



LONG BEACH LATINO CULTURAL CENTER -

EL MERCADO DE LONG BEACH:

A MIXED-USE LATINO ECONOMIC DEVELOPMENT CULTURAL DISTRICT

Megan Anaya, MA

Research Analyst & Consultant, Centro CHA

Armando Vazquez-Ramos, Professor

Cou-founder of Chicano & Latino Studies, *CSULB*

Founder, California-Mexico Studies Center, *CSULB*

David Salazar,

Board, *Centro Cha*



CITY OF
LONG BEACH



CENTRO CHA'S LATINO CULTURAL ENGAGEMENT TEAM

Jessica Quintana, Centro CHA Executive Director

Megan Anaya, Data and Economic Consultant

Armando Vazquez- Ramos, Cultural and Historical Consultant

David Salazar, Centro CHA

James Rojas, Urban Planner and Consultant



OVERVIEW

1. Cultural History of Long Beach Latinos

Armando Vazquez- Ramos, Cultural and Historical Consultant

2. Demographic and Data on Long Beach Latinos

Megan Anaya, Data and Economic Consultant

3. LCC – El Mercado de Long Beach

David Salazar, Centro CHA

MEXICO
*As organized and defined by the several
 acts of the CONGRESS of that*
REPUBLIC.
*Constructed from a great variety of
 Printed and Manuscript Documents by*
H. STANNER.
 Third edition, 1846.

A CULTURAL HISTORY OF LONG BEACH LATINOS

PRESENT BY: ARMANDO VAZQUEZ-RAMOS

STATISTICAL TABLE

Year	Population	Area	Population per Square Mile
1820	1,200,000	9,000,000	13.3
1830	1,500,000	9,000,000	16.7
1840	1,800,000	9,000,000	20.0
1850	2,200,000	9,000,000	24.4
1860	2,700,000	9,000,000	30.0
1870	3,200,000	9,000,000	35.6
1880	3,800,000	9,000,000	42.2
1890	4,500,000	9,000,000	50.0
1900	5,200,000	9,000,000	57.8
1910	6,000,000	9,000,000	66.7
1920	6,800,000	9,000,000	75.6
1930	7,500,000	9,000,000	83.3
1940	8,200,000	9,000,000	91.1
1950	9,000,000	9,000,000	100.0

TABLES of DISTANCES
 TOADS FROM SEVERAL PLACES IN MEXICO

From	To	Distance
Mexico	Veracruz	175
	Puebla	140
Veracruz	Puebla	140
	Oaxaca	120
Puebla	Oaxaca	120
	Guatemala	100
Oaxaca	Guatemala	100
	Yucatan	80
Guatemala	Yucatan	80
	Chiapas	60
Yucatan	Chiapas	60
	Quintana Roo	40
Chiapas	Quintana Roo	40
	Baja California	20
Quintana Roo	Baja California	20
	Other States	Various



THE AFTERMATH OF THE U.S.-MEXICO WAR OF 1846 - 1848

- Mexico lost 55% of its territory to the U.S.
- About 100,000 *Mexicanos and Californios* remained north of the new border
- The area became the southwest region of the United States.

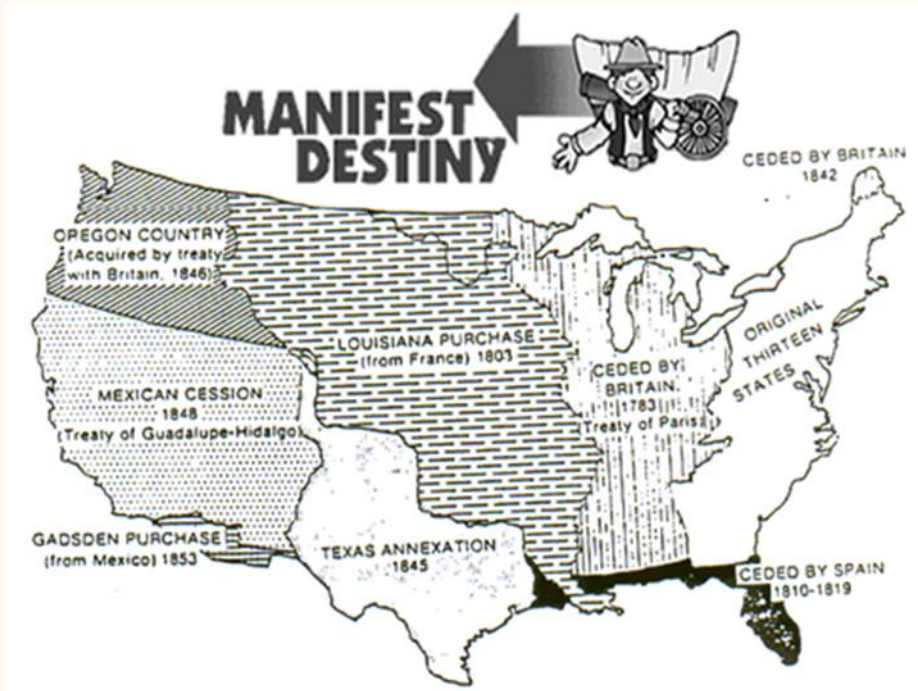


THE TREATY OF GUADALUPE HIDALGO OF 1848

- Since 1848, after the Treaty of Guadalupe Hidalgo settled the war,
 - A vast number of Mexican Americans and descendants of the Californios expanded in southern California
 - Mexican Americans and descendants of the Californios have oscillated overtime in population size
 - Reducing population size after the U.S. encroachment and persecution for over a century

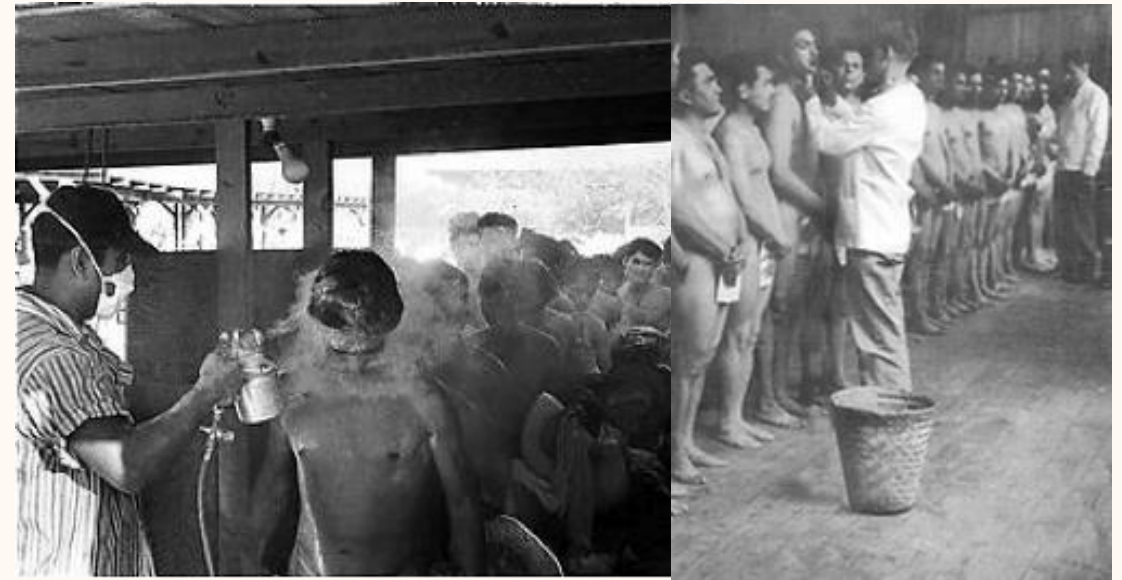


MANIFEST DESTINY

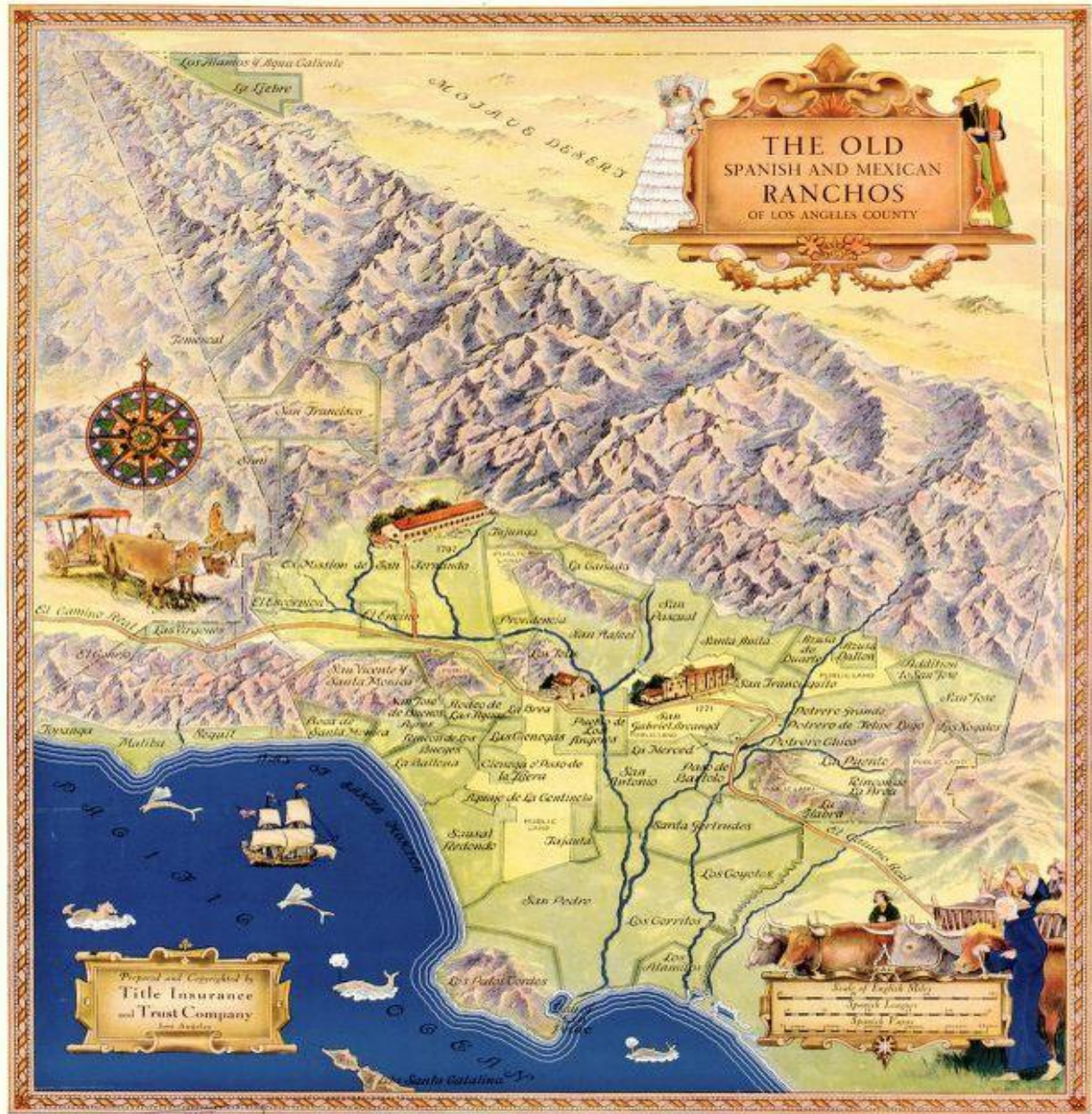


- Tragically, given the *Gold Rush* and the nefarious *Manifest Destiny* expansion into Mexican and American Indian territories,
- These populations were massively decimated for decades from the 1850's to the 1940's

BRACEROS



- From 1942 to 1964 (during WWII and Korean War)
 - 5.5 million Mexican railroad and agricultural workers (Braceros) were contracted in 1-year stints as indentured labor



