

PREFACE



Digital Media Hub – A Vital Step for Laguna Beach

“With change comes opportunity—if we act now.”

Laguna Beach’s arts, culture, and businesses define our identity, but we’re facing a critical turning point. The media landscape is shifting, and local businesses are struggling with a post-pandemic retail vacancy that has more than doubled, from ~3.7 to ~8.3%, and sales tax revenue in a decline at ~3-4% annually. Additionally, global warming and extreme weather conditions threaten the safety of our community.

The solution? A Digital Media Hub—a state-of-the-art production facility for live streaming, podcasting, and sharing content on ALL forms of social media, website messaging and content, and many informational repository services. It is digital storytelling that strengthens our cultural voice, promotes commerce and local businesses, and communication that enhances public safety. In today’s digital-first world, this hub will drive economic recovery, amplify Laguna’s creative spirit, and provide real-time emergency communications when it matters most.

This isn’t just about keeping up—it’s about leading the future of communication, commerce, and public safety in Laguna Beach.

Proposal:

Create a 1,000–1,800 sq. ft. state-of-the-art Digital Production Facility designed as a central media hub for professional podcasting, live streaming, and video production. This modern space will amplify local arts, support commerce, enhance public safety messaging, and elevate diverse community voices.

The estimated facility startup cost is \$12,000–\$18,500—a modest investment with a high return for the cultural and economic vitality of Laguna Beach.

This initiative is more than just infrastructure. It is a commitment to preserving our cultural programs, fostering creative expression, and building sustainable pathways for business and community engagement. By investing in this facility, Laguna Beach will secure its place as a leader in innovation, inclusion, and storytelling—ensuring our voices are not only heard but celebrated.

The time to fast-track this transformative project is here.