

Date: April 9, 2024

To: Honorable Mayor and City Council

From: Councilwoman Suely Saro, Sixth District  
Councilwoman Mary Zendejas, First District  
Councilmember Roberto Uranga, Seventh District

Subject: Arts, Culture, and Creativity Month Proclamation

---

#### RECOMMENDATION

Recommendation to adopt a proclamation recognizing April as Arts, Culture, and Creativity Month in the City of Long Beach. (Citywide)

#### DISCUSSION

The California State Legislature has recognized April as Arts, Culture & Creativity Month since 2019. This resolution aims to celebrate and showcase the contributions that the arts and culture make throughout the community and their economic impact. The California Senate declared that artists of all mediums were critical second responders within our state's economic fabric. While artists continue to be nationally recognized each October, Arts, Culture, and Creativity Month in April is an opportunity to celebrate and raise awareness about the economic impact of the arts in California.

In LA County alone, the creative economy generated over \$27 billion in tax revenue, supporting nearly 1,000,000 jobs in 2022. It is estimated that for every dollar invested in the Arts and Culture sector, there is an \$8 return on that investment. In a city as diverse as Long Beach, the arts serve to give voice to our many communities, spark individual creativity, foster empathy and understanding, spur civic engagement, and serve as a continual source of personal enrichment, inspiration, and growth. The goal of this recognition is to elevate public awareness of the economic value of the arts, culture bearers, and creative workers and to encourage public investment and support for the arts industry at both the statewide and local level.

#### FISCAL IMPACT

No Financial Management review was able to be conducted due to the urgency and time sensitivity of this item.

SUGGESTED ACTION

Approve recommendation.

STATEMENT OF URGENCY

This item is being submitted through the supplemental agenda to allow for timely processing of funds.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Suely S'.

Suely Saro, Councilwoman, Sixth District

A handwritten signature in black ink, appearing to read 'Mary L. Zendejas'.

Mary Zendejas, Councilwoman, First District

A handwritten signature in blue ink, appearing to read 'Roberto U'.

Roberto Uranga, Councilmember, Seventh District