THE OLD
SPANISH AND MEXICAN
RANCHOS
OF LOS ANGELES COUNTY

Prepared and Copyrighted by
Title Insurance
and Trust Company
Los Angeles

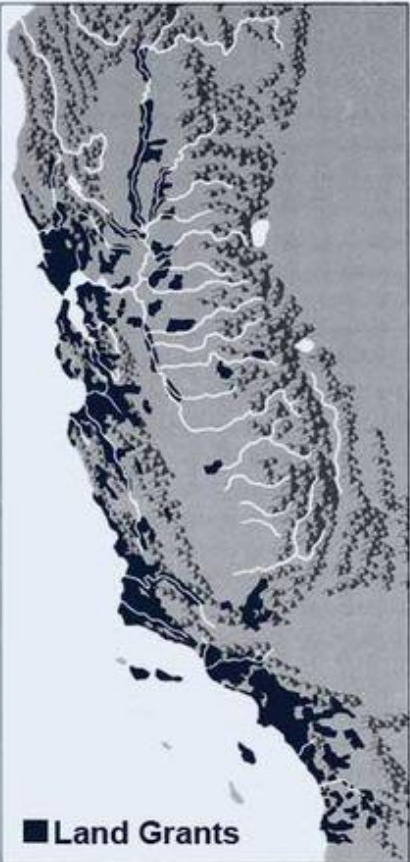
Scale of English Miles
Spanish Leagues
Spanish Varas

OCT 31 1949
THE CLERK OF COURTS



CALIFORNIA RANCHOS

California Ranchos and Sample Brands



RANCHERO	RANCHO	BRAND	DATE
JUAN AVILA	<i>El Niguel</i>	⚡	1833
MARIA YGNACIO VERDUGO	<i>Los Verdugos</i>	⚡	1836
JOHN ROLAND	<i>La Puente</i>	IR	1852
JOSE SEPULVEDA	<i>San Joaquin</i>	⚡	1839
DIEGO SEPULVEDA	<i>Palos Verdes</i>	⚡	1839
ABEL STEARNS	<i>Alamitos</i>	⚡	1839
TOMAS SANCHES	<i>La Cienega</i>	⚡	1842
JOHN TEMPLE	<i>Los Cerritos</i>	⚡	1844
BERNARDO YORBA	<i>Santiago de Santa Ana</i>	⚡	1844
RAMON YORBA	<i>Santiago de Santa Ana</i>	⚡	1844
TEODOCIO YORBA	<i>Santiago de Santa Ana</i>	⚡	1844
YGNACIO DEL VALLE	<i>Camulos</i>	y	1850
AUGUSTIN MACHADO	<i>La Ballona</i>	⚡	1844
ANDRES PICO	<i>Ex-Mission San Fernando</i>	⚡	1851
FRANCISCO OCAMPO	<i>San Bartolo</i>	⚡	1847

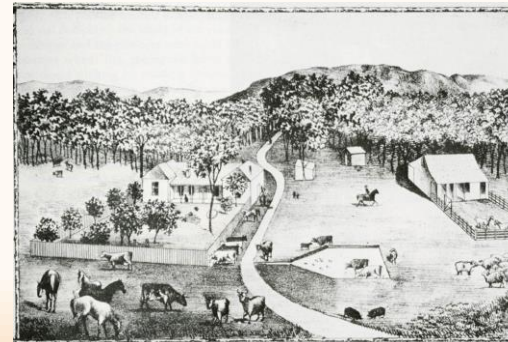
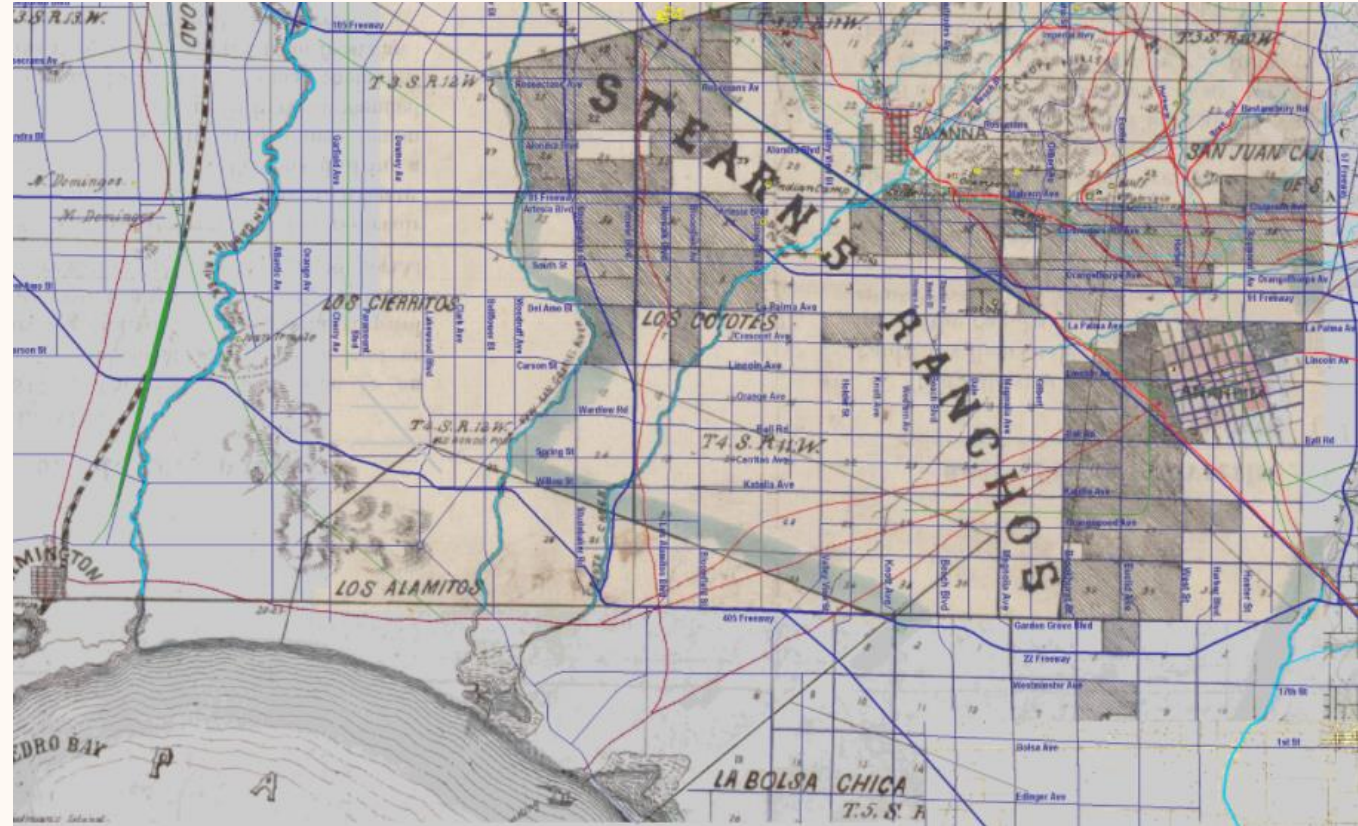
MySanPedro.org

- Between the founding of the City of Los Angeles in 1781 under the Spanish colonial period, and the Mexican War of Independence from Spain (1810),
- California's population boomed
- The Los Angeles metropolitan area began to grow exponentially through the Spanish land-grant Ranchos system.



LONG BEACH: EARLY DAYS

- The City of Long Beach, originally founded as Wilmore City in 1882, was officially established in 1888
 - renamed for its 8.5-mile beach to be promoted as a seaside resort.
- Most of its territory sits within the Rancho Los Alamitos and Rancho Los Cerritos land,
 - a substantial part of the Manuel Nieto 1784 land grant of 300,000 acres from Whittier to the sea and between the Los Angeles and Santa Ana rivers.



SPANISH & MEXICAN RANCHOS

- Then the Mexican American population in the Long Beach area began to grow, as the primary human resource for the economy and settling LA's southern region
- Region comprised by Ranchos Los Coyotes, Los Cerritos, and Los Alamitos.
- All this territory largely derived from the 1784 Rancho Los Nietos land grant, a Spanish concession to Manuel Nieto and his brothers,
 - Today it is the southwestern Los Angeles County and northwestern Orange County region.



REPATRIATION ERA

- This segment of California's population suffered the national persecution known as the "Repatriation Era" of the 1930's due to the anti-immigrant temper during the Great Depression, when almost 2 million Mexicans were deported or forced to leave.
- Notwithstanding that in 2007 the State of California officially apologized for its role in the unconstitutional deportation of U.S. citizens in our State during this dark period, the federal government has never expressed regret for this transgression.



LATINO'S OVERTIME

- The Long Beach Mexican American and Latino population has grown to become the largest ethnic group in the city, despite perennial adversity and cycles of vast discrimination and persecution, over the last 60 years and likely to become the majority within the decade of the 2020's.
- This predominantly Mexican-origin population grew 400% from the 7500 counted by the U.S. Census in 1960 to 28,500 counted in the 1970 census.

LATINOS OVERTIME

- The Long Beach Latino population then doubled in size to 56,000+ per the 1980 census count and more than doubled again, per the 1990 U.S. Census tally of 120,000+ “Hispanics”.
- During the subsequent 3 decades from 1990 to 2020, the Long Beach population has grown to almost 500,000
- And in those same 3 decades the Mexican/Latino community has steadily grown to 198,872 and 42.6% of the city’s entire population.



DEMOGRAPHIC DATA: WHERE ARE LONG BEACH LATINOS TODAY

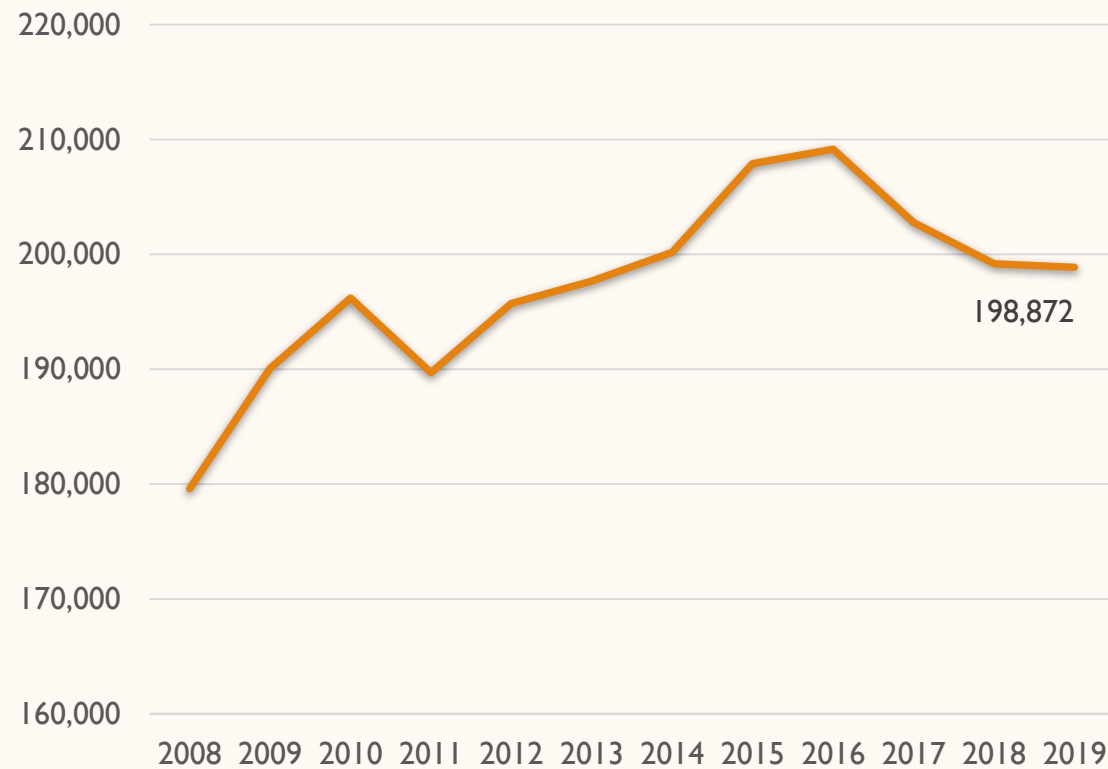
PRESENTED BY: MEGAN ANAYA



POPULATION

LONG BEACH LATINO POPULATION

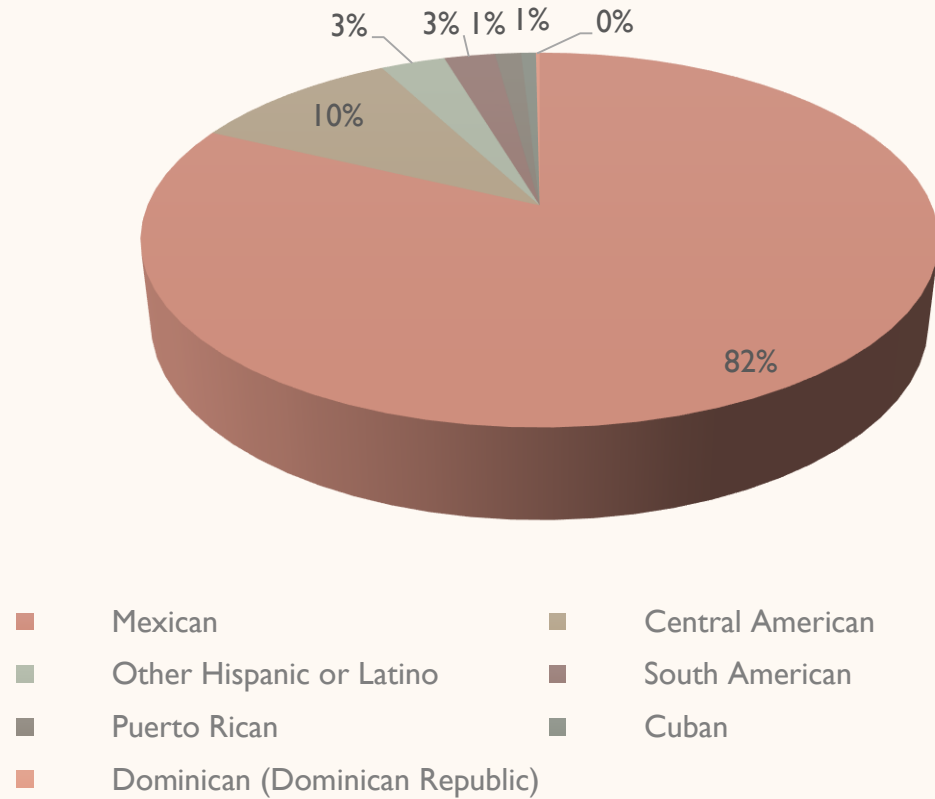
Long Beach Latino Population



- **466,776** residents in Long Beach
- **198,872** Latinos live in Long Beach
 - **42.6%** of city's population is Latino
- Long Beach's Latino Population fell by nearly **2%** since 2017

