



# 2019 Economic Development Blueprint Community Update

Tuesday, April 30, 2019



Thanks to our Partners in compiling this  
2019 Economic Development Commission Update

Pacific Gateway

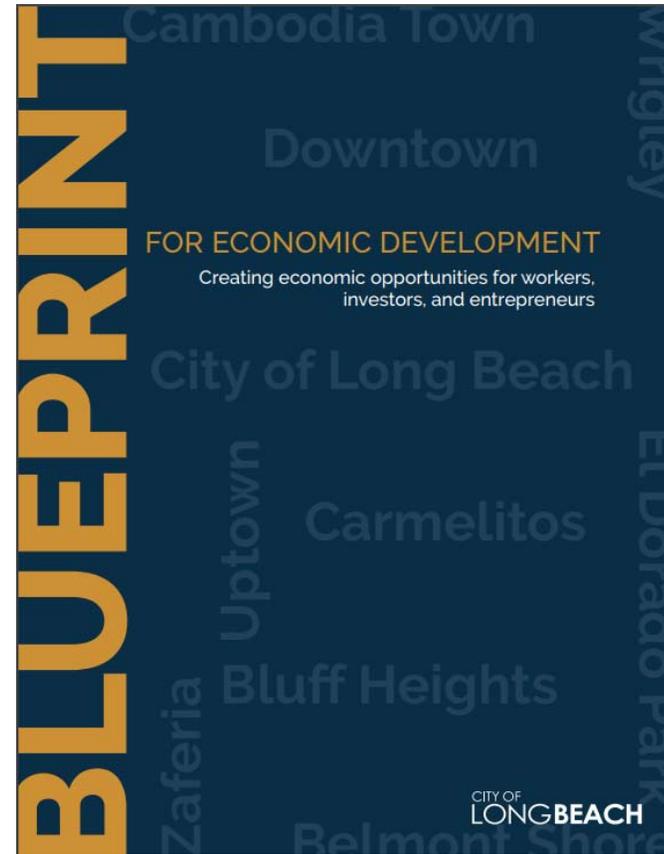


LONG BEACH  
DEVELOPMENT  
SERVICES



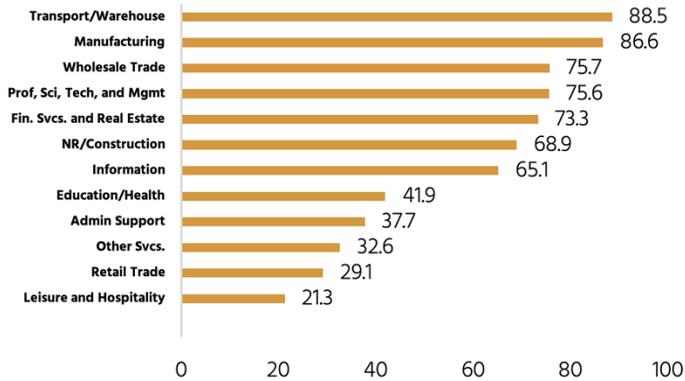
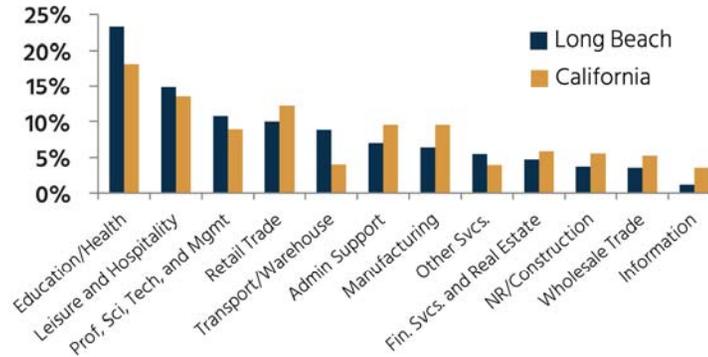
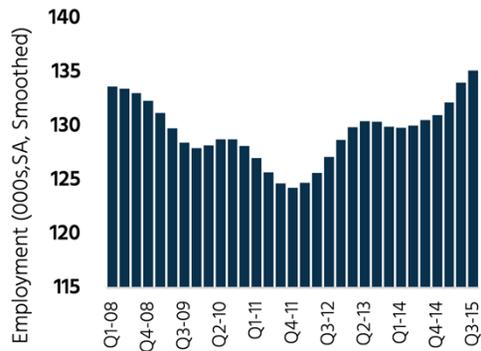
# Blueprint Overview

CITY OF  
**LONG BEACH**



# Our Data

2015 Total Private Employment



	Long Beach		L.A. County	
	Median Income	5-Year Growth	Median Income	5-Year Growth
<b>White</b>	\$69,809	5.9%	\$70,772	3.9%
<b>Black</b>	\$39,273	4.2%	\$33,744	-0.2%
<b>Asian</b>	\$59,087	15.7%	\$54,880	3.3%
<b>Hispanic</b>	\$43,869	7.8%	\$38,854	2.4%
<b>Other</b>	\$46,237	18.7%	\$35,615	-3.5%



# Vision and Mission



VISION

The Blueprint will advance a 10-year vision of Long Beach as "the city of opportunity for workers, investors, and entrepreneurs."

