

# Percent for the Arts Program

Arts, Culture, and Tourism Committee  
Tuesday, May 20<sup>th</sup>, 2025

CITY OF  
**LONG BEACH**



## Council Item 16 on March 18, 2025, from Mayor Richardson:

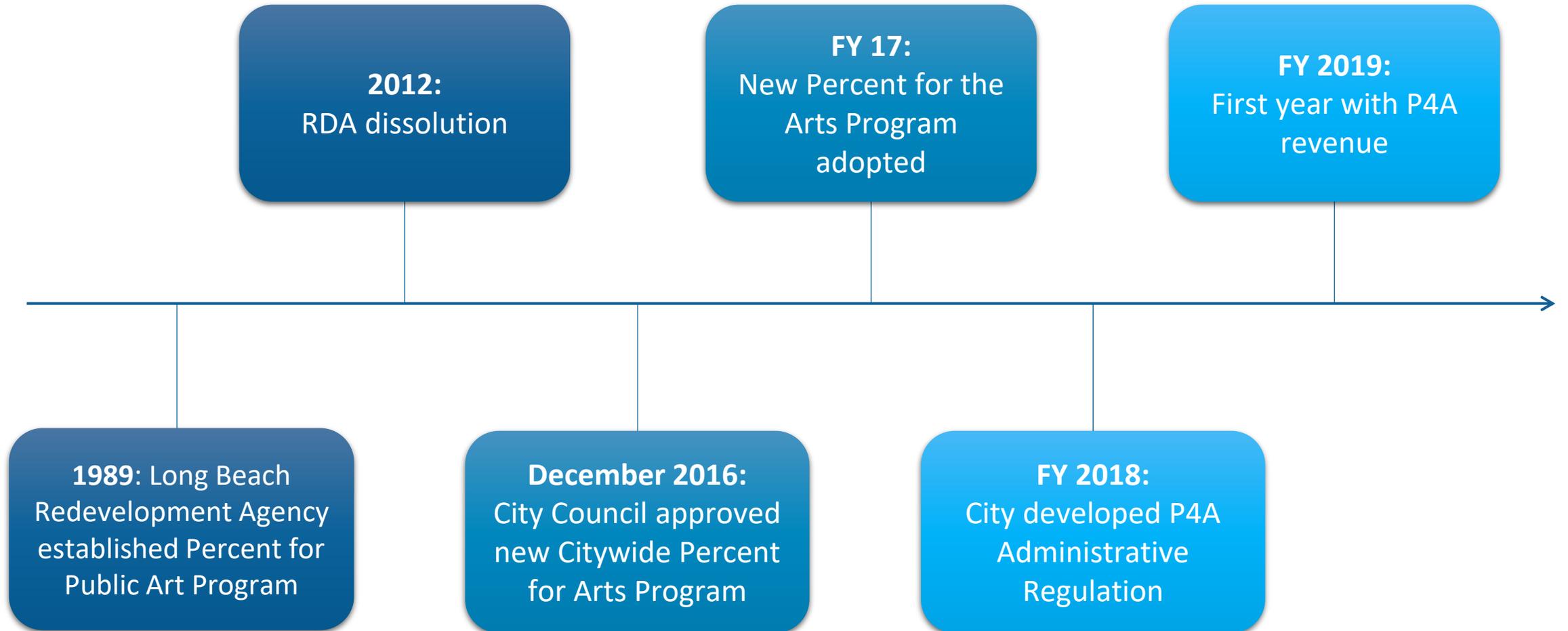
*“Recommendation to request the City Manager to work with impacted departments and the Arts Council for Long Beach to expand the City’s Percent for the Arts Program to boost support for public art installations and live music, and refer to the Arts, Culture, and Tourism Committee for input and discussion.”*

- As the City of Long Beach prepares to **host major events during the 2028 Olympic and Paralympic Games**, expanding the P4A Program will allow the city to invest in local arts and its local entertainment community.
- Increasing investment in **public arts installations** and **live music** will bring artists and musicians to the City year-round and **create economic opportunities for the next generation**.
- Looking to **assess the financial impact of increasing the Percent for the Arts program** and make recommendations on where funding sources could be identified.

