LATINO CULTURAL CENTER & EL MERCADO de LONG BEACH

A MIXED-USE LATINO COMMUNITY ECONOMIC DEVELOPMENT AND CULTURAL DISTRICT

ENVISIONING THE CONCEPT

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WHAT IS THE LONG BEACH LATINO CULTURAL CENTER & EL MERCADO DE LONG BEACH

LATINO CULTURAL CENTER

- Centro CHA has long proposed the development of a regional economic and cultural landmark, around the theme of a Latino Cultural Center and *El Mercado de Long Beach* (a traditional Mexican marketplace) in downtown Long Beach in the historical cornerstone of the city's Mexican-American and Latino community.

- Presently, there is not an established area that represents the city's robust Latino community—which stands at 42.6% of the population.

LATINO CULTURAL CENTER

- A cultural center and district will provide identity and recognition for this population

- The overarching goal is to create long-term direct benefits to the community and build local capacity in proportion to the city's demographics

- The project aims to avoid the usual market-driven approach and focus on community benefit and economic development

LATINO CULTURAL CENTER

Latino Cultural Family Services

- COVID-19 Crisis response outreach, education, vaccination registration, referrals to testing and assistance to apply to health and human services government benefits
- Healing circles/spaces and activities
- Youth Development Services
- Parent Empowerment Workshops
- Senior programs

Economic Empowerment

- Entrepreneurship small business development, Homeownership, internships and Employment services.

Social Cohesion and Connectedness

- Latino Cultural arts and performing events and celebrations that reflect their values and identities

Community and Civic Engagement

- Immigration Legal services, ESL and Civics Classes, Census, Voter education, community service.

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LATINO CULTURAL CENTER & EL MERCADO DE LONG BEACH

- ***El Mercado de Long Beach***, *is* a comprehensive economic development and mixed-use project that will complement the soon to be established Latino Cultural Center.

- **The Mercado will directly support the following initiatives:**
  - Workforce housing development
  - Small business development
  - Health services and COVID abatement
  - Retail and commercial space creation

LATINO CULTURAL CENTER & EL MERCADO DE LONG BEACH

- This "creation of place" will not only showcase the vitality and spirit of the Long Beach Latino community, but also will become a regional economic generator offering visitor's and tourists an authentic cultural experience.

- **This urban space and district offers a vibrant collection of the following opportunities:**
    - Community wealth
    - Retail and commercial space
    - Housing development
    - Arts and cultural venues
    - Small business opportunities and entrepreneurship development

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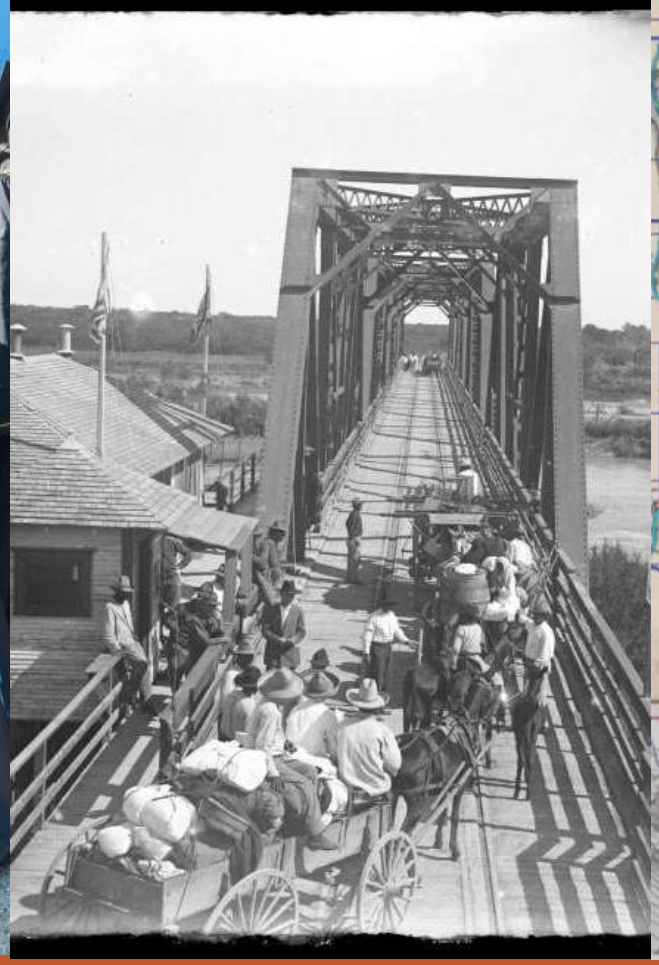
- **The development of this comprehensive project is consistent with:**
  - The City's Racial Equity and Reconciliation Initiative
  - The Chavez and Drake Park Vision Plan
  - The Economic Recovery Plan
  - The Blueprint for Economic Development
  - The City's Economic Empowerment Zones
  - The Strategic Plan for Youth & Emerging Adults
  - The Latino Community Economic Profile and Report

