

# Strategic Plan for a Creative District in Long Beach, Washington

## Fostering Cultural Growth and Economic Vitality

Long Beach, Washington, offers a unique opportunity to establish a Creative District that celebrates the region's rich cultural heritage, artistic talent, and natural beauty. Positioned as a hub for creativity, this district will aim to drive economic growth, strengthen community ties, and enhance the quality of life for residents and visitors alike.

## Vision Statement

A place where music drifts out from the restaurants and is heard coming from the parks as you move up and down the streets; where art galleries intermingle with retail boutiques, bakeries, restaurants featuring many cuisines, authors, crafters, and museums; where the streetscape includes public art, pocket parks for relaxing and watching the people come and go; and where creative individuals are welcomed and encouraged.

## Goals and Objectives

### Goal 1: Boost Economic Development

- Encourage local businesses to collaborate with artists and cultural organizations.
- Develop additional programs that attract tourists, such as art festivals, workshops, and exhibitions.
- Provide incentives for creative entrepreneurs to set up studios and galleries within the district.

### Goal 2: Promote Cultural and Artistic Expression

- Support local artists through grants, residencies, and exhibition opportunities.
- Create additional public art installations that reflect the unique character of Long Beach.
- Expand the calendar of events celebrating diverse forms of creative expression, including visual arts, music, dance, and theater.

## Goal 3: Strengthen Community Connections

- Engage residents in planning and decision-making processes for the district.
- Foster intergenerational programs that connect younger and older community members through shared creative activities.
- Build partnerships with schools and educational institutions to integrate arts education into curricula.

## Goal 4: Preserve and Honor Local Heritage

- Highlight Long Beach's cultural history through storytelling and heritage-based art projects.
- Collaborate with Indigenous communities to ensure their voices and traditions are represented in the district.
- Restore and adapt historic buildings within the district as spaces for creative use.

## Strategies

### 1. Infrastructure Development

Invest in physical spaces that support creativity and community engagement, such as galleries, outdoor performance venues, and maker spaces. Ensure accessibility for all residents and visitors.

### 2. Marketing and Branding

Develop a cohesive brand identity for the Creative District that emphasizes its unique offerings. Leverage social media, local publications, and partnerships with the tourism bureau to promote the District.

### 3. Partnership Building

Collaborate with regional organizations, businesses, and government entities to secure funding and resources. Expand advisory boards to include more artists, community leaders, and stakeholders.

### 4. Sustainable Practices

Incorporate environmentally sustainable practices into district planning, such as the use of recycled materials for art projects, energy-efficient lighting, and waste reduction initiatives.

# Implementation Timeline

## Phase 1: Planning and Stakeholder Engagement (Months 1–6)

- Create a unifying graphic standard/design theme for the District.
- Design a community-wide event to announce the designation of the District.
- Develop a detailed project plan and secure initial funding.

## Phase 2: Infrastructure and Program Development (Months 7–18)

- Design and implement visual identification of the physical boundaries of the Creative District.
- Prepare construction and contract documents for the Farmers and Arts Market in Veterans Field.
- Launch pilot programs, such as art workshops, tours, or public performances.

## Phase 3: Marketing and Growth (Months 19–36)

- Establish connections with neighboring communities to identify mutual benefits..
- Expand partnerships and sponsorships with local businesses to sustain growth.
- Evaluate the success of programs and make adjustments based on community feedback.

## Metrics for Success

- Increase in foot traffic and tourism revenue within the district.
- Growth in the number of creative businesses and artist residencies.
- Positive feedback from community surveys regarding quality of life improvements.

## Conclusion

The establishment of a Creative District in Long Beach, Washington, represents a transformative initiative that will celebrate the town's unique attributes while fostering innovation, community engagement, and economic prosperity. By cultivating a vibrant environment where art and culture thrive, Long Beach can become a model for creative placemaking and a destination for inspiration and connection.