LONG BEACH LATINO POPULATION

Long Beach Latino Heritage

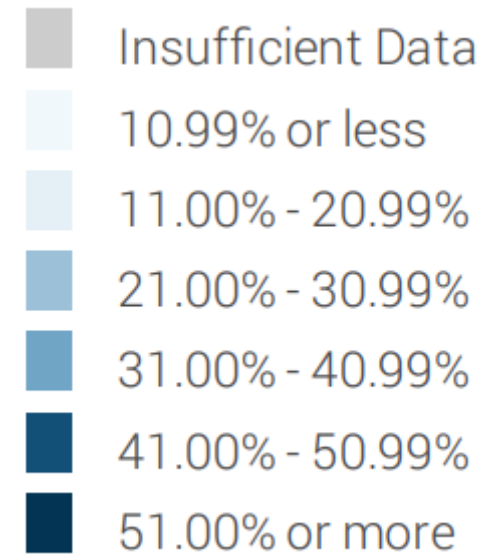


- **Mexican** **82.1%**
- **Central American** **10.1%**
- **Other Latino** **3.1%**
- **South American** **2.5%**
- **Puerto Rican** **1.3%**
- **Cuban** **0.7%**
- **Dominican** **0.2%**

Source: 2019 U.S. Census American Community Survey

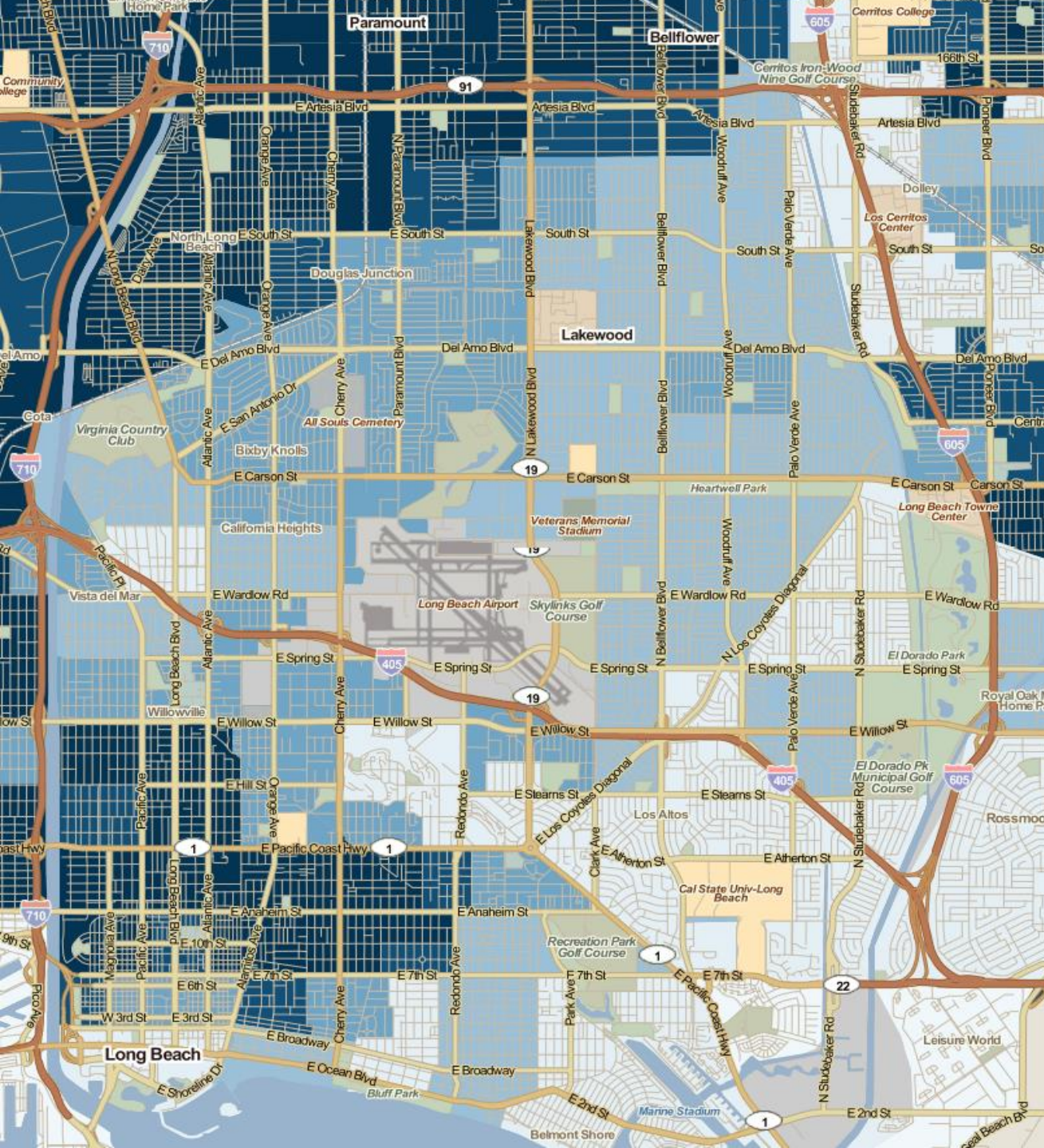


Percentage Latino Population By Census Tract 2015-2019

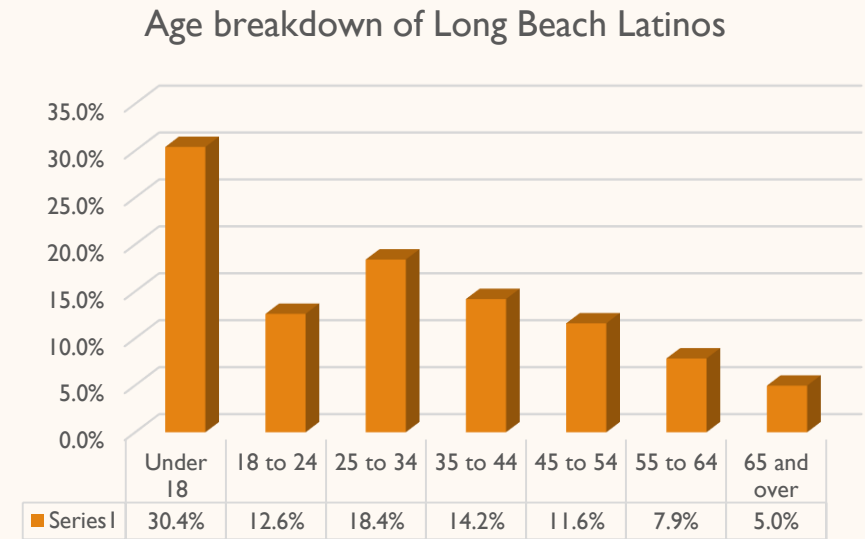
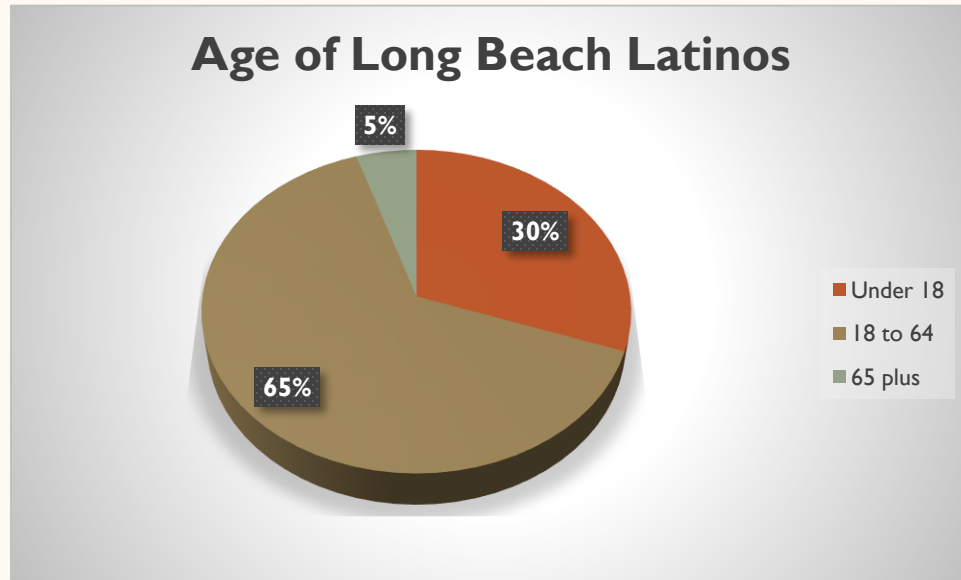


Darkest shaded areas:
Neighborhoods that are 51% or more Latino

Source: PolicyMap; U.S. Census 2015-2019



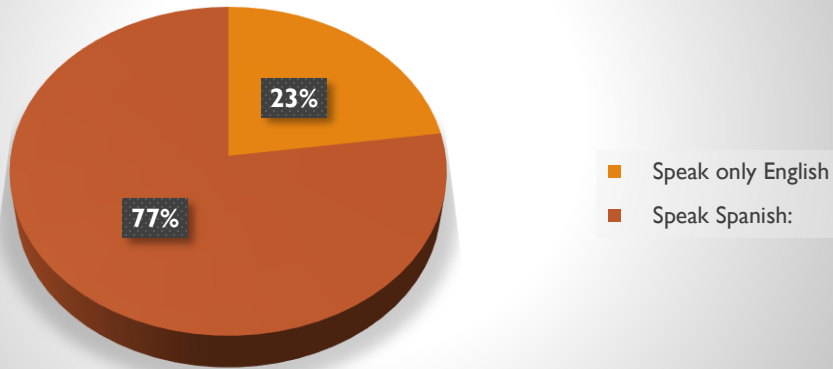
LONG BEACH LATINO POPULATION



- Long Beach is home to a young Latino population, with an average age of 28 years old

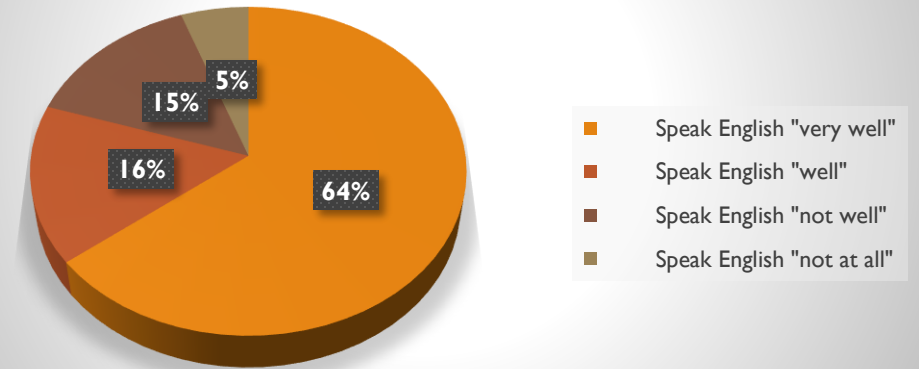
LONG BEACH LATINO POPULATION

Long Beach Latinos Language Spoke at Home



- 34% of U.S. born LB Latino's speak only English, 66% speak another language
- 3% of non U.S. born LB Latino's speak only English, 97 % speak another language

