



# CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

# R-27

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6711 • FAX (562) 570-6583

GERALD R. MILLER  
CITY MANAGER

May 18, 2004

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

SUBJECT: Transmittal of Community Arts Funding Strategy Task Force Final Report

## DISCUSSION

On March 25, 2003, the City Council endorsed the Three-Year Financial Strategic Plan (Plan), the City's strategy for addressing the structural deficit in a logical and balanced manner. The Plan called for reductions in the City's support for arts and cultural programming by approximately \$1.5 million, down from a budget close to \$2.7 million in Fiscal Year 2004. In light of these reductions, the Mayor convened, with the input of City Councilmembers, a 17-member Community Arts Funding Strategy Task Force (Task Force) charged with developing a long-term funding strategy for arts and culture in Long Beach. Each of the 17 members served as representatives for the larger Long Beach arts and cultural community.

The Task Force was called to order in January 2004. Since that time, the group has held six Task Force meetings and two community workshops. The first community workshop was attended by over 50 members of the public and was instrumental in developing a comprehensive list of both public and private funding options for the arts, in addition to identifying benchmark "arts" cities in the United States for comparing funding mechanisms. The second community workshop, attended by over 40 interested residents, provided an opportunity for the Task Force to receive feedback from the public on possible funding strategy recommendations developed by the Task Force.

During the last three months, the Task Force developed an extensive list of potential funding options. With the help of AMS Planning and Research, the Task Force also received reports on best practice approaches from across the country for funding arts and cultural activities. Once a comprehensive list was developed, the Task Force prioritized each idea based on its ability to generate sufficient revenues, its reliability as a revenue stream, and the community's willingness to support the funding option.

HONORABLE MAYOR AND CITY COUNCIL

May 18, 2004

Page 2

The Task Force arrived at a long-term, multi-pronged, funding strategy that includes both public and private support. The recommendations are included in the attached Task Force correspondence and final report.

TIMING CONSIDERATIONS

City Council action is requested at the May 18, 2004 meeting to allow the City Manager time to review and analyze the comprehensive Community Arts Funding Strategy Task Force report.

FISCAL IMPACT

There is no fiscal impact related to the presentation of this report.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Refer the Community Arts Funding Strategy Task Force Recommendations and Final Report to the City Manager for further review and analysis, and to report back to the City Council on possible implementation options.

Respectfully submitted,



GERALD R. MILLER  
CITY MANAGER

Attachments  
GRM:SRM:SPS  
CAFS TF CC Letter 5-18-04