest, a National Park Service Affiliated Area, and as the nation's only museum dedicated to the pan-APA community.

Programming:

Storytelling through contemporary galleries showcasing:

- Temporary and permanent exhibitions and Preserved historic spaces
- Support and revitalize Seattle's Chinatown-International District through events and tours

Operational Data

Facility Description:

60,000 sq. ft., 3 floors

Main Floor: Exhibit spaces, Community Hall, Theatre, Marketplace

1st Floor: Gathering space, Exhibit spaces

2nd Floor: Community spaces, Library and Heritage Center

Collection: Stories and experiences of national Asian American, Native Hawaiian, and Pacific Islander [AANHPI] artists

Total Staff Members: N/A

Annual Attendance: N/A

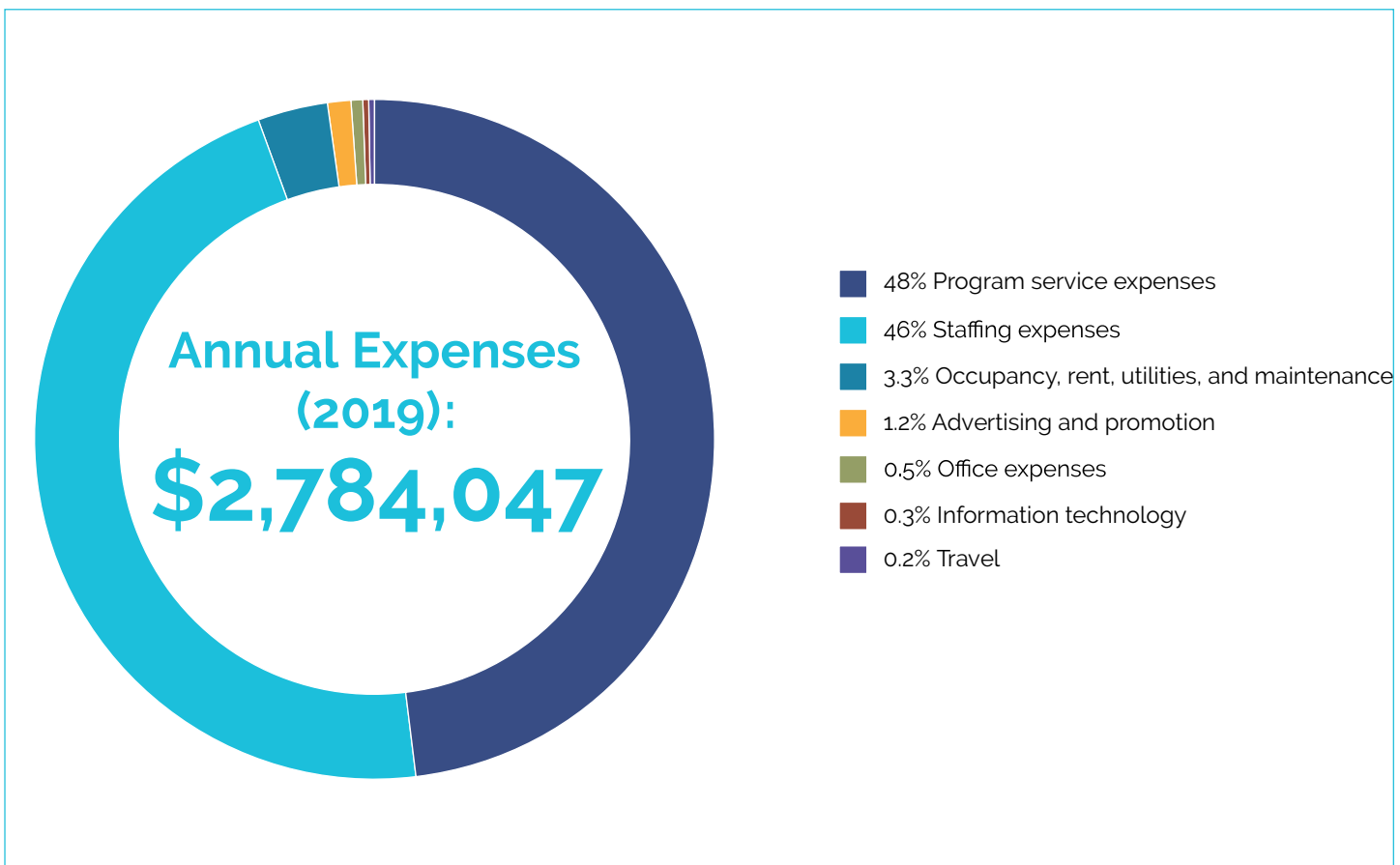
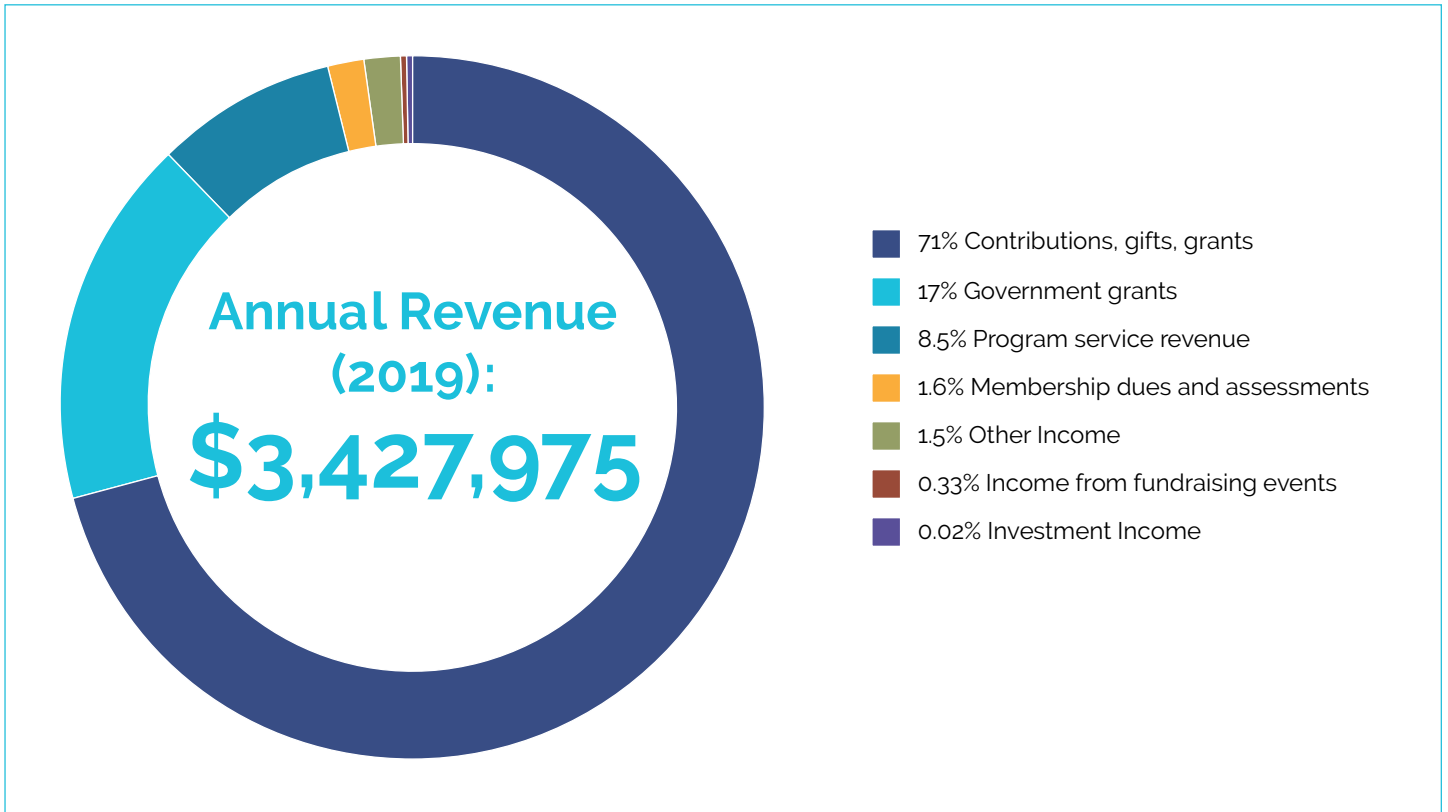
Hours Open: 10 AM - 5 PM
Wednesday - Sunday

Admission Fees: \$17 for adults, \$15 for seniors, \$12.5 for students, \$10 for youth, Free for children under 5

Programs

- "Authentic experiences and perspectives from the struggles of early Asian pioneers to accomplished works by national Asian American, Native Hawaiian, and Pacific Islander [AANHPI] artists".
- Contemporary galleries showcase both temporary and permanent exhibitions.
- Preserved historic spaces, accessible only through daily guided tour.
- They tell the story of their neighborhood, Seattle's Chinatown-International District, through guided tours and events.