Long Beach Latinos Ability to Speak English



- 20% of our Latino population is not proficient in English

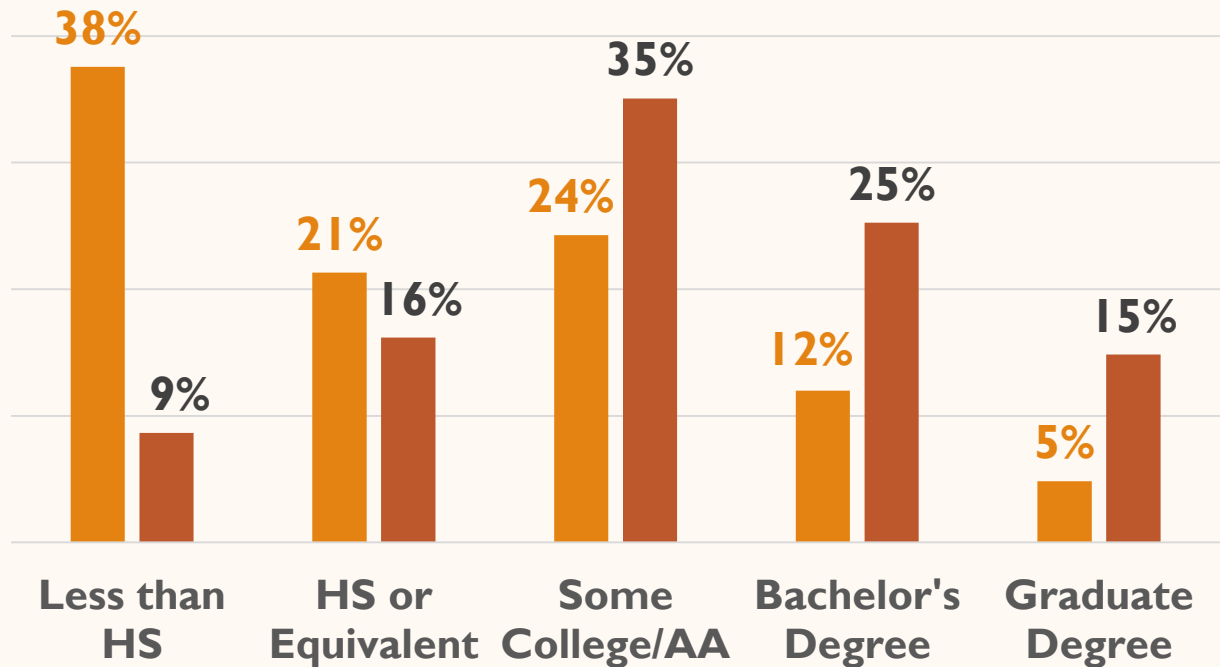


EDUCATION

LONG BEACH LATINO EDUCATION

Highest Educational Attainment (Age 25+)

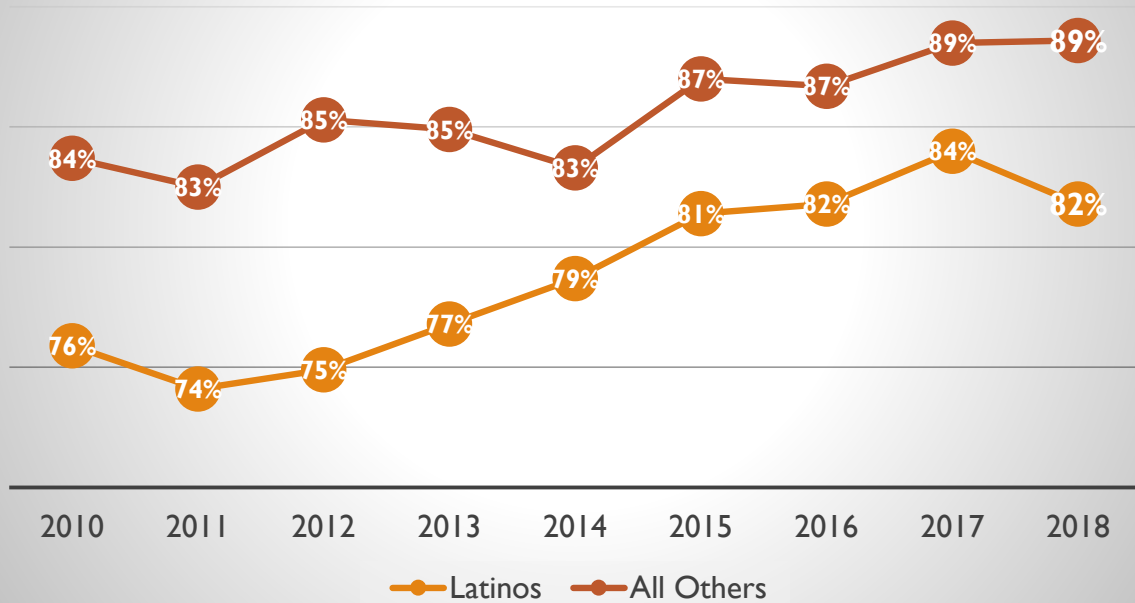
■ Latinos ■ All Others



- **38%** of Long Beach Latinos aged 25 and older have less than a high school education
 - Compared to **9%** among all other Long Beach residents in that age group.
- **17%** of Long Beach Latinos aged 25 and older have earned a BA or higher
 - Compared to **40%** among all other Long Beach residents 25+.

LONG BEACH LATINO EDUCATION

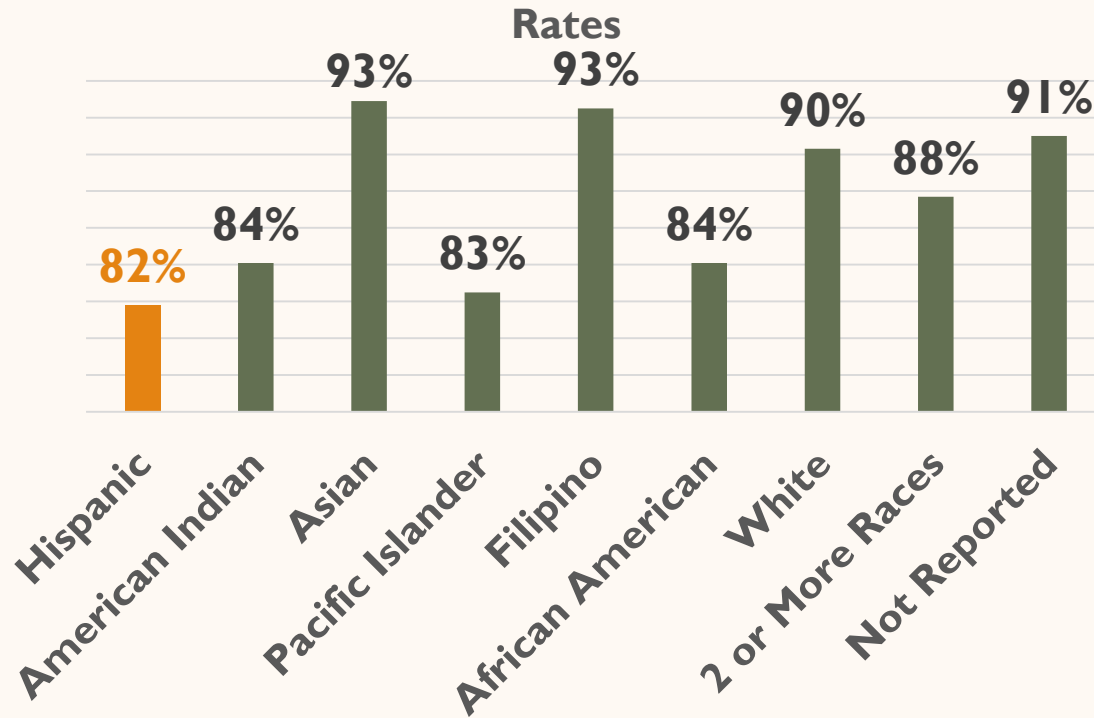
LBUSD High School Graduation Rates



- **Over 56%** of Long Beach Unified School District (LBUSD) students population identify as Latino.
- The LBUSD Latino graduation rate has risen by 5 percentage points over the last five years.

LONG BEACH LATINO EDUCATION

2017-18 LBUSD High School Graduation Rates



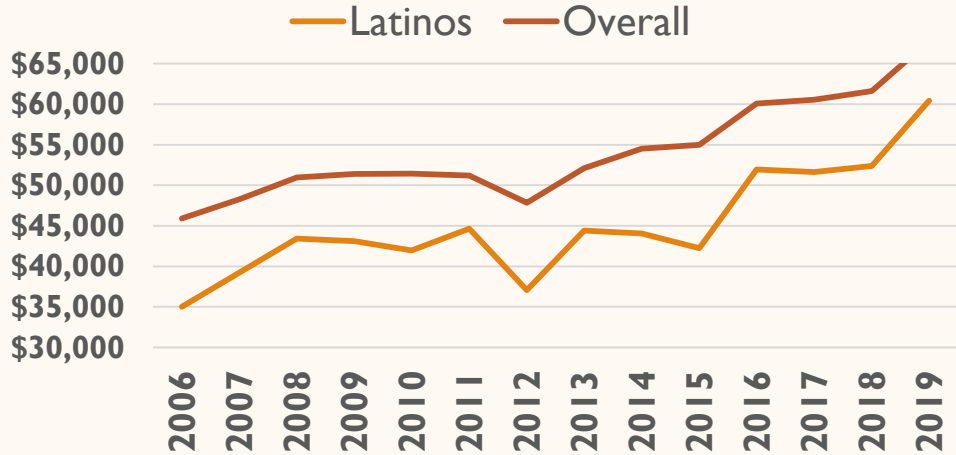
- The high-school graduation rate among LBUSD Latinos is 82%
- Lowest among several reported ethnicities
- Compared to **89%** among all other LBUSD student groups



INCOME

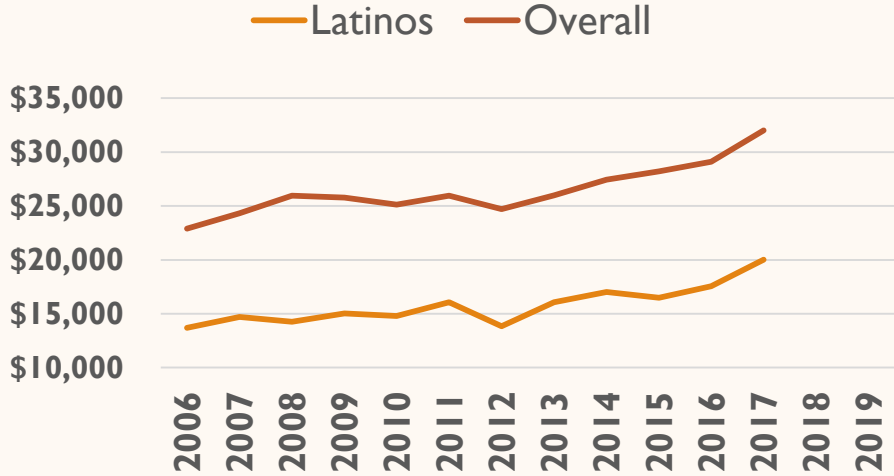
LONG BEACH LATINO'S HOUSEHOLD AND PER-CAPITA INCOME

Long Beach Median Household Income



- Median Household Income for Long Beach Latinos is **\$ \$60,433**
- lower than the city's overall median household income of **\$67,804**