## Today we will go over:

1. History of Percent for the Arts in the City of Long Beach
2. Where P4A Funding Comes from and what funding sources are eligible
3. Task delegation for P4A
4. Examples of eligible projects
5. Amount of unrestricted P4A Funding and how it is allocated
6. Program Accomplishments
7. Future Considerations

# History of Percent for the Arts in the City



**The P4A Program was created to fund public art installations, small grants, and support for local arts groups through a percentage of costs on all capital construction projects.**

Its goals include:

- Commissioning artists and artwork which represent the cultural diversity of the City
- Formally recognize the values and contributions of various cultures
- Contribute to unique expressions of the values of the City of Long Beach

# Percent for the Arts (P4A) Funding Set-Aside

Program requirements were developed to comply with the 1% set-aside policy, and rolled in over several years to ensure that the 1% set-aside would not render existing projects unfunded and financially infeasible.

## The current Administrative Regulation (9-1) assesses the 1% fee on:

All eligible City-managed capital construction projects with direct construction costs more than \$100,000.

Only the eligible fund portion of direct construction costs.

Fee is capped at \$500,000 per project to ensure it does not generate an undue burden on large projects.

# Eligible Funding Sources

Allowable funds with eligible capital projects may include, but are not limited to:

- **General Fund\***
- Uplands Oil Fund
- Tidelands Funds
- Airport Fund
- Gas and Oil Fund
- Refuse Fund
- SERRF Fund
- Belmont Shore Parking Meter Fund
- CDBG
- Health Fund
- Towing Fund

*\*Only the General Fund portion is disbursed to the Arts Council to support citywide arts programming.*

*Eligible restricted funds participate, but these dollars must stay within the respective Fund and support art projects that benefit that Fund's activities and meet its restrictions.*

