



**R-25**

**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

Date: June 21, 2022

To: Honorable Members the City Council

From: Mayor Robert Garcia and Councilwoman Cindy Allen, Second District

Subject: Creation of an LGBTQ+ Cultural District on Broadway

**RECOMMENDATION:**

Recommendation to request the City Manager to work with local stakeholders to create a community vision for developing and activating a cultural district recognizing and supporting the historic contributions of the LGBTQ+ community.

**DISCUSSION**

The section of Broadway running approximately between Alamitos and Junipero Avenues has long been home to a strong LGBTQ+ community, including several businesses that have served our city for decades. Many of the bars, shops, cafes and other businesses were among the only safe gathering spaces for gay, lesbian and trans Long Beach residents for many years, and were crucial in providing safe spaces for the queer community not only to socialize, but to organize politically. Dating back to a time when marriage equality enjoyed very little political support in Long Beach or the United States, the Broadway corridor and surrounding neighborhoods of Alamitos Beach, Bluff Park and Bluff Heights, and the East Village have been home to a strong and progressive LGBTQ+ community, including many homeowners and businessowners, artists, activists, and community leaders.

The City should recognize this historic community by creating a new cultural district that can include signage, historic markers, and other enhancements to honor the efforts of activists, support local businesses, and attract visitors who want to spend time in a place that has been extremely important to the movement for full equality.

This matter has been reviewed by Budget Manager Grace H. Yoon on June 11, 2022.

**FISCAL IMPACT**

This recommendation requests the City Manager to work with local stakeholders to create a community vision for developing and activating a cultural district. The requested action is anticipated to require a moderate level of staff hours beyond the budgeted scope of duties and have a moderate impact on other City Council priorities. Funding required to complete the vision will be determined by the City Manager as part of the initial feasibility assessment. There is no local job impact associated with the recommendation.

SUGGESTED ACTION

Approve recommendation

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Robert Garcia".

Robert Garcia,  
Mayor of Long Beach