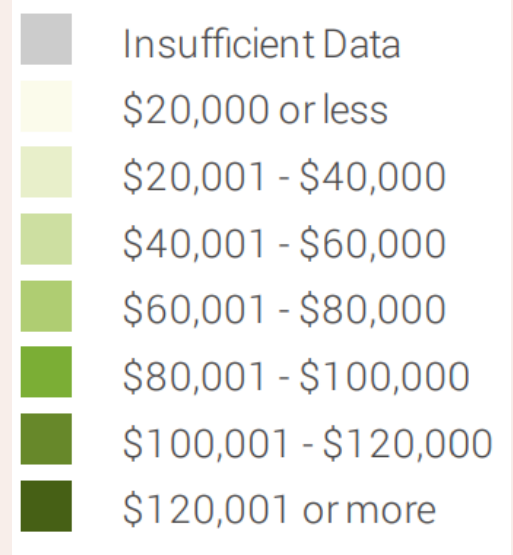
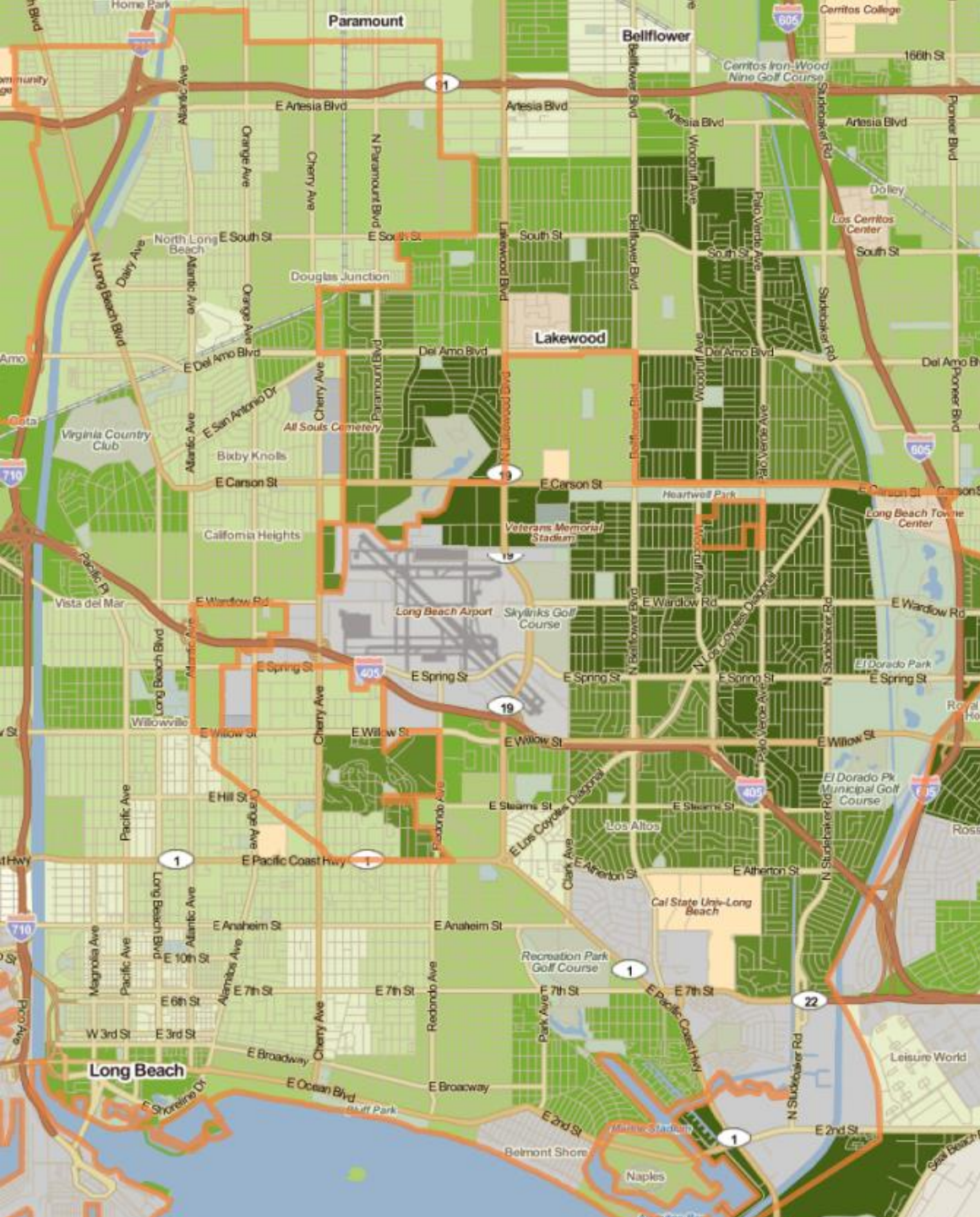
Long Beach Per-Capita Income



- Long Beach Latino Per-Capita Income is **\$20,021**
- **37.4%** lower than the city's overall median per-capita income of **\$32,006**



Latino Median Household Income by Census Tract, 2015-2019



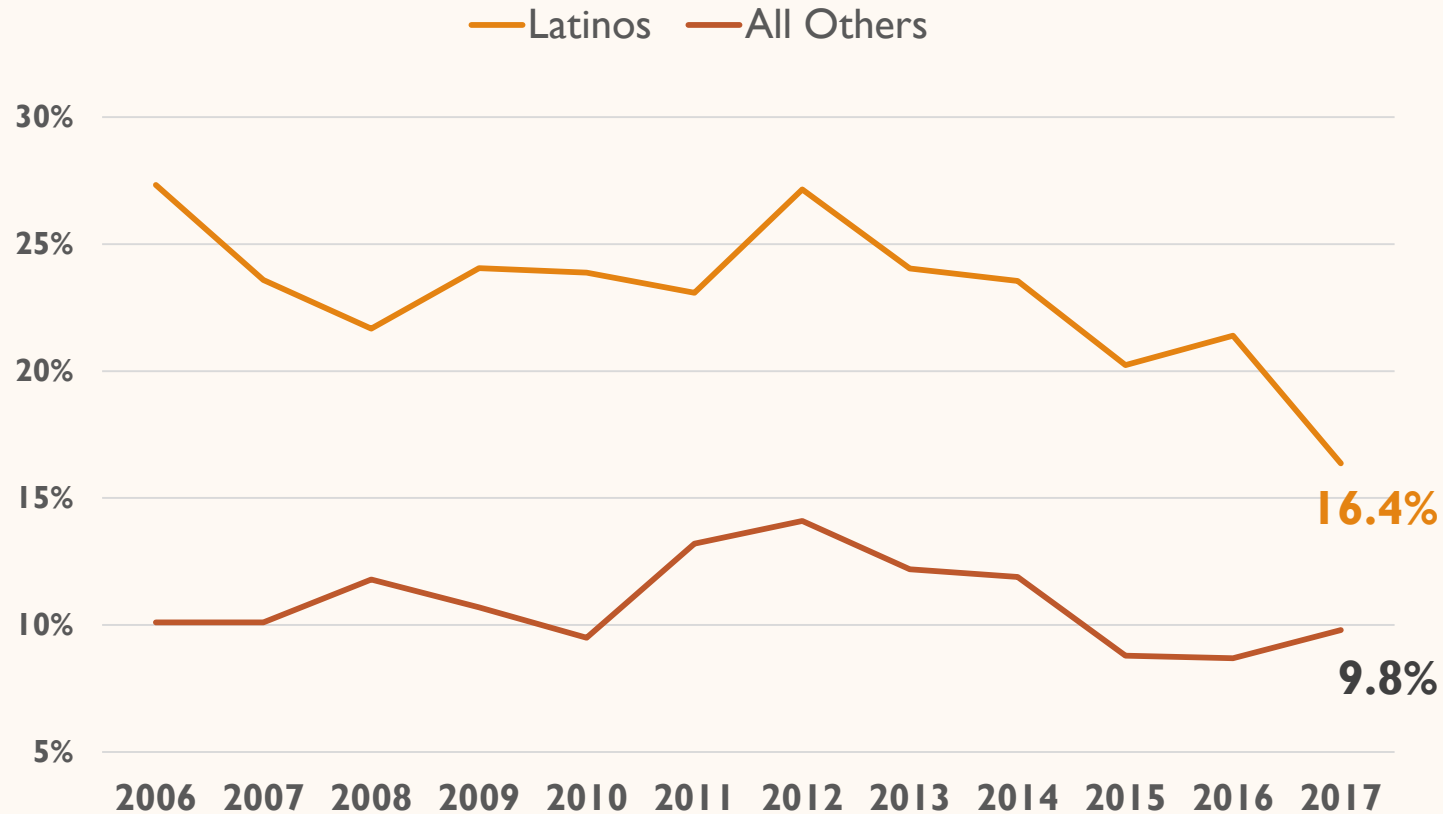
- Darkest-shaded regions, Latino median household income is more than **\$120,000** per year
- Lightest-shaded regions: Latino median household income is **\$20,000** per year or less