Financials





CAMBODIAN CULTURAL VILLAGE ANGKOR GREEN GARDENS

Location: Siem Riep, Cambodia

County Population: 245,494

Year Founded: 2003

Description: The CCV presents miniature versions of important historical buildings and structures, together with local customs. There are eleven unique villages, representing the varied cultural heritage of nineteen ethnic groups. It includes a wax museum displaying scenes from the culture and history of Cambodia. CCV permanently closed in November 2020 following the collapse in the tourism industry caused by the COVID-19 pandemic.

Programming:

- Traditional performances in different styles such as Apsara dancing
- Performances of ethnic minorities from the northeastern part of Cambodia
- Traditional wedding ceremony rites
- Circuses, folk games, peacock dancing, acrobatics, elephant shows, boxing, caves of hell and more

4.3. ASSUMPTIONS AND PROJECTIONS

Feasibility Study Overview

This Feasibility Study projects that by Year 5 [steady state], the Cambodian American Cultural Center [CACC] will:

- Encompass 27,500 gross square feet [19,600 net square feet]
- Have an operating budget of around \$1,000,000
- Be able to cover 25% of its operating costs through earned revenue sources
- Operate with 6 FTEs [Full-Time Equivalent Staff], supplemented by 4 contractors [ex: janitorial and security]
- Be visited by approximately 30,000 people per year
- Require approximately \$750,000 yearly to break even on operations, which will come from a variety of sources including: government contributions, corporate contributions, donations, sponsorships, and grants.

Approximately \$575,000 will be required yearly to break even on operations, which will come from a variety of sources including: government contributions, corporate contributions, donations, sponsorships, and grants.

Space Assumptions

Building size is a critical input to any feasibility study, driving both costs and revenue opportunities. The building size is approximate and has NOT been confirmed for this project.

Based on community input, the types of services/ programs to be delivered, the versatility of spaces, and comparable organizations, Lord

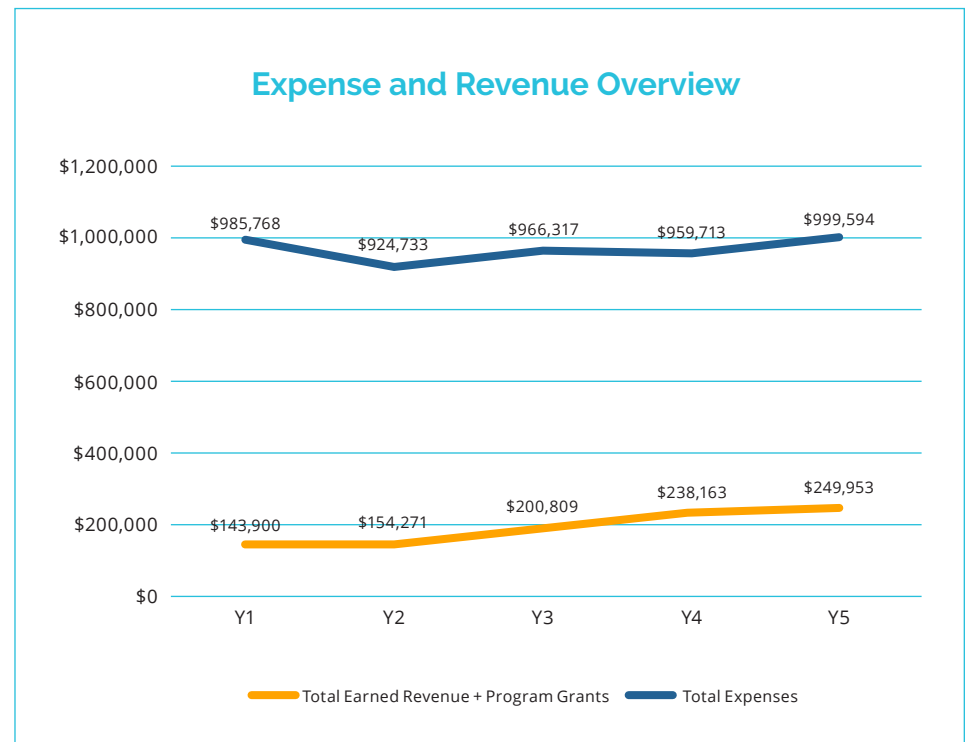
has made space assumptions for feasibility study purposes only. Actual space breakdowns will be confirmed over the course of future planning.

