



INSTITUTIONAL PLANNING FOR THE AFRICAN AMERICAN CULTURAL CENTER OF LONG BEACH

Presented by Kathleen Brown, Lord Cultural Resources

Community Advisory Committee Meeting #1, February 26, 2019

TODAY

- **YOUR TEAM**
- **YOUR PROCESS**
- **OVERVIEW OF AFRICAN AMERICAN CULTURAL FACILITIES**
- **RELEVANT CASE STUDIES**

ABOUT LORD CULTURAL RESOURCES

As the leader in cultural consulting services, **Lord Cultural Resources** relies on a global network of offices in Toronto, Los Angeles, New York, Mumbai and Beijing.



● 6 OFFICES

● 450+ CITIES

▨ 57 COUNTRIES

● 2500+ PROJECTS



LORD CULTURAL RESOURCES



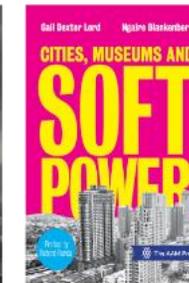
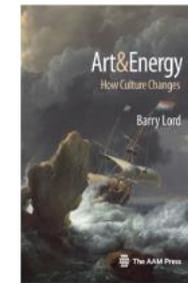
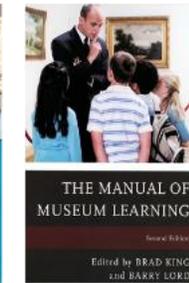
Kathleen Brown
Senior Practice Leader