POVERTY & HEALTH

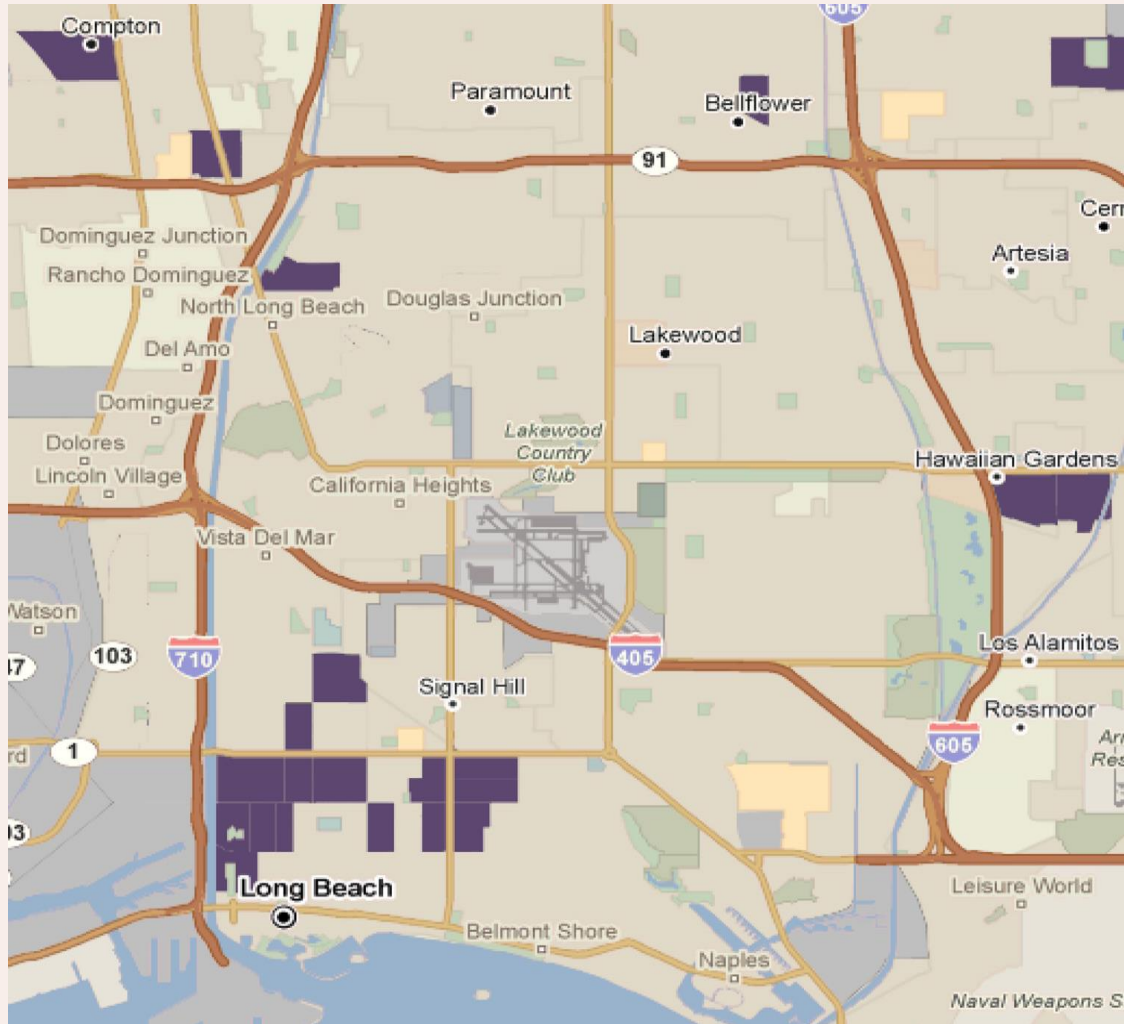
LONG BEACH LATINO'S HEALTH ACCESS

Long Beach Family Poverty Rates

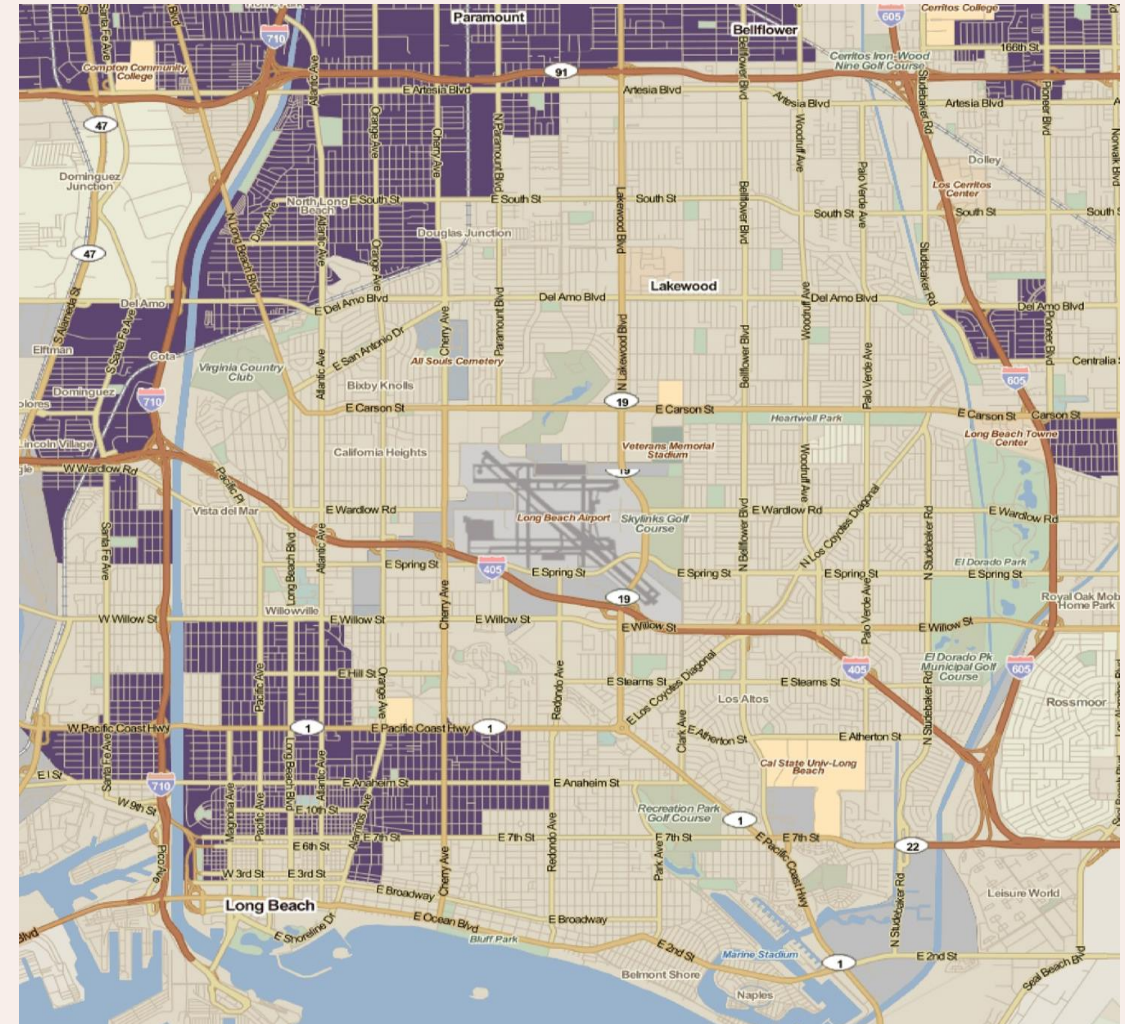


- **6,865** Long Beach Latino families live in poverty
- **16.4%** of all Long Beach Latino families live in poverty
- Compared to **9.8%** of all other Long Beach families

Long Beach Latino Families Living in Poverty by Census Tract



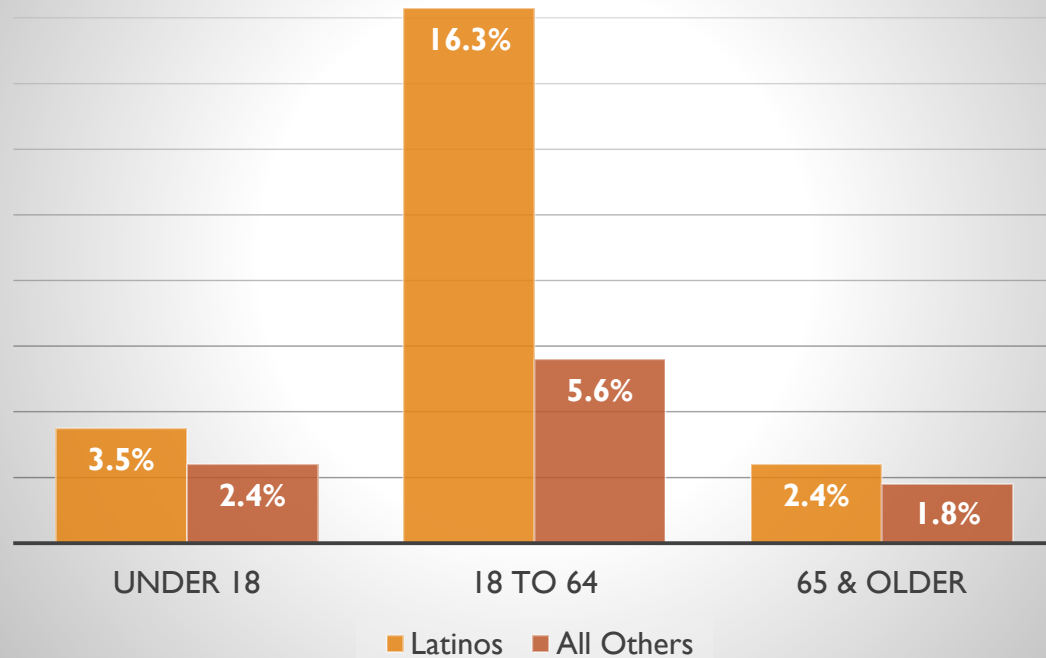
Long Beach Latino Renter Cost Burden by Census Tract



Source: PolicyMap; U.S. Census

LONG BEACH LATINO'S HEALTH ACCESS

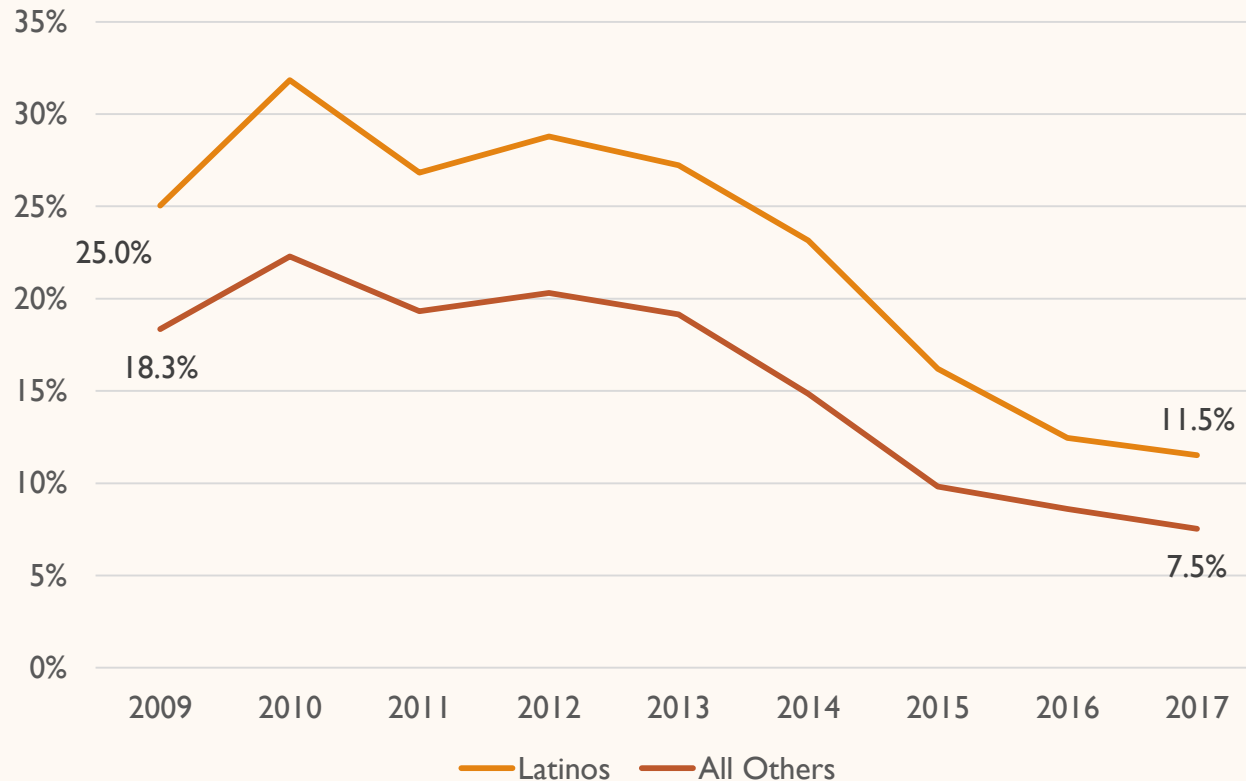
No Health Insurance Coverage



- **23,289** Long Beach Latinos do not have health insurance
 - **2,276** of them are children
- **16.3%** of Long Beach Latinos aged 18 – 64 are uninsured
 - Compared to **5.6%** of all other Long Beach residents in that age group

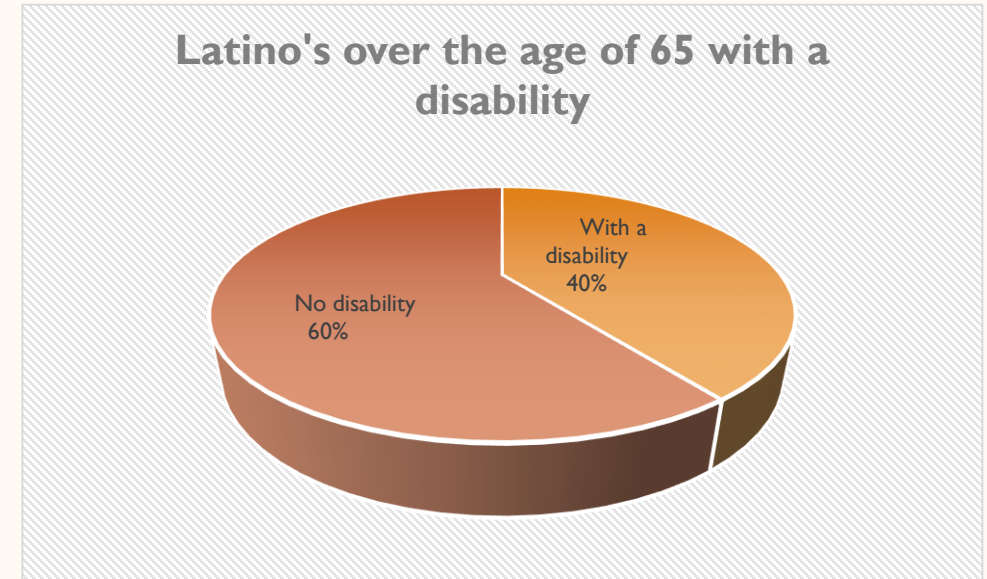
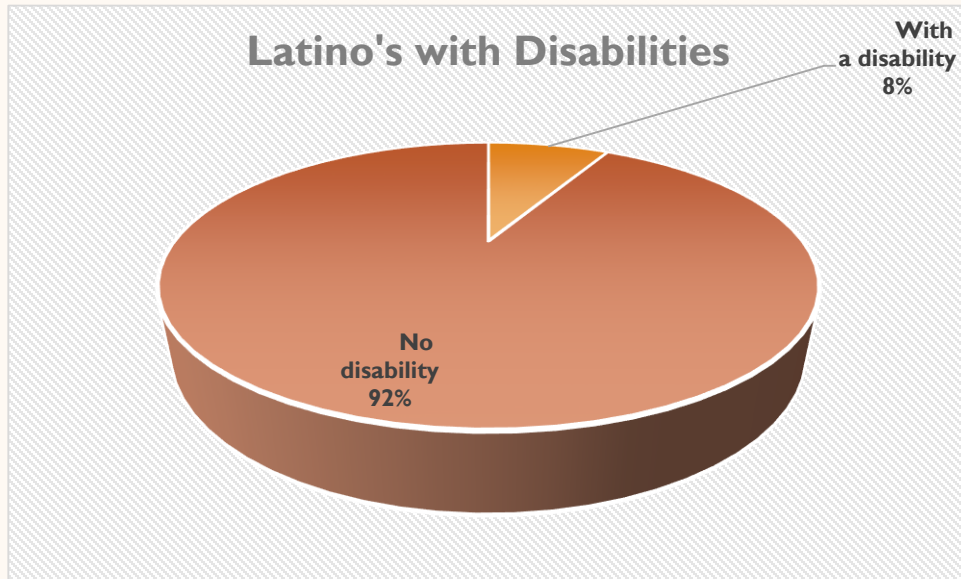
LONG BEACH LATINO'S HEALTH ACCESS