5-Year Overview: Expenses and Revenues

Operations are expected to ramp up during the first five years of operations. As a result, operating

expenses and earned revenue also ramp up, with Year 5 considered the year when “full operations” are reached. Earned revenues do not cover 100% of operating expenses; other external sources of revenue are required to break even on operations.

Space Description	Sq. Ft.	% of total space
Program Space	5,150	26%
Performance Space	6,525	33%
Exhibition and Collections Space	3,400	17%
Support Space	4,602	23%
Total Net Space	19,677	
Total Gross Space	27,548	



Operating Expenses (Year 5)

Operating Expenses can be arranged into four main categories. The single largest category is HR; this is in line with benchmarks. Content and programs are 26% of total expenses, estimating for the delivery of a broad array of public programs and community services.

Expense Assumptions

Occupancy has been calculated on a square foot basis, based on the comparables. General and Administrative [G&A] has been calculated based on benchmarks. Marketing costs have been revised down based on an assumption that CACC will be bolstered by word-of-mouth/community connections. Public Programs and Community Services costs are based on benchmark programming costs per visitor. It is assumed there will be at least two signature festivals/events per year.

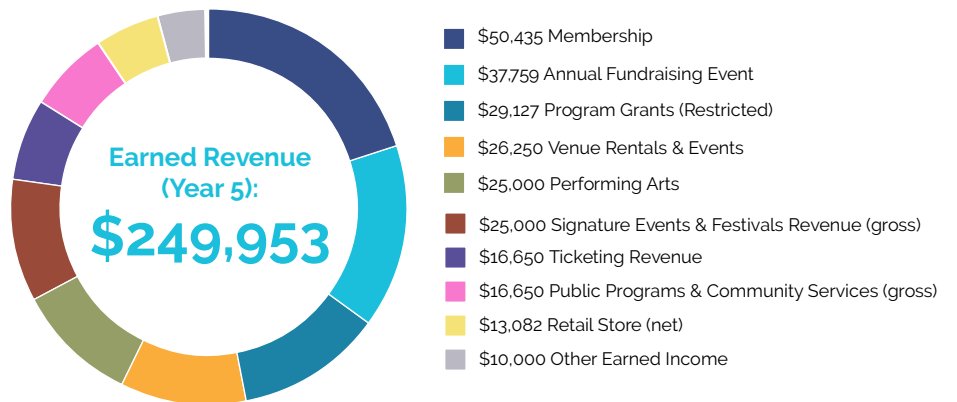
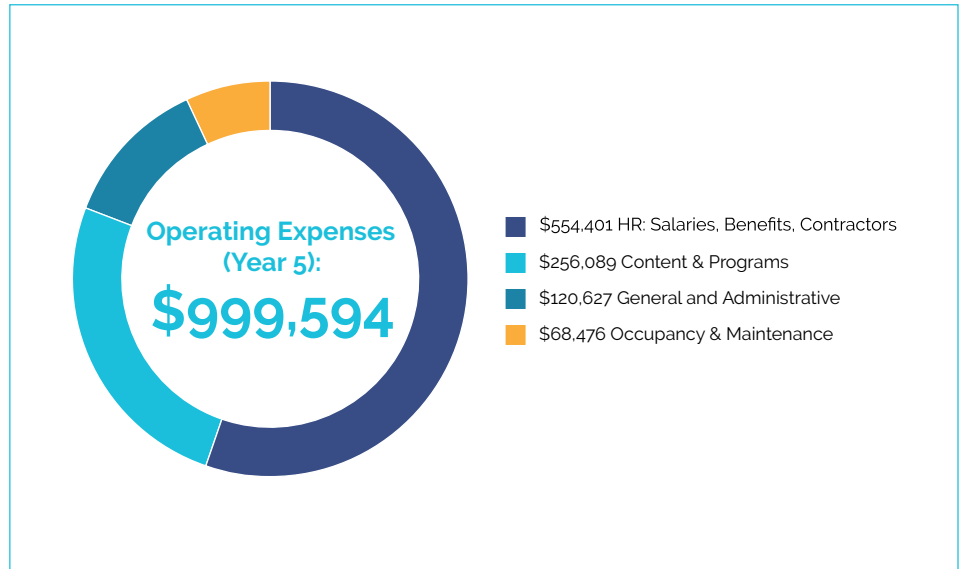
Exhibition Assumptions