Joy Bailey-Bryant
Vice President, US



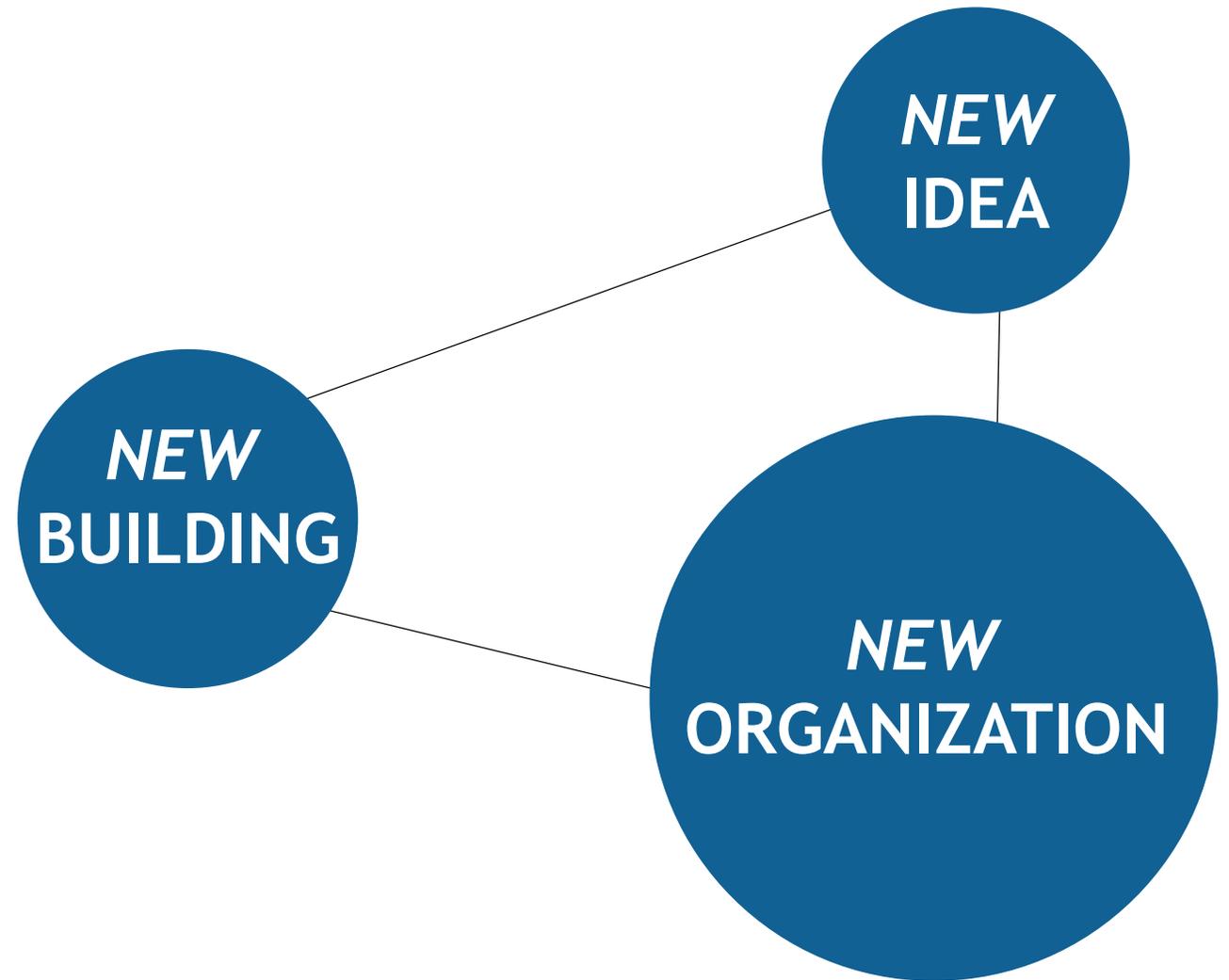
Javier Jiménez
Director



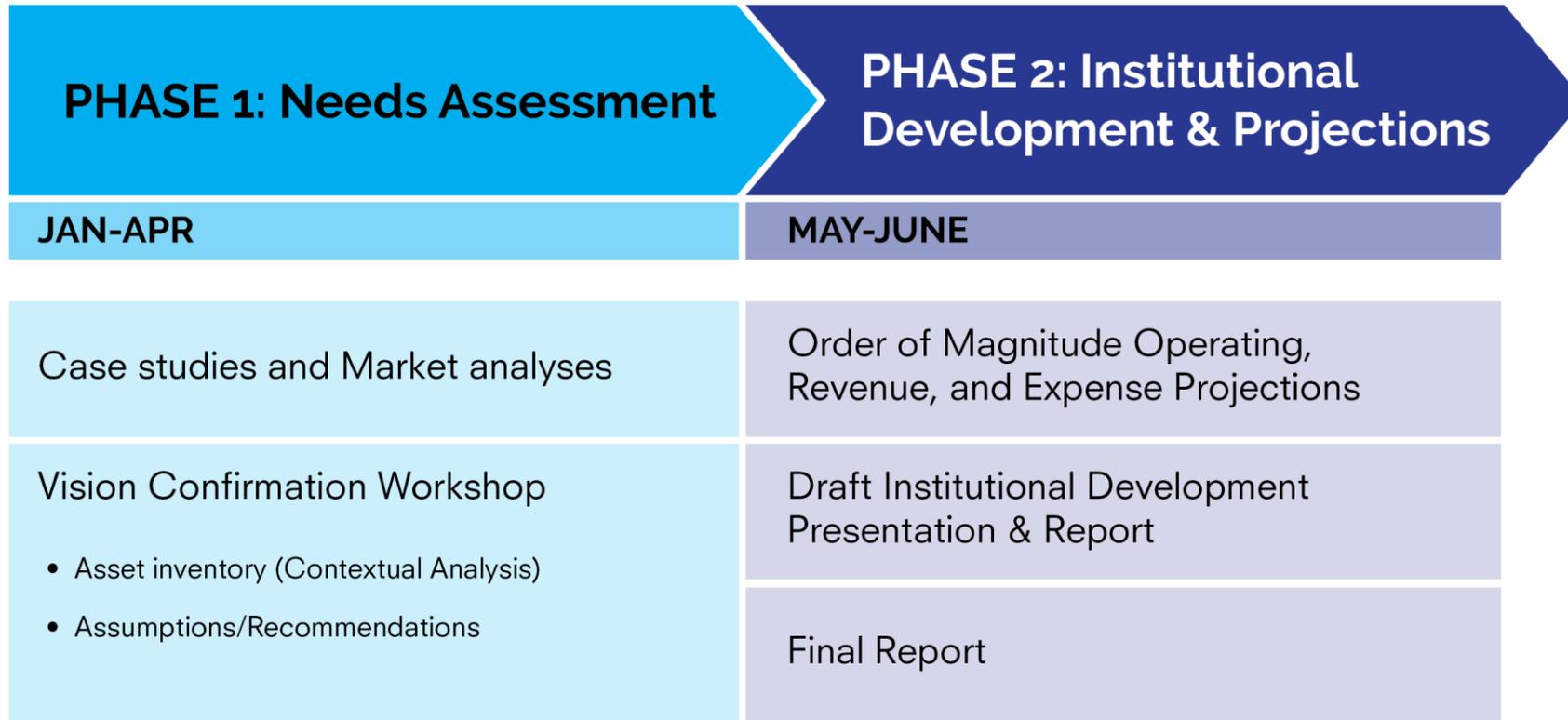
OUR PROCESS

Institutional Planning:

The identity and future of an institution focusing on Mission, Vision, and Strategy



AACC OF LONG BEACH INSTITUTIONAL PLANNING PROCESS



OVERVIEW OF AFRICAN AMERICAN CULTURAL FACILITIES

Museum/Cultural Facility	Location	2016 Attendance	Operating Budget	Sq. Foot. (ft ²)*
LARGE (>\$5 MILLION)				
National Museum of African American History and Culture (NMAAHC)*	Washington, DC	2.4 million [2017]	\$51 million (Smithsonian Institution)	300,000*
National Civil Rights Museum	Memphis, TN	200,000	\$10,922,502	40,000 exhibition space
Charles H. Wright Museum of African American History	Detroit, MI	150,000	\$6,275,367	120,000
MEDIUM (\$2-5 MILLION)				
Schomburg Center for Research in Black Culture	New York, NY	134,186	New York Public Library	75,000
Muhammad Ali Center	Louisville, KY	135,000	\$4,376,283	80,000
August Wilson Center for African American Culture	Pittsburgh, PA	27,000	\$4,278,331	65,000
The Studio Museum in Harlem	New York, NY	90,830	\$5,266,181	72,000
National Memorial for Peace and Justice	Montgomery, AL	Opened 2018	Unknown	261,000
SMALL (<\$2 MILLION)				
Harvey B. Gantt Center for African American History and Culture	Charlotte, NC	50,000	\$1,717,713	10,000
Museum of the African Diaspora (MoAD)	San Francisco, CA	85,000	\$1,693,519	20,000
California African American Museum (CAAM)	Los Angeles, CA	75,000	\$1,131,784	44,000
Museum of Contemporary African Diasporan Arts (MOCADA)	Brooklyn, NY	50,000	\$827,987	2,500