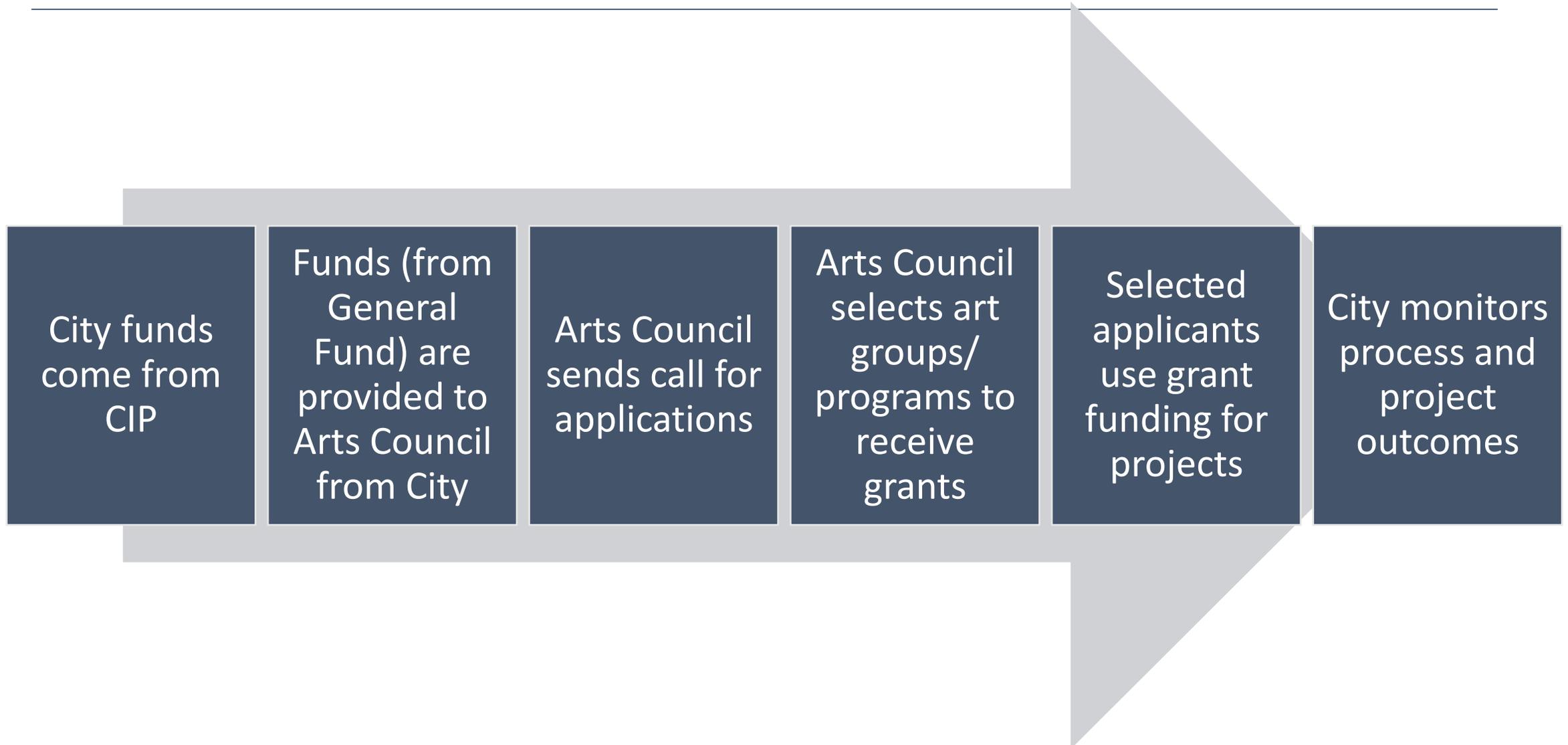
# Ineligible Funding Sources

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