The following assumptions have been made about exhibitions for feasibility study purposes. Exhibition space will be split evenly between:

- Semi-Permanent Exhibition Space rotating every 4-5 years, with an upfront installation cost and relatively low annual maintenance cost
- Temporary Exhibition Space changing 2-3 times per year at steady state
- The space allocation also assumes museum functionality, such as collections storage and exhibition workspaces.

Earned Revenue (Year 5)

This Feasibility Study projects earned revenue from a range of sources. The three largest revenue sources are Memberships, Fundraising Events, and Venue Rentals.



Revenue Assumptions

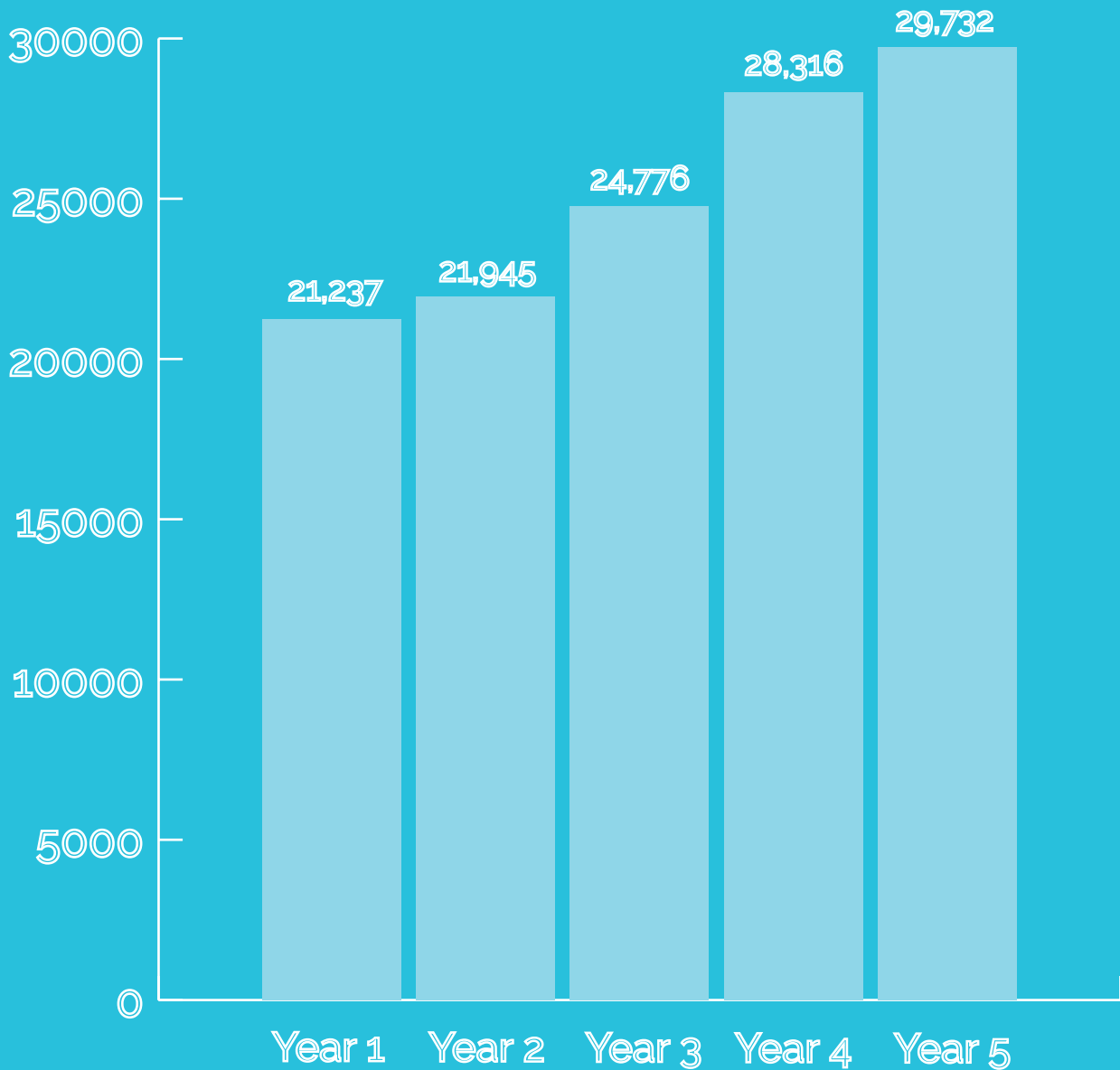
Visitors to the exhibition will be charged a modest fee to enter. There will be a Retail Store on-site, offering local and culturally relevant products. The space will be rented out after hours or for private events at competitive market rates. The community will support the CACC through individual and corporate