RELEVANT CASE STUDIES

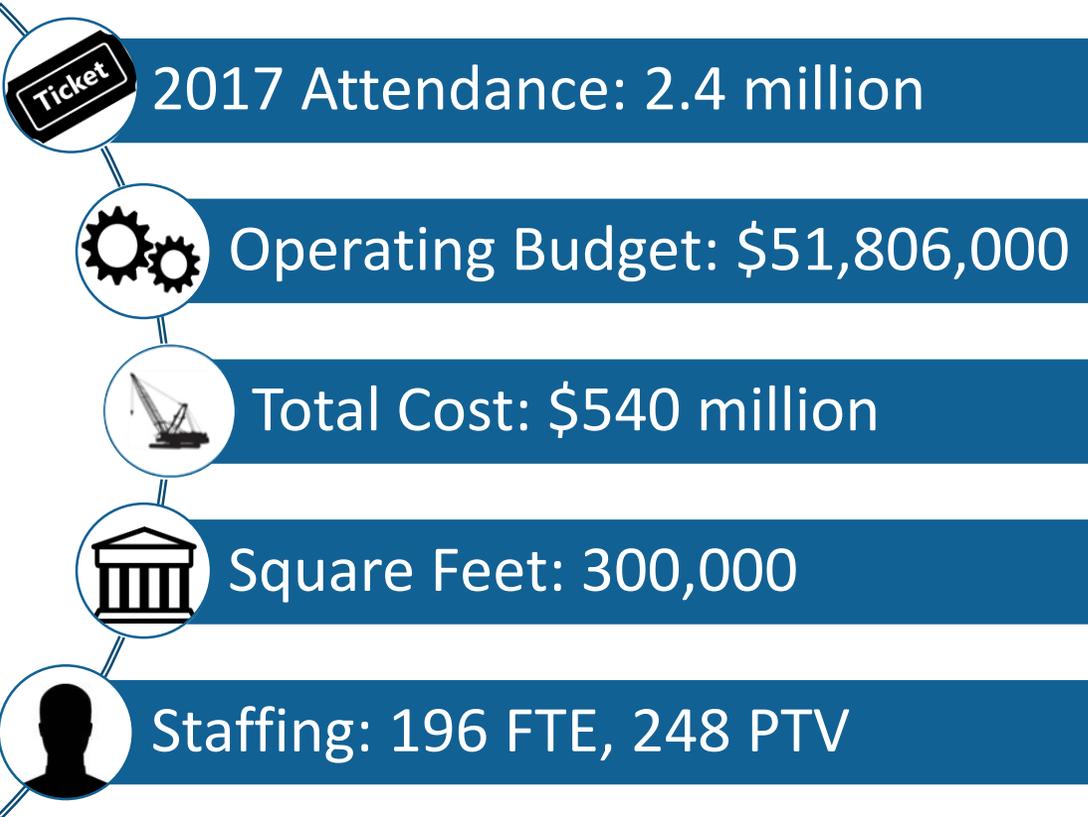


MISSION:

To provide opportunities for those who are interested in African-American history and culture to explore and celebrate that history and culture.



NMAAHC BY THE NUMBERS



Over 100 years in the making...

