



## Memorandum

To: Mayor and City Council

April 15, 2014

From: Suja Lowenthal, Second District  
Gary DeLong, Third District

Subject: Tidelands Operating Fund

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### REQUESTED ACTION:

Request the allocation of \$250,000 for capital improvements to the International City Theater entrance from the Tidelands Operating Fund.

### DISCUSSION:

In keeping with the investments made by the City of Long Beach and Convention and Visitors Bureau to enhance the visitor experience at the Long Beach Arena and Convention Center, International City Theatre (ICT) is proposing upgrades to the entrance area of the theatre to improve its visibility, pedestrian safety and overall aesthetics.

The proposed plan includes new furniture, planters, plants and a lighted donor wall plus a marquee to improve the outside of the theatre entryway. In addition, the existing concrete wall from the stairs coming up to the theatre entry area will be demolished and replaced with a 42" high glass wall, which would make the theatre and its marquee visible from the arena and parking areas. Lastly, the original cement surface in the entry area will be waterproofed, refilled and resurfaced to beautify the space and provide a safe walking surface for patrons.

Funding from the Tidelands Operating Fund would pay for engineering and architectural drawings, enabling SMG to put the plan in its entirety out to bid as soon as possible.

### BACKGROUND:

International City Theatre (ICT) is a professional, award-winning, non-profit theatre committed to bringing the Southern California community affordable, quality, theatre.

For over 29 years, ICT has offered plays and run community and educational outreach programs such as a Saturday Family Theatre Series, a Senior Program and Students to Stage. ICT has received over 250 prestigious awards for excellence in professional theatre. ICT productions and programs reach more than 50,000 people a year. City Council unanimously recognized ICT as the resident professional theatre company of Long Beach.

The Los Angeles Times named ICT one of the top 10 theatres in Southern California in 1997 and in 2000 ICT received the Los Angeles Drama Critics Circle's Award for Sustained Excellence in the Theatre. Most recently ICT received the Workforce Diversity Best Practices Award from the Chamber of Commerce.

Community support for ICT is exemplified by the strength of their Board of Directors, comprised of business and community leaders. ICT relies on ticket sales and donations from individuals, corporations, foundations and the government for support. One of their goals has been to increase earned income and the past few years have shown continuing increases in single ticket sales. ICT has a history of fiscal responsibility and continues to run in the black.

**FISCAL IMPACT:**

The request is for \$250,000 to be allocated from the Tidelands Operating Fund. Total hard costs for the project are estimated to be approximately \$700,000. ICT has already set aside funding for its portion of the project.