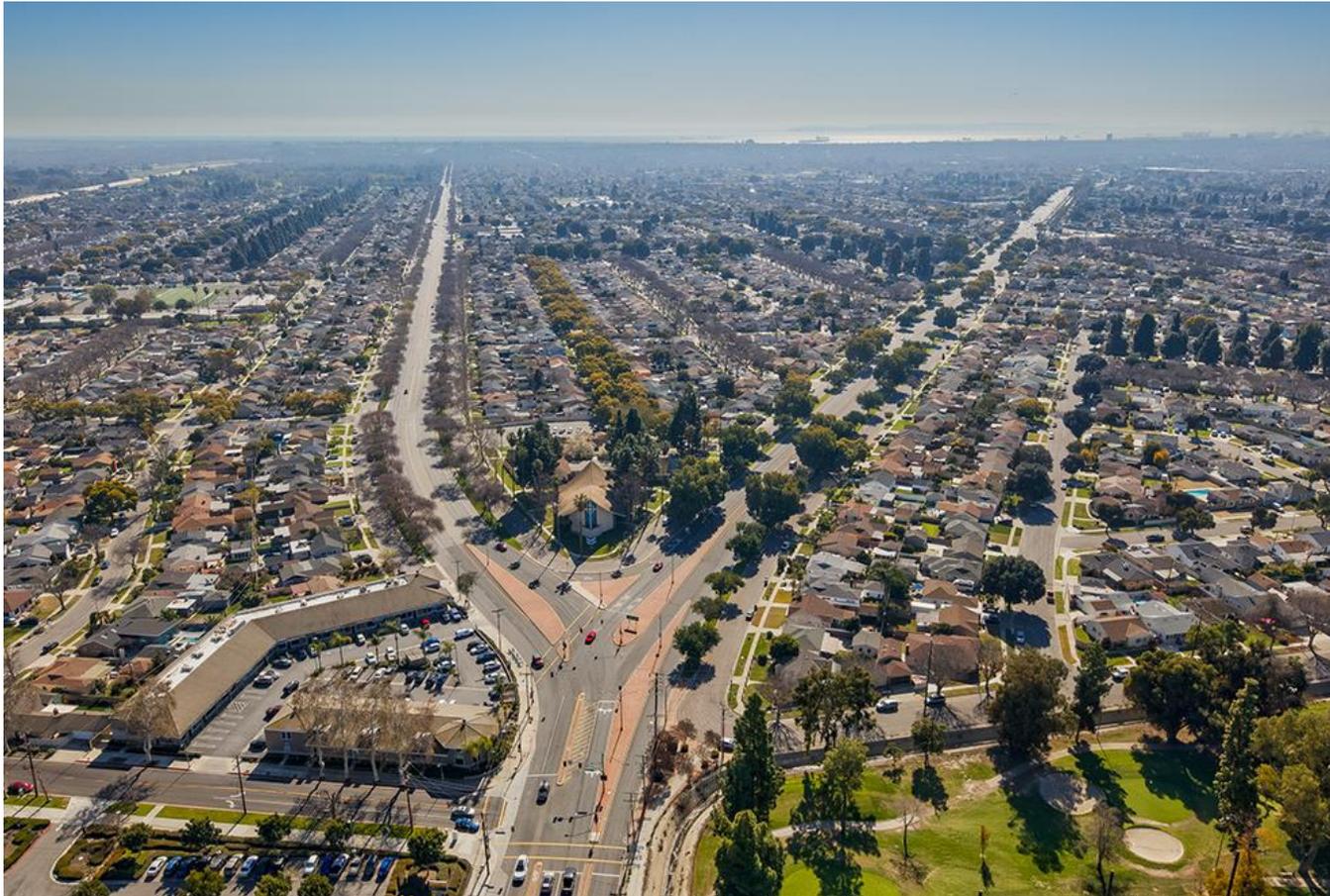
The following are restricted funds that *cannot* be assessed a Percent for the Arts allocation:

- Gas Tax Street Improvement Fund
  - i.e., Gas Tax and SB-1
- Regional Transportation Funds
  - i.e., Prop A, Prop C, Measure R, and Measure M
- State and Federal grants, unless specifically noted
- AB 2766: State Air Quality Funding
- Internal Services Funds

# Order of Operations



# Example: Studebaker Corridor



- Studebaker Corridor has an approximately **\$45M construction contract**
- **Less than 10%** of the funding is P4A eligible
- Resulted in a 1% P4A allocation of approximately **\$45k**

# Example: Fire Station 9

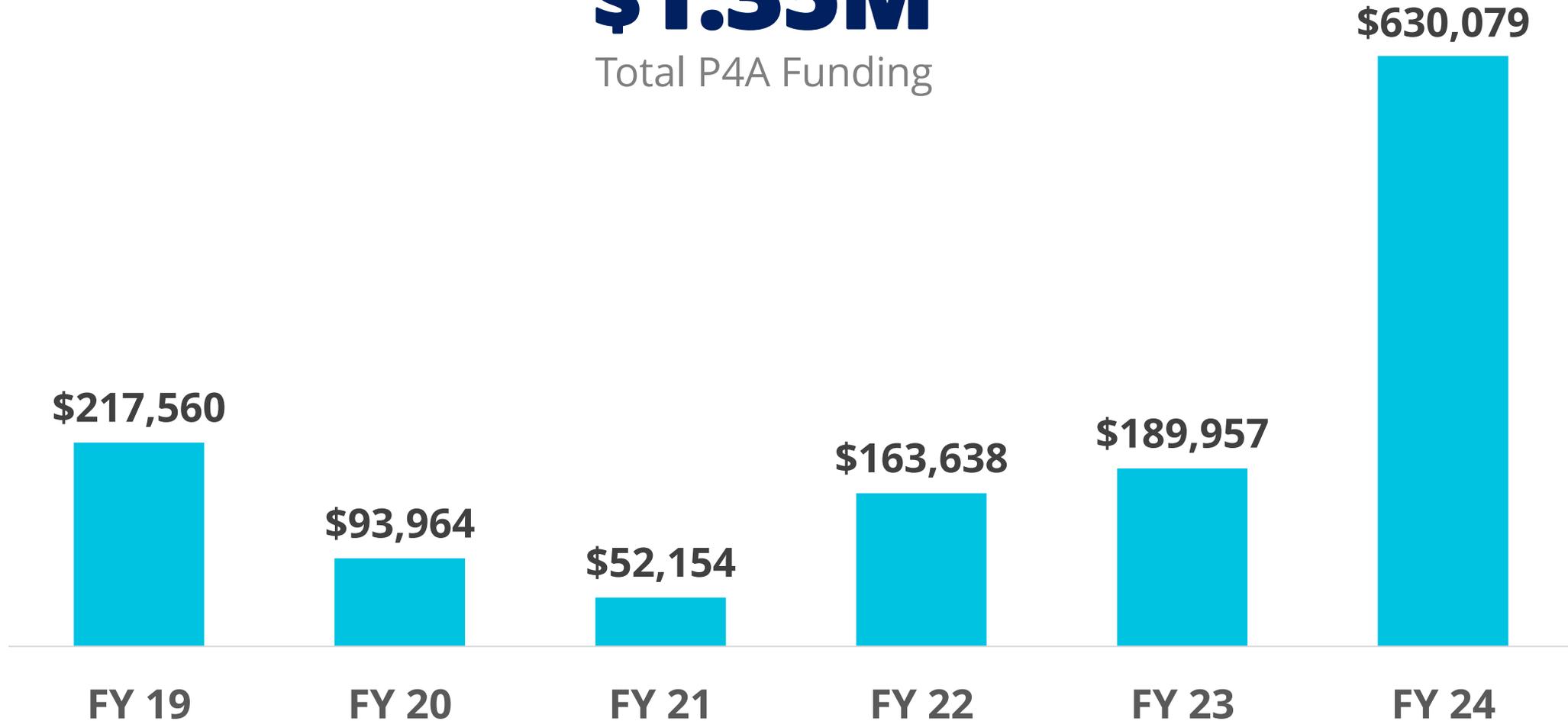


- Fire Station 9 is a **\$17M project**
- **Fully funded** with unrestricted P4A eligible sources
- Resulted in a P4A allocation of **\$176k**

# P4A General Fund Amount since FY 2019

**\$1.35M**

Total P4A Funding



# Other City Arts & Culture Funding Sources

## Measure B 1% of TOT

- In 2020, voters approved an additional 1% increase to the Transient Occupancy Tax (TOT) rate to be dedicated for improvements to the Long Beach Convention Center and to operating grants for major arts and culture organizations in the City.
- Since inception (FY 20) through FY 24:
  - **\$10.4M** in Measure B revenues collected
  - **\$5.1M** in operating grants to major arts/culture organizations and Cultural Centers (through the Arts Council)

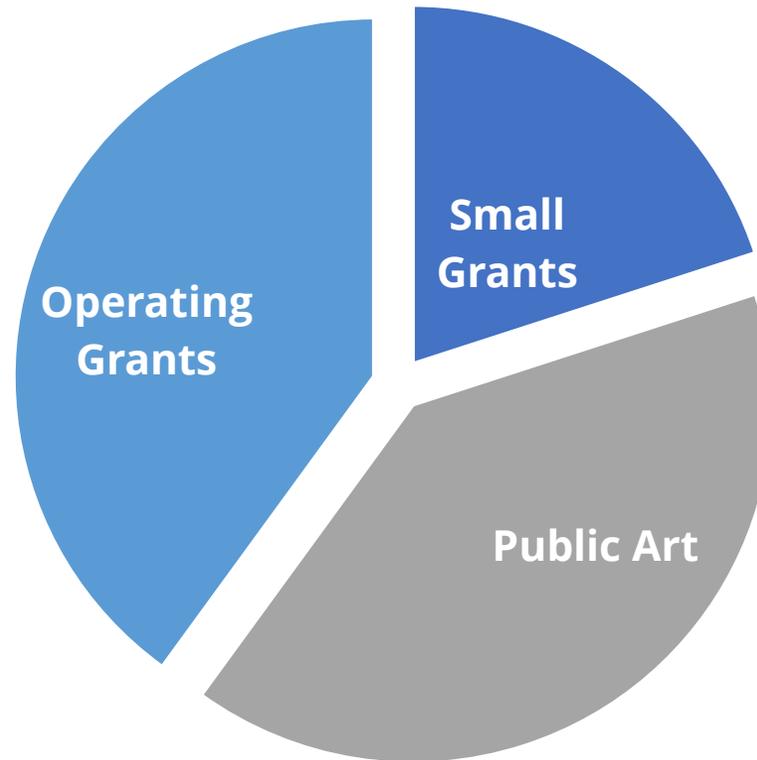
## Special Advertising & Promotion (SAP) Fund Group

- Supports **structurally-budgeted** annual contracts with Arts Council and Long Beach Museum of Art
- Support **one-time allocations** for arts and culture programming including the Youth Arts Contest, Arts Council Challenge Grants, and Long Beach Walls/Art Renzei.