1915 - Idea is proposed to Congress by Black Civil War veterans

1916 - Congressional Bill HR18721

Feb. 2012 - Ground-breaking

Sept. 24, 2016 - Opened

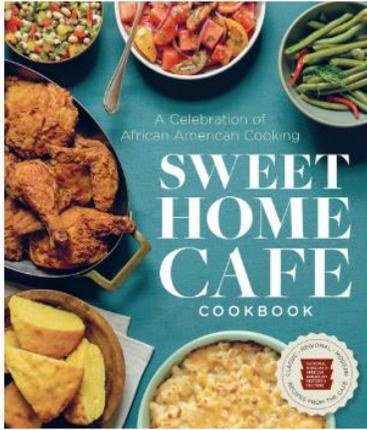


SHARING STORIES OF PEOPLE OF AFRICAN DESCENT





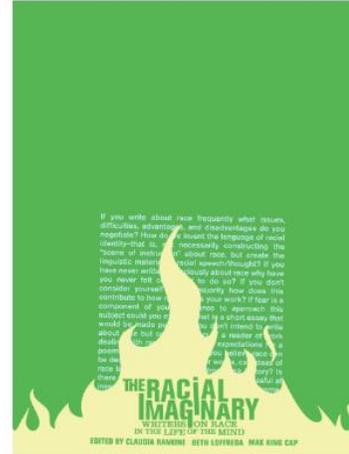
Tue, Feb 26, 2019



Sweet Home Café Tasting and Book Signing

6:45 – 9:45pm

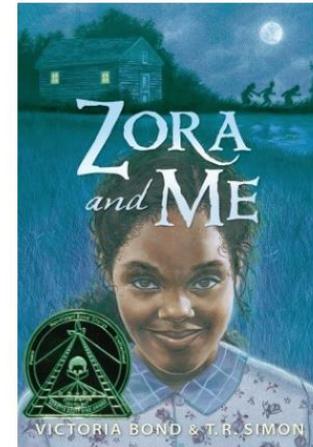
Fri, Mar 8, 2019



A Seat at the Table: On Race and the Creative Imagination

6:45 – 9:45pm

Sun, Oct 28, 2018



Book Signing with author T.R. Simon

1 – 3pm

Sat, Jan 26, 2019



gOD-Talk: A Black Millennial and Faith Conversation Series

6:30 – 10pm

Wed, Dec 5, 2018



Ingenuity Festival -- On Art and History

Featuring Tracy K. Smith

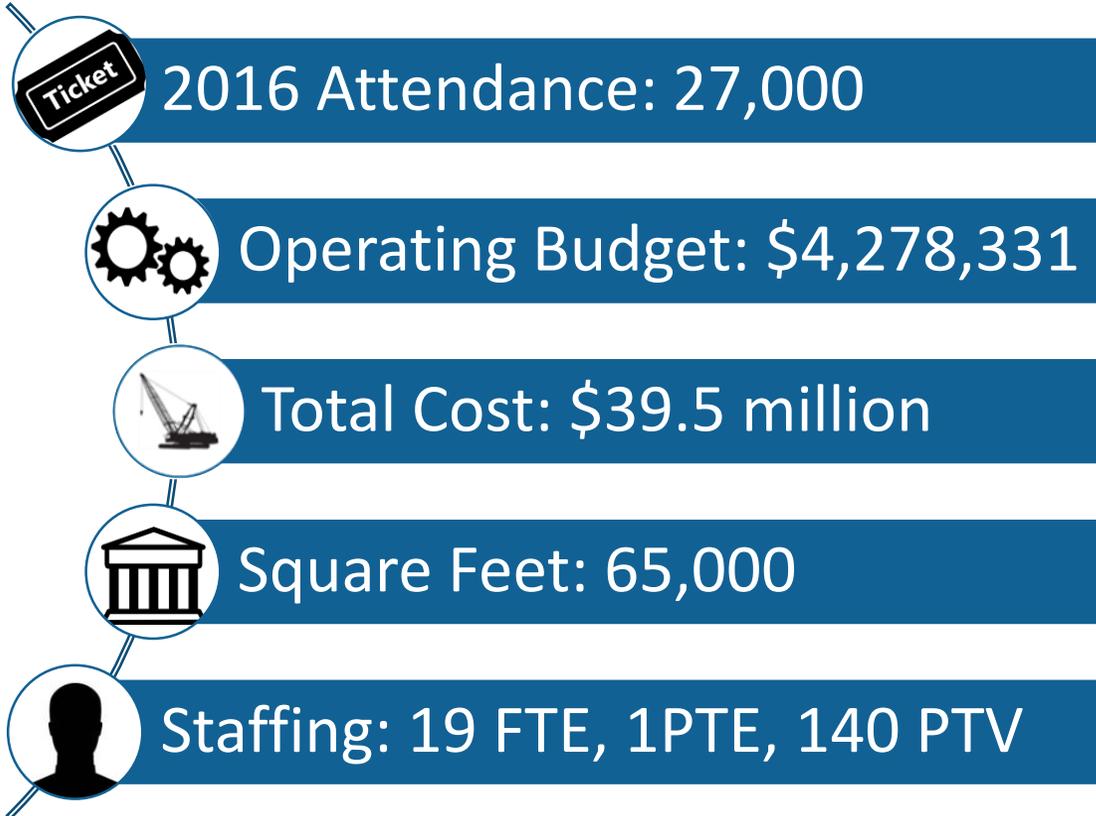
1 – 2pm

MISSION:

To uphold the legacy of August Wilson by presenting, documenting and celebrating African American culture and art of African people across the globe. With the support of our diverse audiences and partners, we will realize our vision to change the world locally and globally by establishing a place for all people to openly celebrate, and gain greater understanding of the African American experience and art of the African diaspora.



