

The Mission

The mission of the ACE District is to create and sustain a designated area in downtown San Pedro dedicated to promoting the cultural and economic vitality of the community. The ACE District is supported by a collaborative initiative to build partnerships and create activities, access and infrastructure designed to stimulate commerce and sustainability in all sectors of the arts, culture and entertainment in the District.

Within the District, the community will:

- **Build partnerships/Foster coalitions** – with artists and restaurateurs, with institutions, with government, with community, with organizations, with small business owners, with media and with funding sources
- **Create a presence to propagate a brand/message** – marketing and promotion, a website and advertising
- **Create access** – advocates and facilitates appropriate zoning, regulations and codes that support artists and arts-related businesses through education, information collection and dissemination
- **Promote/support development of infrastructure** - advocates and facilitates development of gallery spaces and the enhancement of public spaces, parking, streetscapes, way-finding and spaces through strategic initiatives and partnerships for artist housing, performance spaces, and exhibition galleries
- **Create/support activities to create and sustain our brand** – advocate, create, sponsor and oversee events and programs that ensure the goals and objectives of the District are met
- **Promote commerce and economic activity** through all of the above

Boundaries

The ACE District of downtown San Pedro is bounded by Pacific Avenue, to the west, from 4th to 10th Streets, 4th Street to the north, from Pacific Avenue to the Los Angeles Main Channel, 8th Street to the south, from the Main Channel to Pacific Avenue and the Main Channel to the east from 4th to 8th Streets.

The ACE District's boundaries are intended as an area where arts, culture and entertainment activities will be concentrated and actively promoted. However, it is envisioned that technical and supportive services, as they are put in place, will be open to all. It is the Formation Committee's intention to be inclusive and to partner with entities that advance the vision and mission of the District.

Review:

In the fall of 2011, the Executive and Planning committees reviewed the original plan that was developed in 2008. Each group agreed that the original mission, goals and boundaries were still viable and that the activities of the ACE committee to date have reflected those goals. They also determined that many of the tasks and activities of the original plan were dependent upon hiring a staff member to plan and implement it or were not within the purview of the ACE committee. Based on the original document, they identified the following achievable goals in order to focus energy and funding for the ACE committee for the next two years:

2011-2012 Goals:

- **Build partnerships/Foster coalitions:**
 - Build more formal cross reporting representation between ACE, PBID, CRA, Chamber of Commerce and Central Neighborhood Council.

- **Create a presence to propagate a brand/message and Create/support activities to create and sustain this brand**
 - Create effective district wide branding and marketing in conjunction with the partnerships and coalitions formed within ACE, PBID, CRA, Chamber of Commerce, Central Neighborhood Council and other entities in San Pedro that are identified as marketing San Pedro as a whole. This will include but not be limited to signage and street element designs

- Do a marketing plan for First Thursday
 - Market First Thursday to more of San Pedro
 - Collaborate with businesses and restaurants in the ACE district
 - Update and expand printed materials including the map, brochures and posters for display and distribution
- **Create access through public policy and Promote commerce and economic activity**
 - Work with business owners, the CRA and the Chamber of Commerce to boost the ACE district: through public policy
 - Create an effective system to require landlords to update buildings
 - Fill empty windows to look alive on the street with exhibits and displays
 - Work with the Chamber of Commerce to create an award to business owners for their support of the arts in San Pedro
 - Work with the CRA to determine how permits can be expedited in the ACE district