Long Beach Percent Uninsured



- The uninsured rate among Long Beach Latinos has declined by **17.3 percentage points** over the last five years
- But there remains a **4 percentage-point** coverage gap

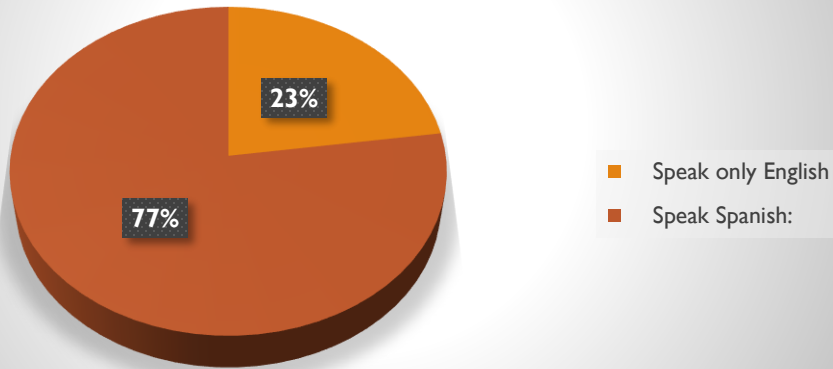
LONG BEACH LATINO'S HEALTH



- 8% of LB Latino's live with a disability
- 3% of U.S. foreign born LB Latino's speak only English, 97 % speak another language

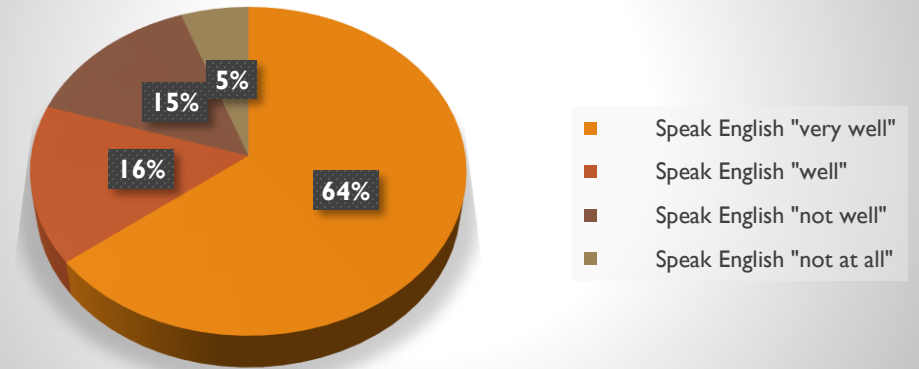
LONG BEACH LATINO POPULATION

Long Beach Latinos Language Spoke at Home



- 34% of U.S. native born LB Latino's speak only English, 66% speak another language
- 3% of U.S. foreign born LB Latino's speak only English, 97 % speak another language

Long Beach Latinos Ability to Speak English



- 20% of our Latino population is not proficient in English



DIGITAL ACCESS

LONG BEACH LATINO'S DIGITAL ACCESS

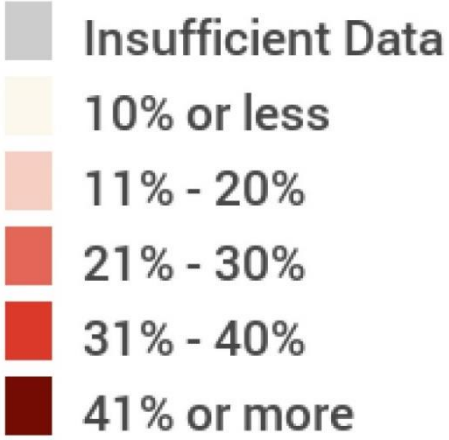
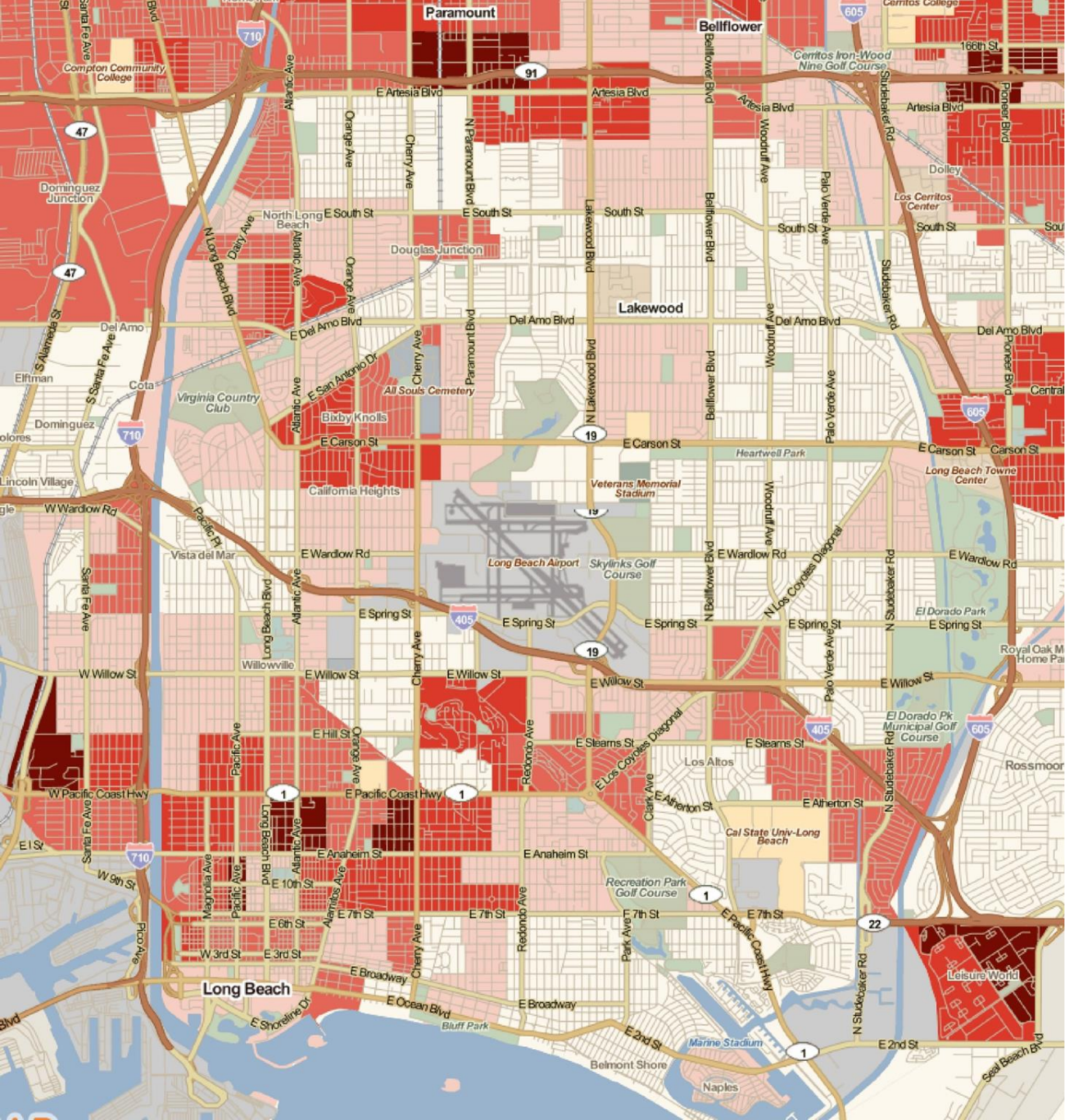
	Latino Households in Long Beach	All Other Households in Long Beach
No Internet Access	12.9%	11.1%
No Smartphone	11.5%	13.6%
No Tablet	37.2%	37.7%
No Desktop or Laptop Computer	27.0%	17.4%

Source: 2019 U.S. Census Public Use Microdata Sample



Percentage of Latino Households Without Internet Access

By Census Tract 2015-2019



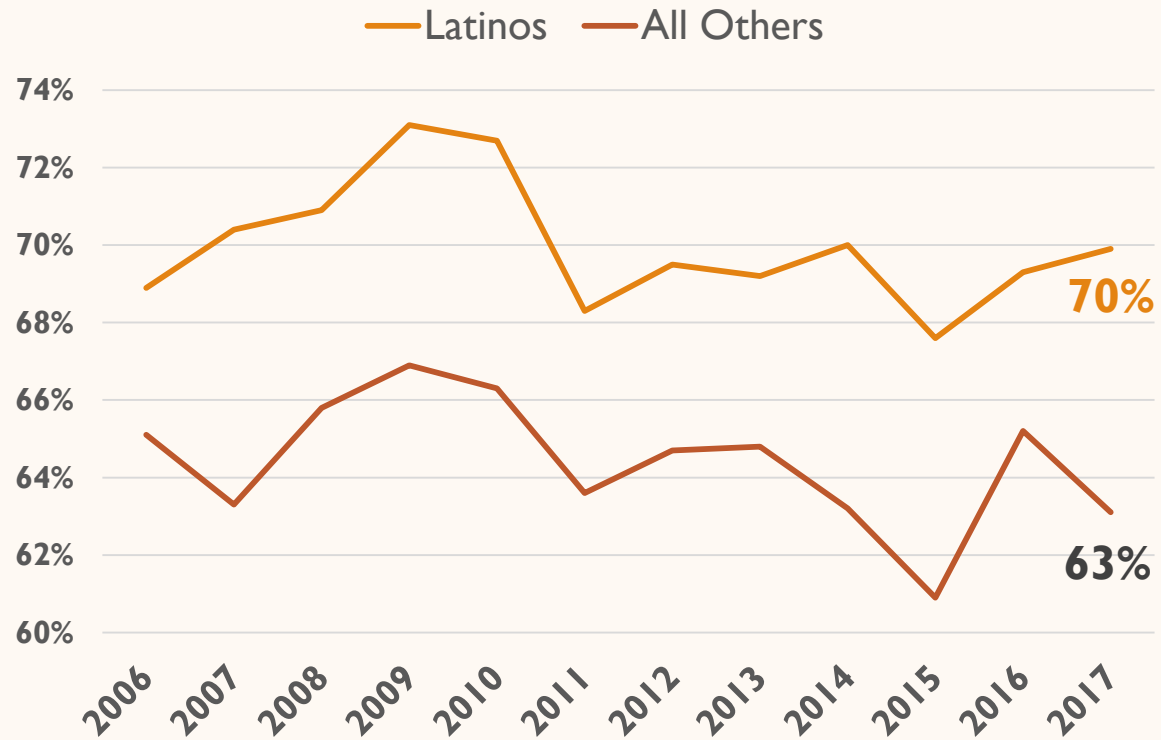
Darkest-shaded regions:
41% or more of Latino households do not have Internet access