AWC BY THE NUMBERS



1996 - Received 501c3 designation

2006 - Ground-breaking

Sept. 17, 2009 - Opened

BUILDING STRENGTH IN COMMUNITIES



LOCATED IN THE PITTSBURGH CULTURAL DISTRICT

- Home to Downtown Pittsburgh's dynamic art and entertainment scene
- 14-square block Cultural District
- Over 90 retail shops
- 50 dining establishments
- 7 world-class theaters
- 8 public parks and art installations and a dozen art galleries
- Over 2 million people annual visitors









TRUTHSayers: Felipe Luciano

Sat, Feb 16, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Talks & Poetry



Gregory Porter

Sun, Feb 17, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Concert , Live Music



Tubman

Wed, Feb 20 - Thu, Feb 21, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Drama



Wiesenthal (Nazi Hunter)

Tue, Mar 26 - Thu, Mar 28, 2019

AUGUST WILSON CENTER

Orchard Street Productions, LLC, Jay Kholos, Producer

Drama



TRUTHSayers: Rob Wilson

Mon, Apr 1, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Talks & Poetry



Tamburitzans - PRISM

Sat, Apr 6, 2019

AUGUST WILSON CENTER

The Tamburitzans

Concert



Black Bottom Film Festival 2019

Fri, Feb 22 - Sun, Feb 24, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Lord Cultural Resources