memberships. Public Programs and Community Services will likely be a relatively low source of revenue due to their mission-driven nature. Starting in Year 3, ticketed performing arts events will be held. The CACC will develop a fundraising program that includes an annual fundraising event.

Attendance Projections

Attendance is expected to increase from Year 1-Year 5, with Year 5 as steady state. Projections combine comparables data, larger contextual data, and consultants experience.

Attendance Projections



Capital Expense Guidelines

Notes: The Capital Expense Guidelines assumes a new build, ground-up construction and does not represent costs for an adaptive reuse development, joint use development, or other types of construction. Additionally, the Capital Expense Guidelines do not include the cost for acquisition of the land or existing site on which the Cambodian American Cultural Center will be built. A study of the rough order of magnitude [ROM] for adaptive reuse, tenant improvements for existing spaces, and mixed-use developments is recommended.

Approach and Methodology

This section provides a preliminary range estimate of total Capital Expenses [CapEx] for a 27,000 square foot, new building. The range goes from a lowest of \$10M to a highest of \$50M US, depending on the scenario. The apex range is more typical of mixed cultural-use buildings with

smaller square footage allocations to collection or exhibition functions. The proposed range is very broad because it covers a wide variety of design and facility standards scenarios, which are subject to future decision making. It is recommended to involve a specialized cost consultant in the future to arrive at a more accurate CapEx estimate for the project. Current calculations are based on \$/sq. f. ratios from Lord’s database of cultural projects US-wide, not specifically in Long Beach, inflated to 2023 using officially published statistics. The RSMMeans historical cost index [for recreational projects @ \$600 / sq. f.] is an alternative approach that yields similar average results.

The preliminary estimate provided is for Total Project Costs and is broken down into:

- Construction costs [hard costs]: the cost of building/s and site work; amount to approximately 65% of the capital costs of

building projects in North America. This is the figure obtained from the database, to which soft costs are added;

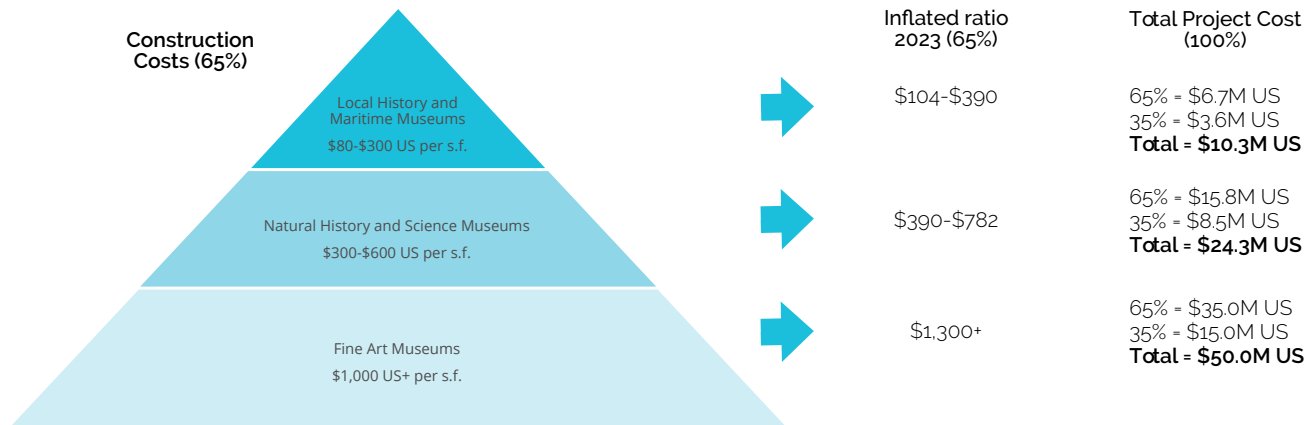
- Soft costs: soils report, agency fees [including architect], A&E fees, permitting fees, inspection fees, etc. Represents approximately 35% of total costs.
- Both hard costs and soft costs constitute Total Project Costs.
- Hiring services of a “Starchitect” can increase construction costs by approximately 50%.