EMPLOYMENT

LONG BEACH LATINO'S EMPLOYMENT

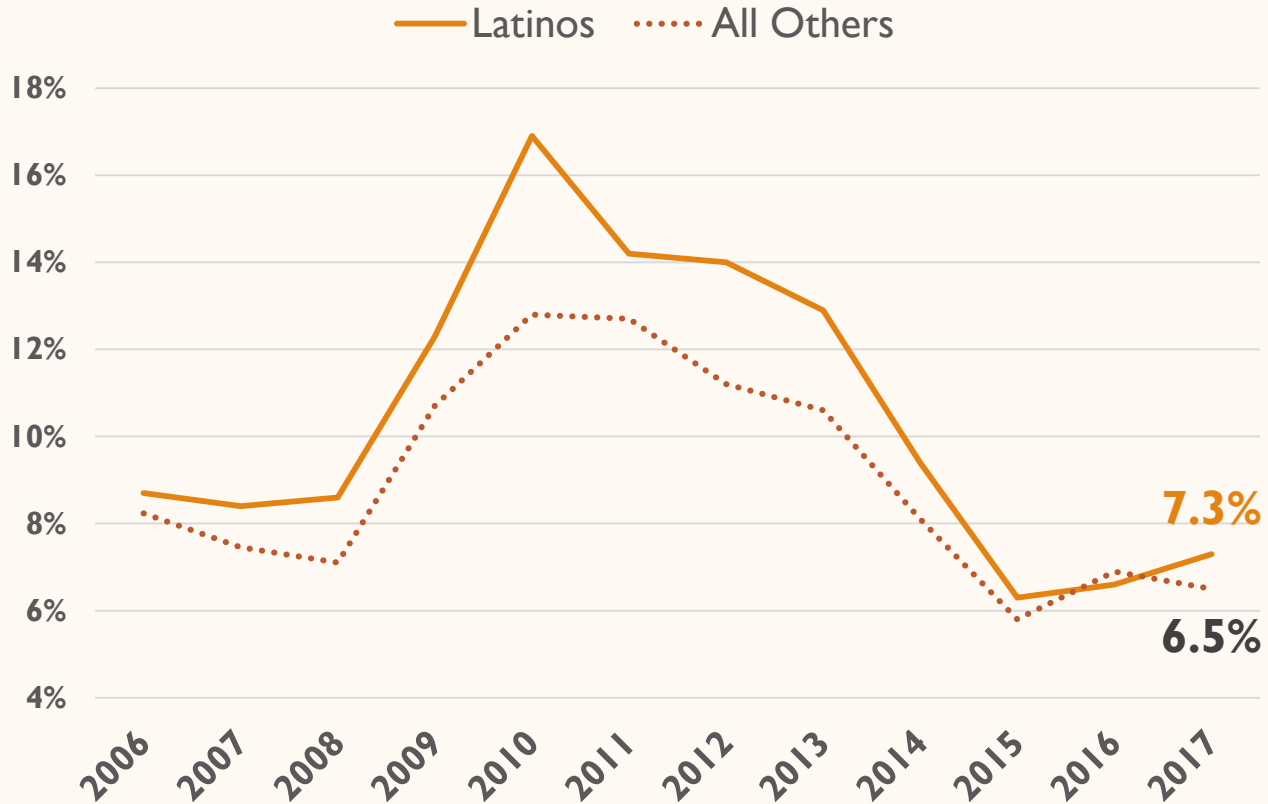
Long Beach Labor Force Participation



- **41.4%** of Long Beach's residential labor force
- Long Beach's Latino Labor Force Participation is **70%**
- Compared to **63%** among all other Long Beach working-age civilian residents

LONG BEACH LATINO'S EMPLOYMENT

Long Beach Unemployment Rates

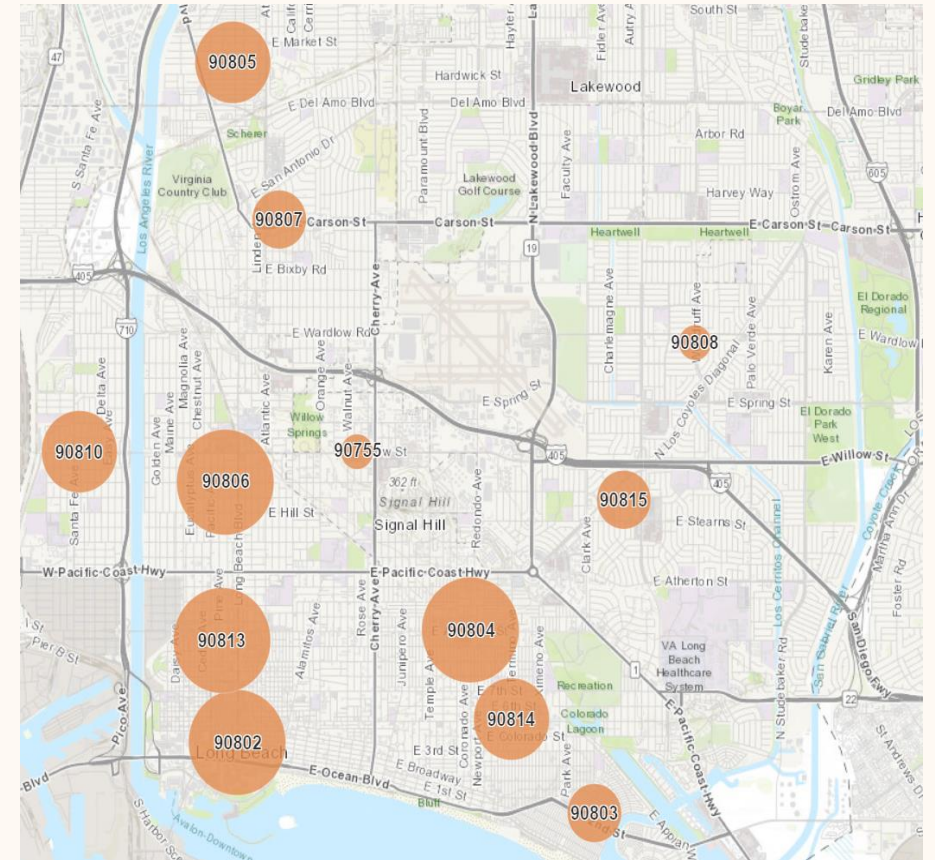


During economic downturns, Long Beach Latinos experience greater unemployment

LONG BEACH LATINO'S UNEMPLOYMENT

2020 Unemployment Claims per Worker by Zip Code

Race / Ethnicity	Long Beach Claims (including PUA)	% Long Beach Claims (including PUA)	% Long Beach Workforce
Asian	32,820	16.0%	12.6%
Black	41,838	20.4%	10.6%
Hispanic	71,915	35.0%	42.4%
Native American/Alaskan	1,124	0.5%	0.8%
White	57,885	28.2%	30.6%



Larger circles represent greater unemployment concentrations

LONG BEACH LATINO'S UI CLAIMS

Industry	% Long Beach Claims	% Long Beach Workforce
Accommodation & Food Services	17.1%	8.2%
Retail Trade	12.9%	8.2%
Health Care & Social Assistance	12.8%	14.2%
Administration & Support, Waste	10.0%	5.8%
Manufacturing	7.1%	9.6%
Transportation & Warehousing	6.6%	9.6%
Educational Services	5.0%	10.2%
Professional, Scientific, & Technical	4.8%	7.0%
Construction	4.6%	5.3%
Arts, Entertainment, & Recreation	4.4%	3.1%
Other Services	3.8%	3.5%
Wholesale Trade	3.7%	2.6%
Information	2.6%	2.3%
Real Estate & Rental & Leasing	1.8%	1.3%
Finance & Insurance	1.0%	2.9%
Public Administration	0.9%	4.7%
Management of Companies	0.6%	0.2%
Mining, Quarrying, Oil, Gas	0.3%	0.4%
Agriculture, Forestry, Fishing, Hunting	0.0%	0.3%

Source: 2019 U.S. Census American Community Survey



EDUCATION, HEALTH, & SOCIAL SERVICES RACE & ETHNICITY

Racial and Ethnic Composition	Long Beach Employed Residents	Percent or residential employees in sector
Employed Population 16 years and over	58,814	
Race		
White (alone, not Hispanic)	18,819	32.0%
Black or African American (alone, not Hispanic)	8,069	13.7%
American Indian and Alaska Native (alone, not Hispanic)	0	0.0%
Asian (alone, not Hispanic)	10,223	17.4%
Native Hawaiian and Other Pacific Islander (alone, not Hispanic)	107	0.2%
Some other race (alone, not Hispanic)	463	0.8%
Two or more races (not Hispanic)	1,340	2.3%
Hispanic or Latino	19,793	33.7%

ARTS, RECREATION, ACCOMMODATION, & FOOD SERVICE

RACE & ETHNICITY

Racial and Ethnic Composition	Long Beach Employed Residents	Percent or residential employees in sector
Employed Population 16 years and over	27,287	
Race		
White (alone, not Hispanic)	8,150	29.9%
Black or African American (alone, not Hispanic)	2,400	8.8%
American Indian and Alaska Native (alone, not Hispanic)	0	0.0%
Asian (alone, not Hispanic)	3,065	11.2%
Native Hawaiian and Other Pacific Islander (alone, not Hispanic)	0	0.0%
Some other race (alone, not Hispanic)	129	0.5%
Two or more races (not Hispanic)	718	2.6%
Hispanic or Latino	12,825	47.0%

RETAIL TRADE RACE & ETHNICITY

Racial and Ethnic Composition	Long Beach Employed Residents	Percent or residential employees in sector
Employed Population 16 years and over	19,376	
Race		
White (alone, not Hispanic)	4,810	24.8%
Black or African American (alone, not Hispanic)	1,631	8.4%
American Indian and Alaska Native (alone, not Hispanic)	0	0.0%
Asian (alone, not Hispanic)	2,759	14.2%
Native Hawaiian and Other Pacific Islander (alone, not Hispanic)	71	0.4%
Some other race (alone, not Hispanic)	70	0.4%
Two or more races (not Hispanic)	339	1.7%
Hispanic or Latino	9,696	50.0%

LONG BEACH LATINO'S IMPACT CONTRIBUTION



Long Beach Latino's Impact Contribution

- **100,313** Long Beach Latino residents work in the region
- **\$34.3 billion** is their annual economic impact on the regional economy
- **38.1%** of the economic impact generated by all Long Beach working residents
- **79,590** is the number of *additional* jobs they create or sustain each year

Long Beach Latino Immigrant's Impact Contribution

- **46,641** Long Beach Latino Immigrant residents work in the region
- **\$13.7 billion** is their annual economic impact on the regional economy
- **15.2%** of the economic impact generated by all Long Beach working residents
- **32,021** is the number of *additional* jobs they create or sustain each year



EL MERCADO DE LONG BEACH

PRESENTED BY: DAVID SALAZAR

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- Centro CHA proposes the development of a regional economic and cultural landmark, around the theme of an *El Mercado de Long Beach* (a traditional Mexican marketplace) and a Latino Cultural District in the historical cornerstone of the city's Mexican-American and Latino community.
- *El Mercado de Long Beach*, is a comprehensive economic development and mixed-use project that will be the launching of the Latino Cultural Center in support of the following initiatives:
 - Housing development
 - Workforce development
 - Health services and COVID abatement
 - Retail and commercial space creation

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- The vision of the *El Mercado de Long Beach* project is community-focused serving as a conduit for the creation of:
 - community wealth
 - home ownership through the development of workforce housing
 - the formation of small business opportunities and community development
- The project aims to avoid the usual market-driven approach.
- The goal is to create long-term direct benefits to the community and build local capacity in proportion to the city's demographics.

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- The establishment of a Latino Cultural District will serve to connect the development of a zone *El Mercado de Long Beach* mixed-use district that reflect the history and cultural values of the Long Beach Mexican-American and Latino community.
- Presently, there is not an established commercial area that represents the city's robust Latino community—which stands at 42.6% of the population.
- A cultural district will provide identity and recognition for this population and can be integrated into the city's downtown core and waterfront.

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- 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.
- A destination that offers a vibrant collection of the following opportunities:
 - Retail and commercial space
 - Housing development
 - Arts and cultural venues
 - Business development and entrepreneurship

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- The development of this joint project is consistent with:
 - the City's Racial Equity and Reconciliation Initiative Report
 - the Blueprint for Economic Development
 - the Latino Community Economic Profile and Report
- Addresses long standing socioeconomic and environmental inequities affecting the city's Latino community and promotes:
 - Community empowerment
 - Cultural recognition
 - Entrepreneurship
 - Self-determination in the City of Long Beach.

LONG BEACH LATINO POPULATION

The combined development of an *El Mercado* mixed use project and the designation of a Latino Cultural District will provide the following:

- Creation of community wealth and self-determination;
- Home ownership through affordable workforce housing;
- Entrepreneurial, small business opportunities and economic development;

LONG BEACH LATINO POPULATION

The combined development of an *El Mercado* mixed use project and the designation of a Latino Cultural District will provide the following:

- Mexican-American and Latino heritage recognition, identification, and equity;
- The “creation of place” that promotes art, culture, and social space, and;
- Exploration of financing options to include tax-increment financing,

bond financing, foundation support, and local, state, and federal





THANK YOU

LOOKING FORWARD TO THE NEXT MEETING

TBA