



115 Pine Avenue STE 350
Long Beach CA 90802



Eduardo Lara
Candidate for Long Beach City Council
District 2

Q. The creative economy encompasses people with creative occupations working in the creative industries, as well as workers with creative occupations working in any other industry, and people in a non-creative job working in a creative industry.¹ What would you do to deepen the City's investment in its creative economy?

A. Investing in the City's creative economy requires forward-thinking initiatives that prioritizes art at the heart of cultural production. This means recognizing the importance of cultivating artists at a young age through more critical arts programs as part of youth development in our parks and recreation budget. Deepening investment entails investing in youth as a way to plant seeds in art appreciation and production early in life. Doing so will produce adults with creative dispositions and we clearly need more people who are developed artists. My view of artists is broad. It entails writers, dancers, painters, musicians, sculptors, and mixed-media artists -- just to name a few. Investing in these artists contributes to the vibrancy of our City so that it can thrive holistically.

¹ 2019 Otis Report on the Creative Economy, conducted by Beacon Economics



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Q. How would you champion expansion of the City's current funding stream for local arts and culture?

A. A city budget reflects a community's values. I will champion furthering funding of local arts and culture in the city in addition to using the bully pulpit of the City Council seat to bring more visibility, fundraising and grants to the Arts Council for Long Beach.

Q. Ballot Measure B would increase the City's "hotel room tax" by 1% to support arts education in Long Beach schools; provide resources for Long Beach arts and cultural institutions; and pay for critical repairs and upgrades to the Convention Center. What are your views on this measure?

A. As an advocate of a vibrant arts community, I am supportive of Measure B. It's a step in the right direction and provides an additional and needed funding for arts in Long Beach. I would argue that artists greatly contribute to the city as a tourist destination. Subsequently, a hotel room tax is fairly aligned as a revenue stream and publicly support this measure.



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- Q. How can the City increase representation, diversity and access to the arts for all?
- A. Diversity, equity and inclusion are major and long overdue approaches toward improving access for historically marginalized people, including access to the arts. That said, a social justice framework that utilizes intersectionality would increase access further. Although a great starting point, it's not enough to increase access to the arts for girls, women, people of color, the LGBTQ+ community, the working class, and immigrants and those with disabilities. The framework I propose for the City to use would ensure that trans women of color, undocuqueers, and other intersections of identities are represented as part of a vibrant arts community.
- Q. Which art initiatives in your district do you find successful and how would you support these programs in the future?
- A. I am a fan of the Arts Walk in East Village and Pow Wow. The former is a District specific event while the latter is city-wide. I'd support these programs by partnering to further promote these events, ensuring there is increased visibility and attendance by district residents. Rest assured that art and culture is a priority for me and I will be a trusted partner for the Arts Council for Long Beach as evidenced in my inclusion of arts in my campaign platform. I call my platform the BEACH Plan and it includes the following language as part of Beautification, "The Second District is also home to the East Village and Retro Row – it is THE Arts District of Long Beach. Too often we expect artists to work for free, or hire those from outside our community. I will support the working artists of our district by commissioning them to help design and adorn our parks and community."