

Date: May 13, 2022

To: Thomas B. Modica, City Manager 

From: Meredith Reynolds, Special Deputy City Manager for Recovery 

For: Mayor and Members of the City Council

Subject: **Long Beach Recovery Act – Cultural Events**

The Long Beach Recovery Act (LB Recovery Act), approved by the City Council in March 2021, is a combination of State, local, and federal funds structured into three focus areas: Securing our City's Future, Healthy and Safe Communities, and Economic Recovery. The programs outlined in the Economic Recovery section specifically were a result of five economic equity studies and feedback from over 30 listening sessions with over 350 community representatives.

On March 22, 2022, the City Council directed City staff to investigate the feasibility of utilizing LB Recovery Act funds to support upcoming significant cultural events in the Long Beach and to report back to the City Council in 30 days.

LB Recovery Act – Funding for Cultural Events

The following Economic Recovery funding in the LB Recovery Act has been identified to be feasible to support cultural events in Long Beach.

Property Activation Grant Programs: In the Economic Recovery funding category, the Property Activation Grant program includes unspecified funding (\$444,675) to activate outdoor space for cultural events, entertainment, food, and arts. This program can be refocused to specifically support the production of cultural events in Long Beach. This program will be revised to include funding for citywide cultural events, seed grants to community-based organizations and nonprofits for free community cultural events, cultural dance and music performances at 11 Be SAFE (Summer Activities in a Friendly Environment) park sites during the extended summer hours as a part of the Be SAFE Program, and cultural programming and community cultural activities at local libraries. These programs will be informed by previous input provided by the community through previous listening sessions as well as other research of other cultural grant programs (City of Los Angeles Department of Cultural Affairs, Los Angeles County Arts and Culture, City of Oakland, Alliance for California Traditional Arts, California Arts Council, and National Endowment for the Arts.)

The program is being revised to support cultural events as follows and Program applications are planned to be rolled out in Summer 2022.

- Eight grants up to \$25,000 available to nonprofit organizations for large citywide cultural events, with funding available to offset the cost of City special event permits and fees;
- Seven grants up to \$15,000 available to nonprofit organizations for city-supported cultural events, with funding available to offset the cost of City special event permits and fees; and
- Ten seed grants up to \$3,000 available to community-based organizations and nonprofit organizations for free community cultural events.
- Program eligibility information, instructions and applications will be made available at www.longbeach.gov/recovery/opportunities/grant-opportunities

Additionally, funding will be provided to the Department of Library Services and the Department of Parks, Recreation and Marine for cultural programming in parks and libraries beginning in the summer and continuing through 2022. All programming will be promoted in multiple languages, consistent with the City's Language Access Policy.

LB Recovery Act – Additional Support for Cultural Organizations and Events

In the existing City Council-approved LB Recovery Act, several programs are designed to have collective impact effects that equitably support communities disproportionately impacted by the COVID-19 pandemic including the Latinx, Black, and Asian/Pacific Islander populations and to support culturally-affirming programming, events and non-profits.

- Nonprofit Relief Grant Program: Nonprofit Relief Grants help nonprofits that have experienced financial hardship due to COVID-19. Eligible nonprofits can receive between \$5,000 and \$25,000. [Applications](#) opened on March 16, 2022, application review and fund disbursement will begin April 15, 2022, and grant applications close June 15, 2022 at 8PM.
- Creative Economy Grant Program: Creative Economy grants will be allocated for the development of the African American Cultural Center, Cambodian Cultural Center, and Latino Cultural Center. These Cultural Centers can use grant funding for strategic planning, fixed costs, hiring employees, and launching new programs that result in the production of art and culture throughout Long Beach. Additionally, cultural and historical organizations may apply for funding to support one-time community projects. The Program was [announced](#) on April 25, 2022 and applications opened on May 2, 2022.
- Health Equity Community Projects: The Health Equity Community Projects program will plan for investments to advance racial and health equity. The City will support community-based organizations to implement projects in priority regions and communities within Long Beach. These projects could relate to: basic needs, mental

health supports, parent and child health programs, economic inclusion and resilience, physical activity engagement, and safe neighborhoods and violence prevention. As a part of these projects, cultural activations could take place.

- Customer Activation Programs: In the Economic Recovery funding category the Customer Activation Grant program includes specific funding (\$444,675) to reopen and activate local business areas/corridors. To stimulate in-person consumer spending at local small businesses, the Program will provide support to local businesses and non-profit economic development organizations to develop, implement, and deliver activation strategies and events to connect with residents, which can include cultural activation and events.
- Economic Empowerment Zone (EEZ)/Economic Innovation District (EID) Program: The EEZ/EID program includes specific funding (\$3,364,503) for the identification and establishment of culturally-focused districts that are intended to become centers for the celebration of cultural food, music, arts and associated events. These programs are in development and are anticipated to launch in Fall 2022.

These programs are part of a collective impact approach intended to build community capacity to support cultural events programming and economic empowerment opportunities for the economic recovery of Long Beach communities.

The City will proceed with implementation using the Council-approved goals and funding guidelines unless City staff receives further direction from the City Council, no later than the May 17, 2022 City Council meeting. The City's Recovery Act website will be updated to reflect the information included in this memo. As new programs come online, City staff will continue to provide detailed information through memoranda, press releases, and updates to the City's Long Beach Recovery Act website. If you have any questions, please contact Meredith Reynolds, Special Deputy City Manager for Recovery, at (562) 570-6677 or Meredith.Reynolds@longbeach.gov.

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