# What is the current allocation policy?

The Percent for the Arts set-aside from unrestricted funds is allocated in the following manner:

**Forty percent (40%)** is dedicated for Operating Grants to support **established arts groups** in the City of Long Beach.



**Twenty percent (20%)** is awarded as **small grants** for capacity building and matching grants for art institutions and artists to promote a variety of arts throughout Long Beach.

**Forty percent (40%)** is allocated for the creation of **public art** in the public domain.

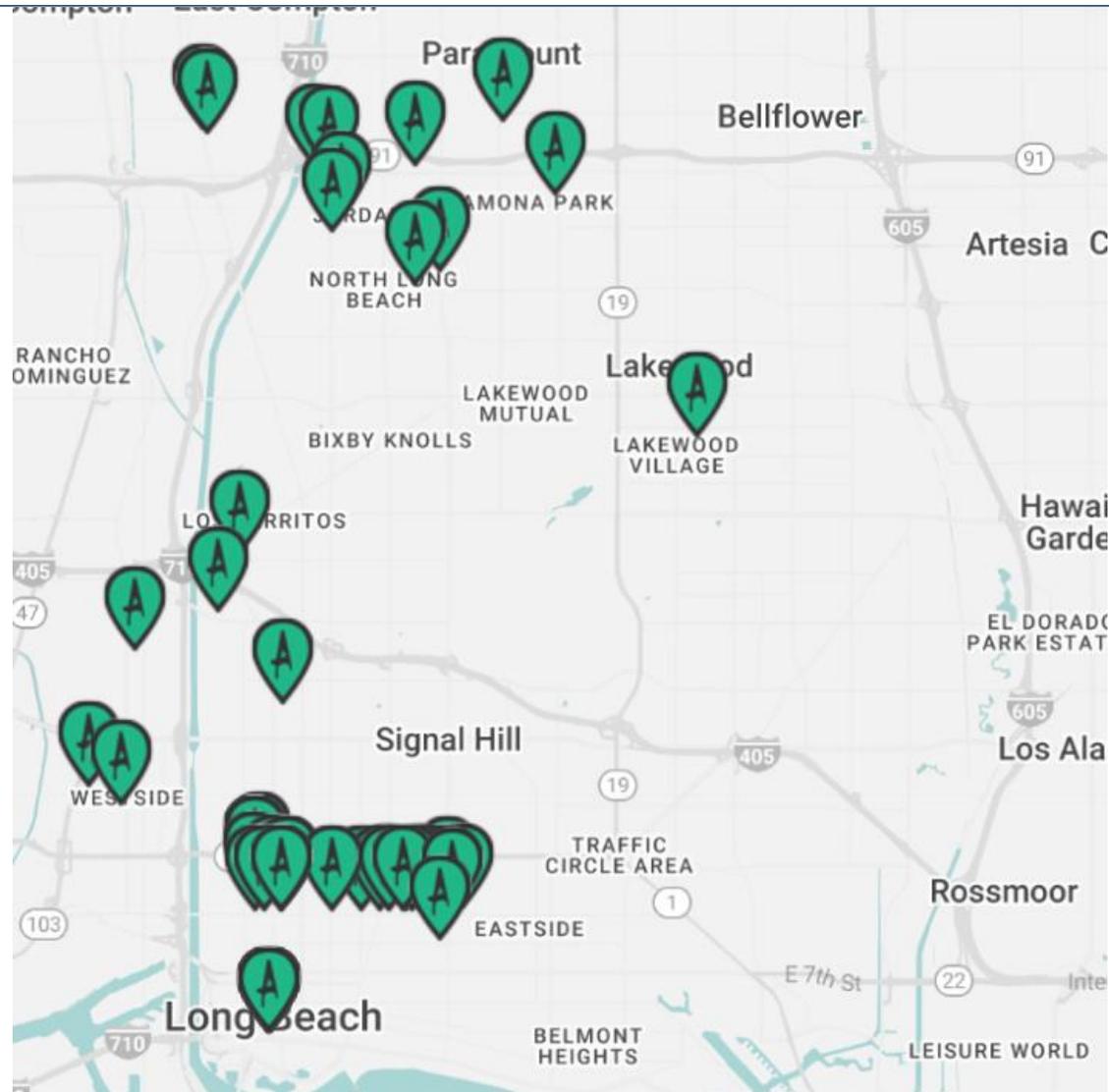
# Program Accomplishments to Date (2016 – Present)