Construction Cost Ranges [65%].

Local museums and cultural centers are in the lower end of the range, as they do not require such strict environmental standards or iconic buildings as Art Museums, nor the high tech required by Science Centers.

CAPEX Guidelines

Total Project Cost ranges applied to this project, for 27,000 square feet, and for three scenarios





Recommendations

5.1 ORGANIZATION

With championing of Councilmember Dr. Suely Saro, and support from interdepartmental City leadership and the community consultant team, there is much public momentum for the actualization of the Cambodian American Cultural Center.

However, sustained momentum will be the result of continual public engagement and leadership from the community. Building off of the successes of the African American and Latino American Cultural Centers' visioning efforts, the Cambodian American Cultural Center requires thoughtful organization and partnership.

Additionally, while there were many community members and leaders who participated in this visioning process, there are several key figures who were not involved in either the Steering Committee or at any public engagement events due to various factors. As a responsive action, it was advised that, following the release of this report, outreach continue with the Steering Committee as well as other cultural and technical leaders in the community. The following four key topics will help to further fill and round out any gaps of information:

- Cambodian Resettlement in Long Beach
- Bridging the Generational and Cultural Divide
- The Role of Temples in Preserving Culture
- Vision for the Cambodian American Cultural Center

The following recommendations are strategies that the community and City can refer to in order to best organize themselves between pre- to post-development of the CACC.

1

Creation of the Cambodian American Cultural Center nonprofit.

2

Advisory support and coordination from the City of Long Beach, including several City Departments, in developing and establishing a Cambodian American Cultural Center.

3

Formation of different committees or working groups, composed of both existing and new Steering Committee members based on their respective expertise and capacities, to lead the development of the Cambodian American Cultural Center. Committees or working groups can be categorized in the following groups:

- **Programming**
 - **Finance/Fundraising**
 - **Development**
 - **Memberships/Partnerships**
 - **Communications**
 - **Technology**
-

4

Continue to consistently host culturally relevant events and programs to continue the momentum of the Cambodian American Cultural Center until and after development occurs.

5

Implement memberships, fundraising events, and venue rentals, in addition to other funding mechanisms identified as part of the feasibility study, in order to help cover operation costs and programming.

6

Continued communication with Steering Committee and community members

7

Creation of website and social media accounts dedicated to the Cambodian American Cultural Center



5.2 DEVELOPMENT

It will be important that the City of Long Beach, developers, and cultural experts work closely together to thoughtfully incorporate the following recommendations and implementation measures that are based on the public feedback and feasibility study presented earlier in this report. The development team must also consider the unpredictability of future market conditions as well as the limited availability of land and capital improvement funding. With the development of CACC, continual engagement with the public, stakeholder groups, and potential funders will be crucial to continue the momentum for development and programming.



1

The Cambodian American Cultural Center should ideally be located in the Cambodia Town neighborhood, preferably within proximity to other cultural institutions such as MacArthur Park, Mark Twain Library, and the Killing Fields Memorial along Anaheim Street. A second option would be a location outside of Cambodia Town, given financial feasibility and development opportunities.

2

Given the limited availability and high cost of land, the Cambodian American Cultural Center may be considered a joint-use development opportunity with other culturally significant community-based organizations, civic uses, or mixed-use housing development.

3

The Cambodian American Cultural Center shall be designed to accommodate various modes of transportation, and incorporate ADA accessibility.

4

The interior and exterior spaces of the Cambodian American Cultural Center should be flexible to allow for a variety of programs that the community has expressed interest in.

