



# AGENDA REPORT



**TO:** Honorable Mayor, City Council, and member of the public

**FROM:** Councilmember Noel Gallo  
Council District 5

**SUBJECT:** Short Title  
A Resolution establishing the Oakland “Latinx Cultural Arts District”

**DATE:** September 21, 2023

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## **RECOMMENDATION**

**Councilmember Noel Gallo Recommends That the City Council Approves the Establishment of the Latinx Cultural Arts District to Highlight, Celebrate, Preserve, and Support the Contributions of Oakland's Latinx Community which include our Latinx Business Owners, Artists, and Community-Based Organizations.**

## **EXECUTIVE SUMMARY**

Oakland contains neighborhoods that are home to large numbers of Hispanic or Latino residents, such as the greater Fruitvale district, in which Latinos comprise 53.0% of the total population according to the US 2020 decennial census. The Fruitvale is recognized for several historical events, cultural resources, and Latinx community programs, services and gathering spaces important to the Oakland Latinx community.

The Fruitvale district has cultivated nationally celebrated Latinx artists, businesses, educational institutions, and leaders who have championed the Latinx community, elevating their needs and contributions to society.

Many Latinx-owned businesses exist along International Boulevard from 23rd Avenue to Seminary Avenue, below Highway 580 to the Oakland Estuary Channel. Councilmember Gallo wishes to designate the Latinx Cultural Arts District to start at East 12<sup>th</sup> Street and 23<sup>rd</sup> Avenue, continuing 23<sup>rd</sup> Avenue to Foothill Boulevard, continuing on Foothill Boulevard to High Street, continuing on High Street to Alameda Avenue, continuing on Alameda Avenue along the Oakland Estuary to 23<sup>rd</sup> Avenue, continuing on 23<sup>rd</sup> Avenue to East 12<sup>th</sup> Street, and continuing on East 12<sup>th</sup> Street to the starting point, East 12<sup>th</sup> Street at 23<sup>rd</sup> Avenue

## **BACKGROUND / LEGISLATIVE HISTORY**

The Latinx community in the U.S. is very diverse, including people from many different nations and regions of the world. Individuals of Mexican, Puerto Rican, Cuban, Central American, and South American descent have been part of the American cultural tapestry for centuries. We want to include all “Hispanic” cultures within the Latinx cultural arts district. Latinx is a term used to describe people who are of or relate to Latin American origin or descent.

Cultural districts exist to preserve and promote cultural assets and events; to amplify and support various cultural traditions, foster cultural competency, and overall improve the quality of life for not only Latinx community residents but all of Oakland's residents by coordinating city and community collaboration and partnerships, serve as vehicles to generate resources, and support community cultural innovation, while preserving Oakland's centers of cultural activities –artistic and economic.

Latin America includes 19 sovereign nations and one dependent territory, Puerto Rico within this legislation the word "Latinx" will include all Latin American countries.

*Mexico, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico, and Cuba.*

### **FISCAL IMPACT**

There is no fiscal impact to the City's current budget. This resolution seeks to bring greater resources to the proposed Oakland's Latinx Cultural Arts District while working with the Cultural Arts division to use the existing **\$60,000** that was allocated to each council office, towards District 5 murals. District 5 staff will work in collaboration with the City Administration and other departments to identify additional funding.

*As noted in [Resolution No. 88783 C.M.S.](#), as adopted on July 26, 2021, appropriated \$480,000 for a "Mural Fund" to fund Arts Investment from fund balance in Fund 5505 (Municipal Improvement Capital - Public Art), specifying \$60,000 per Council Office.*

### **PUBLIC OUTREACH / INTEREST**

The Fruitvale district is comprised of nationally recognized community-based institutions focused on uplifting the Latinx community including our Fruitvale Merchants, The Unity Council, Centro Legal de la Raza, La Clinica de la Raza, and Spanish Speaking Citizen's Foundation, It is also home to organizations such as La Familia Counseling, Native American Health Center, Street Level Health Project, and many other organizations that serve our Latinx community members. Our office has worked closely with our businesses and organizations within District 5 to come up with this cultural zone.

### **COORDINATION**

Councilmember Gallo worked with the City Attorney's office who also reviewed this legislation. Coordination and engagement also included residents and business owners in the Fruitvale district, who contributed to this legislation.

### **SUSTAINABLE OPPORTUNITES**

**Economic:** The main corridors in District 5 are a major thoroughfare that runs through Fruitvale and is local to many restaurants and businesses on International Blvd., Foothill Blvd. Highstreet, Fruitvale Avenue, 35<sup>th</sup> Avenue, 23<sup>rd</sup> Avenue, etc.

**Race & Equity:** Fruitvale district is located approximately 4 miles (6.44 km) southeast of Downtown, and is home to the city's largest Hispanic population, with Hispanics constituting 53.8% of Fruitvale's population.

The Fruitvale shopping district is located along International Blvd. (formerly East 14th Street until 1995), from Fruitvale Avenue to 38th Avenue, and is one of the major commercial areas of the city. The area is home to many Latino businesses and hosts several annual cultural events, including a Cinco de Mayo parade and a Día De Los Muertos festival, which began in 1996 on International Blvd.

The concept of equity ensures that everyone has the same opportunity and access, regardless of where they are starting from. An equitable society is one in which all can participate and prosper.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Councilmember Noel Gallo Recommends That the City Council Approve the Establishment of The Latinx Cultural Arts District to Highlight, Celebrate, Preserve, And Support the Contributions of Oakland's Latinx Community, Which Include Our Latinx Business Owners, Artists, And Community-Based Organizations

For questions regarding this report, please contact Councilmember Noel Gallo, 510.238.7005

Respectfully submitted,



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Councilmember Noel Gallo  
District 5

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