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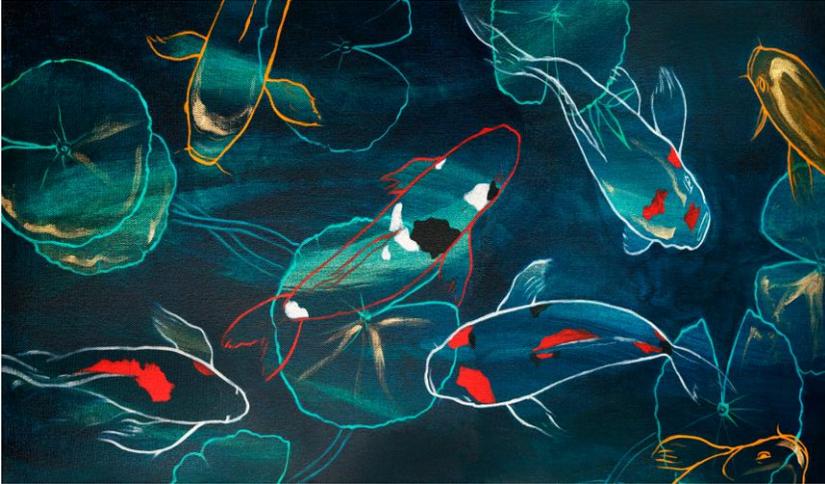


# 40%: Creation of Public Art

Since 2016, Percent for the Arts funding has supported **15 Public Art initiatives** consisting of **57 projects across** the City, totaling **\$167,036** in public art investments.



# 40%: Creation of Public Art



## **Thoroughfare by Stephanie Han**

- Type of Art: Utility Box
- Year Completed: 2024 - In Progress
- Council District 6
- Partner Initiative: A River Connects Us



## **We Are The Seeds by Mer Young**

- Type of Art: Mural
- Year Completed: 2022
- Council District 7
- Partner Initiative: 7 for 7; Long Beach Parks, Recreation, & Marine

# 40%: Creation of Public Art



## Community by Sharniece Chantal

- Type of Art: Utility Box
- Year Completed: 2021
- Council District 1
- Partner Initiative: Together We Make Change



## The Blue Note by Bodeck Luna Hernandez

- Type of Art: Mural
- Year Completed: 2021
- Council District 9
- Partner Initiative: Long Beach Parks, Recreation, and Marine

# 20%: Small Grant Allocation

Percent for Arts supports the Arts Council's Small Grant Programs, including:

## Professional Artist Fellows

- **40 awards since 2018 (\$53,250)**
- \$1,000 - \$6,000 grants
  - 25 Visual Artists
  - 4 Performing Artists
  - 2 Literary Artists
  - 9 Multi-Disciplinary Artists

## Community Project Grants

- **78 awards since 2018 (\$66,000)**
- \$1,000 - \$5,000

## Microgrants

- **117 awards since 2018 (\$105,272)**
- Individual Projects
- Artist Professional Development
- Public Art Maintenance

# 40% Operating Grants

- 40% of Percent for the Arts funding supports the Arts Council's annual Operating Grants (OPG I & II) for arts and culture organizations with annual revenues over \$250,000.
- OPG awards range from **\$5,000 to \$25,000**
- **\$237,260 awarded since 2018**



**The Art Theatre  
Long Beach**



**Historical Society of  
Long Beach**

# Further Considerations

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Further research for expansion of the Percent for the Arts Policy may include:

- Modifying thresholds for project funding eligibility
- Exploring feasibility of requiring set-asides from restricted Funds
- Modifying program allocation percentages and updating allowable uses
- Quantifying potential impacts to CIP feasibility as a result of any of these changes

Questions?

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# Thank you!

For more information, please contact:  
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