5

The exterior design of the Cambodian American Cultural Center shall serve as a physical landmark for the community, having architectural significance with design elements that are contextually and culturally appropriate to the surrounding built environment.

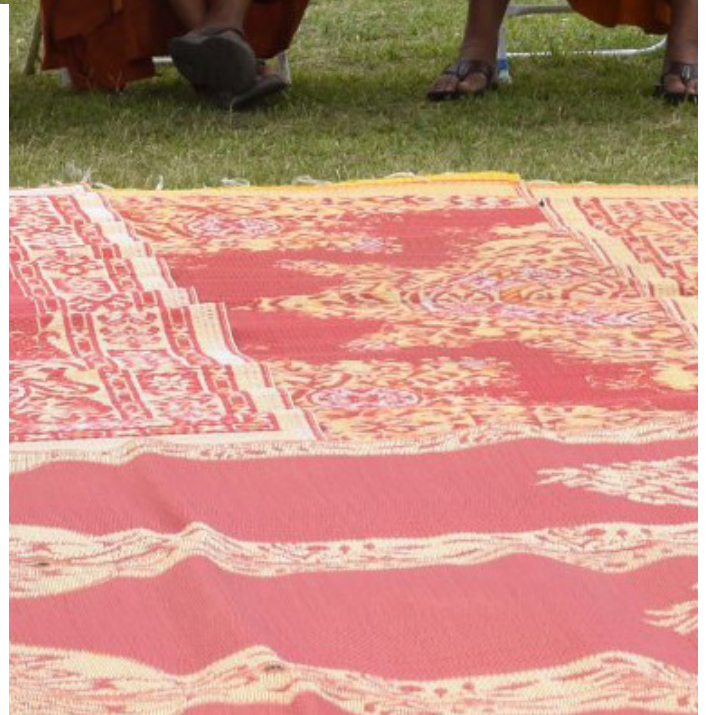
6

Create a gift and souvenir shop that sells authentic Khmer items and locally-sold wares created by Cambodian and Cambodian American artists and craftsmen.



5.3 PROGRAMMING

Community members were vocal about what types of events, exhibits, and partnerships they would like to see at the Cambodian American Cultural Center. While community members expressed how CACC should be accessible to all who are interested in culture and history, the primary audience should be Cambodian American youth and bridging the generational divide with adults and elders from the community. The CACC should also be a safe space where youth can discover and explore their identities as Cambodian Americans through cultural, educational, and creative programs. As an inclusive space, it is also important to develop programming that considers the racial and ethnic diversity within the Cambodian community and the broader Long Beach community. While further engagement is required to develop these programs, the following community-defined key topics are the basis from which to ideate.



1

Foster cultural preservation and learning through rotating and permanent exhibits and programs including, but not limited to:

- Khmer and English language classes
- Cambodian and Cambodian American art
- Khmer performing arts
- Traditional crafts (e.g., silk weaving, carving, sculpting, silver working)
- Cooking classes
- History exhibitions
- Mental health
- Youth development
- Healing spaces

2

Develop and strengthen partnerships with the following local and relevant entities and organizations to lead or co-host programming:

- Arts & culture nonprofits
- Temples and religious institutions
- Academic institutions
- Community groups/resident leaders
- Cambodian-owned businesses
- Youth organizations
- Social service providers
- Non-Long Beach Cambodian cultural sites
- African American and Latino American Cultural Centers

3

Celebrate the achievements and adversities of Cambodian history, fostering pride in Khmer heritage, by focusing on and raising awareness of the following within and outside the City of Long Beach:

- Khmer American refugee experience and transitioning to life in America
- Narratives outside of solely the Khmer Rouge and the Golden Age
- The strengths and achievements of the Cambodian American community

4

Highlight the various religious beliefs, traditions, etiquette, ethics, and healing practices of Cambodian culture, reflecting traditional Khmer/Buddhist values such as respect and family-centeredness by working closely with temples that often host Khmer celebrations.

5

Create a space for community economic development so as to improve the City of Long Beach local economy through:

- Creating job opportunities
- Workforce development
- Supporting Cambodian-owned businesses and entrepreneurs
- Technology and innovation
- Youth mentorship
- Volunteer opportunities

6

Use inclusive and relevant languages and messaging when creating educational or informational materials and signage with the public.