TRUTHSayers: Karamo Brown

Fri, Mar 1, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Talks & Poetry



Butcher Brown: Wall of Sound Series

Fri, Mar 1, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Live Music



Jazzmeia Horn

Fri, Apr 19, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Live Music



Eddie Levert: SmoothFest Weekend

Fri, May 10, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

Concert



Phil Perry: SmoothFest Weekend

Sat, May 11, 2019

AUGUST WILSON CENTER

August Wilson Center - African American Cultural Center

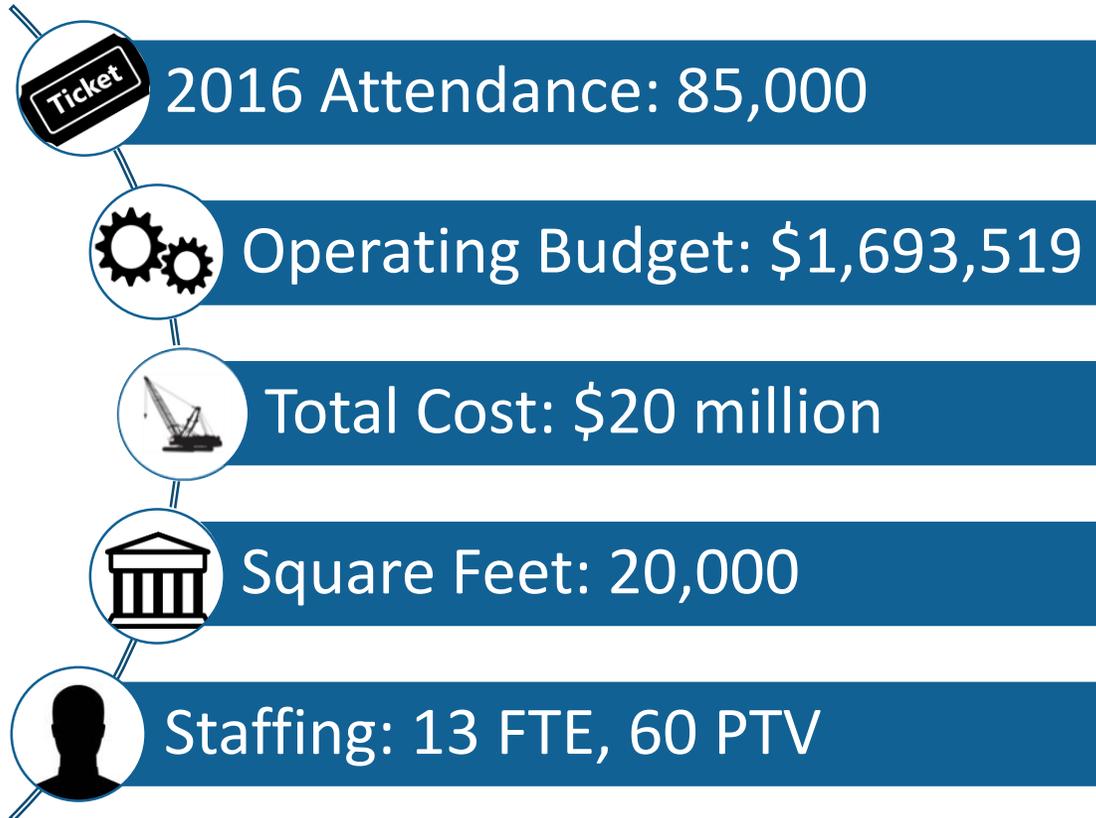
Concert

MISSION:

MoAD, a contemporary art museum, celebrates Black cultures, ignites challenging conversations, and inspires learning through the global lens of the African Diaspora.

The logo for MoAD is rendered in a bold, black, sans-serif typeface. The letters are thick and blocky, with a slightly irregular, hand-drawn quality. The 'O' is particularly prominent, featuring a thick horizontal bar at its base. The letters are set against a light gray, textured rectangular background.

MOAD BY THE NUMBERS



1999 - Mandated by City of San Francisco

2002 - Incorporated

Dec. 2005 - Opened

IMPLEMENTING NEW CONCEPTS



WHAT'S AT MOAD







PRESENTATION | All Your Favorite Music is (Probably) Black

FEB 20 Wed

February 20, 2019 @ 6:30 pm – 8:00 pm



THIS EVENT IS SOLD OUT. THANK YOU. Join us for All Your Favorite Music is (Probably) Black, a humorous, highly immersive, and historically accurate hour that uncovers the African-American roots of popular music genres that appear to[...]

Open Mic at MoAD

FEB 21 Thu

February 21, 2019 @ 6:00 pm – 8:00 pm



OPEN MIC THIRD THURSDAYS continue. We are hosting an evening of spoken word, featuring amazing poets throughout the Bay Area. Sign up for your chance to read some of your poetry at the museum in[...]

FREE ADMISSION

ENGAGE: Black Refractions Symposium

FEB 23 Sat

February 23, 2019 @ 10:00 am – 3:00 pm @ Museum of the African Diaspora



Join MoAD for our second annual day-long symposium. This year's program is inspired by the artists in Black Refractions: Selections from the Studio Museum in Harlem. Featuring exhibition artists, curators, collectors, gallerists, and art writers[...]

SYMPOSIUM

Film Screening & Discussion | BETTY – THEY SAY I'M DIFFERENT

MAR 7 Thu

March 7, 2019 @ 6:30 pm – 8:30 pm



BETTY – THEY SAY I'M DIFFERENT A film by Phil Cox – Music Documentary – 52 min – United Kingdom/France 2017 Funk Queen Betty Davis changed the landscape for female artists in America. She “was[...]

FILM SCREENING

QUESTIONS FOR CONSIDERATION:

WHO GOES THERE?

WHAT DOES ONE DO THERE?

WHAT DOES IT LOOK LIKE?

WHY DOES IT EXIST?

HOW MUCH WILL IT COST?





Thank You!

<http://www.longbeach.gov/iteam/priorities/african-american-cultural-center-visioning-process/>

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African American Cultural Center of Long Beach **Community Visioning Process**