LATINO CULTURAL CENTER & EL MERCADO DE LONG BEACH

- **This project also addresses long standing socioeconomic and environmental inequities affecting the city's Latino community and promotes:**
    - Community empowerment
    - Cultural recognition
    - Entrepreneurship
    - Self-determination



HOW CAN THE COMMUNITY HELP ENVISION THIS CONCEPT AND CENTER?

Today's Activity:

Breakout groups:

Groups of 5+ will discuss today's questions and share your background, experiences, and ideas with your group.

One person will be asked to be the group leader and they will be responsible to report back to the larger group.

ENVISIONING ACTIVITY

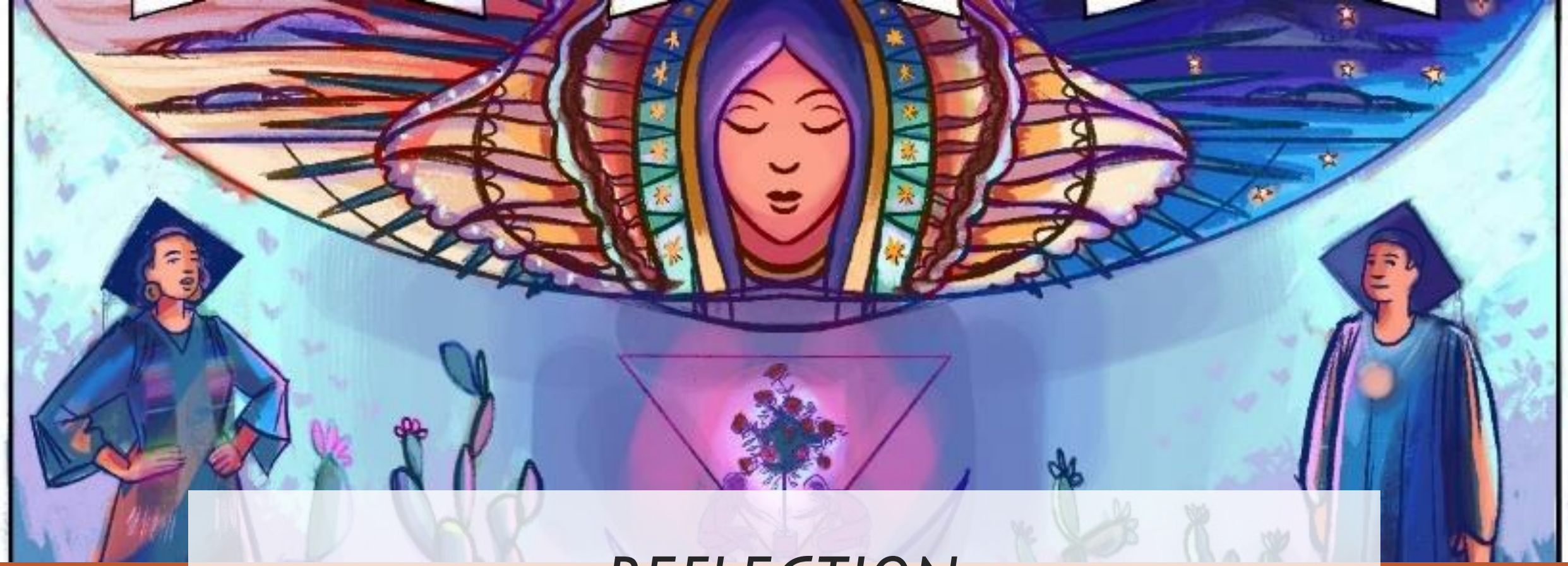
Once assigned to your breakout group you will discuss the following:

1. Please introduce yourself to your group answering the following questions:

a. What is your name and position or job title?
b. Where is your family from (what is your family origin)?
c. What is your identity or identities?

2. Given our diverse and rich backgrounds, how would you create your ideal cultural center?

a. What concepts, programs, services, facilities, and amenities would you want included in the cultural center?
b. How would you allocate the space to best reflect the culture and serve the community?



REFLECTION

THANK YOU

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