Community Engagement Plan

Presented by: Tasha Wiggins Hunter & Alan Burks, Environ

February 26, 2019

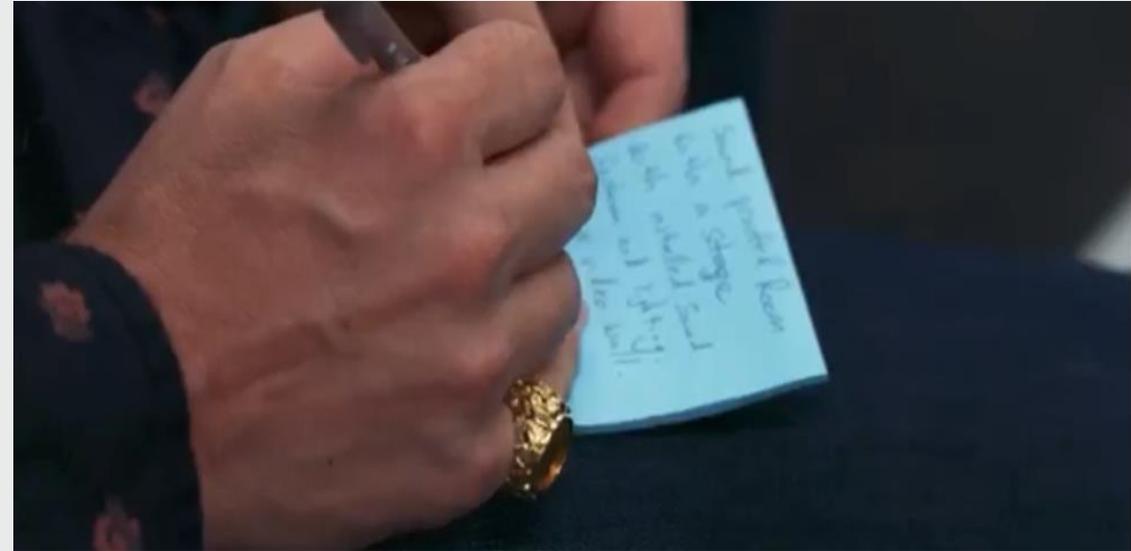
STEERING COMMITTEE Meetings

Expo Art Center 4321 Atlantic Ave., 5:30 pm – 7:30 pm

At the top of each Steering Committee Meeting, an Executive Committee report will be delivered, sharing an update on the happenings and discussions from Community Roundtable(s).

STEERING COMMITTEE MEETING DATES:

- **Community Visioning Kickoff - Tuesday, January 29, 2019**
- **Meeting #1 - Tuesday, February 26, 2019**
- **Meeting #2 - Tuesday, March 26, 2019**
- **Meeting #3 - Tuesday, April 30, 2019 – 3 to 4 hours***
- **Meeting #4 - Tuesday, May 28, 2019**
- **Meeting #5 - Tuesday, June 25, 2019**
- **Meeting #6 – Tuesday, July 30, 2019**



COMMUNITY ROUNDTABLE Dates

Roundtable #1 – **Thursday, March 7, 2019**

Location: **LBCAP** - 117 W. Victoria Ave., Long Beach, CA 90805

Dr. Daniel Walker, Public Speaker, Professor, Historian
Data and information gathering session

Roundtable #2 – **Thursday, April 4, 2019**

Location: TBA

Restate findings and obtain additional info

Roundtable #3 – **May 16, 2019**

Location: **TBA**

Deliver draft plan to community and obtain additional info

Community Engagement Process: FOCUS GROUPS

Our goal is to connect and reach out to a wide range of community members and organizations including (but not limited to):

- **African American/Black Organizations**
100 Black Men, African American Historic Society, NAACP, National Council of Negro Women
- **Church groups**
Minister's Alliance
- **Senior Groups**
Expo Senior Group
- **Local Elected officials**
- **Neighborhood Organizations**
- **Black Student Organizations from LBUSD, LBCC, CSULB**
BSUs, Concerned African American Parents, Coalition of Involved African American Parents



Community Engagement Process: One-on-One Interviews

- One-on-one interviews will be conducted with select stakeholders.
- Steering Committee members will be asked to contribute additional names.
- All members of the Community Advisors will be included.
- Vice Mayor Dee Andrews, Councilmembers Al Austin, and Rex Richardson will be interviewed.



Other Engagement Methods

Committee members are encouraged to share surveys, social media, websites, and event information, for community to participate in the visioning process.

- Phone Calls
- Text Messages
- Attending events
- Email
- Surveys
- Website
- Social Media
- Brochures



QUESTIONS?



Thank you!

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