- For the City of Long Beach and civic partners, this Blueprint serves as a catalyst to work together to pro-actively recognize and determinedly seek solutions to civic and socio-economic challenges and opportunities.
- For workers, Long Beach will be a place where we come together to create more fulfilling higher-wage job opportunities, beyond meeting basic needs.
- For investors, Long Beach will foster a "can do" climate where they aggressively compete for the distinction to advance economic opportunities for business and community.
- For entrepreneurs, Long Beach will create an innovative ecosystem that lays a foundation for success from business start up to growth.
- For all residents, Long Beach will be a place where all have the opportunity to create, thrive, and positively impact where they live.

## GOALS

To make this vision a reality, the Economic Development Commission recommends the following goals:

- Establish Long Beach as a leader in education and business expansion, retention, and growth.
- Ensure that the Long Beach economy provides at least one fulfilling job opportunity for every resident and student in Long Beach who wants one.
- Develop a civic and economic culture that provides every aspiring entrepreneur in Long Beach access to the resources and markets needed to start up and stay in business.
- Ensure through action that Long Beach is recognized as one of the world's most livable, inventive, and inclusive cities.

## BLUEPRINT FOCUS AREAS

1. Engines of Growth
2. Economic Inclusion
3. Jobs and Workforce Development
4. Business Assistance
5. Development Environment
6. Quality of Life
7. Economic Leadership and Cooperation

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# Goals and Objectives by Focus Area



## ECONOMIC INCLUSION

Increase access to economic opportunities in low-income communities to advance economic equity.

### OBJECTIVES:

- Increase the number of minority-owned and women-owned businesses.
- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase investment in low-income business corridors.
- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.
- Decrease the digital divide for low-income households.

### RECOMMENDATIONS:

1. Develop plans and strategies to attract investment, improve business corridors, encourage business formation and retention, and support job creation in low-income communities.

2. Enhance competitiveness for workers and small business owners in low-income areas by delivering job training, small business resources, technical assistance, and incentives directly in these areas.
3. Commit to adopting equitable business development practices from other cities around the country.
4. Assess the value of establishing Community Revitalization & Improvement Areas or Enhanced Infrastructure Financing Districts in low-income areas.
5. Partner with lenders to achieve greater access to capital among business owners of color and women in low-income neighborhoods.
6. Work with bank institutions and educational institutions to provide financial literacy training for residents and students in racially/ethnically-concentrated areas of poverty.
7. Identify opportunities to increase access to traditional banking services in West Long Beach and North Long Beach.
8. Develop technology training programs for business owners in low-income communities.

## JOBS AND WORKFORCE DEVELOPMENT



Ensure the preparedness of the workforce and the competitiveness of business through the alignment of economic development, training, education, and community partner efforts.

### OBJECTIVES:

- Increase year over year per capita income in the City.
- Increase the number of middle and high-skill jobs in the City.
- Reduce the unemployment rate.
- Increase the share of adult population with post-secondary education.
- Increase the number of Long Beach residents who re-engage with the education and training system.
- Increase the number of California State University, Long Beach, and Long Beach City College graduates that reside and work in the city after graduation.
- Increase the number of green job training and placement opportunities.

### RECOMMENDATIONS:

1. Invest in the incumbent workforce to train them for higher-skilled, higher-paying jobs.
2. Improve high school graduation, college matriculation, and postsecondary

4. Expand access to Essential Employability Skills designed to boost the City's overall educational attainment and digital literacy.
5. Expand and promote retraining opportunities for older adults through public, private, educational, faith and community-based sectors, the media, community and senior centers, and resource centers.
6. Promote the importance of and increase access to educational opportunities for older adults including lifelong learning, technology training, and university and community college programs.
7. Establish a vehicle to routinely assess the workforce needs and opportunities of high-growth industries and sectors and align education programs and pipelines to their needs.
8. Partner with the private sector and Long Beach City College to create a long-term strategy to increase vocational training opportunities citywide.
9. Extend the Long Beach College Promise to include job placement.
10. Develop a strategy to retain California State University, Long Beach and Long Beach

# Implementation Plan

IMPLEMENTATION PROCESS



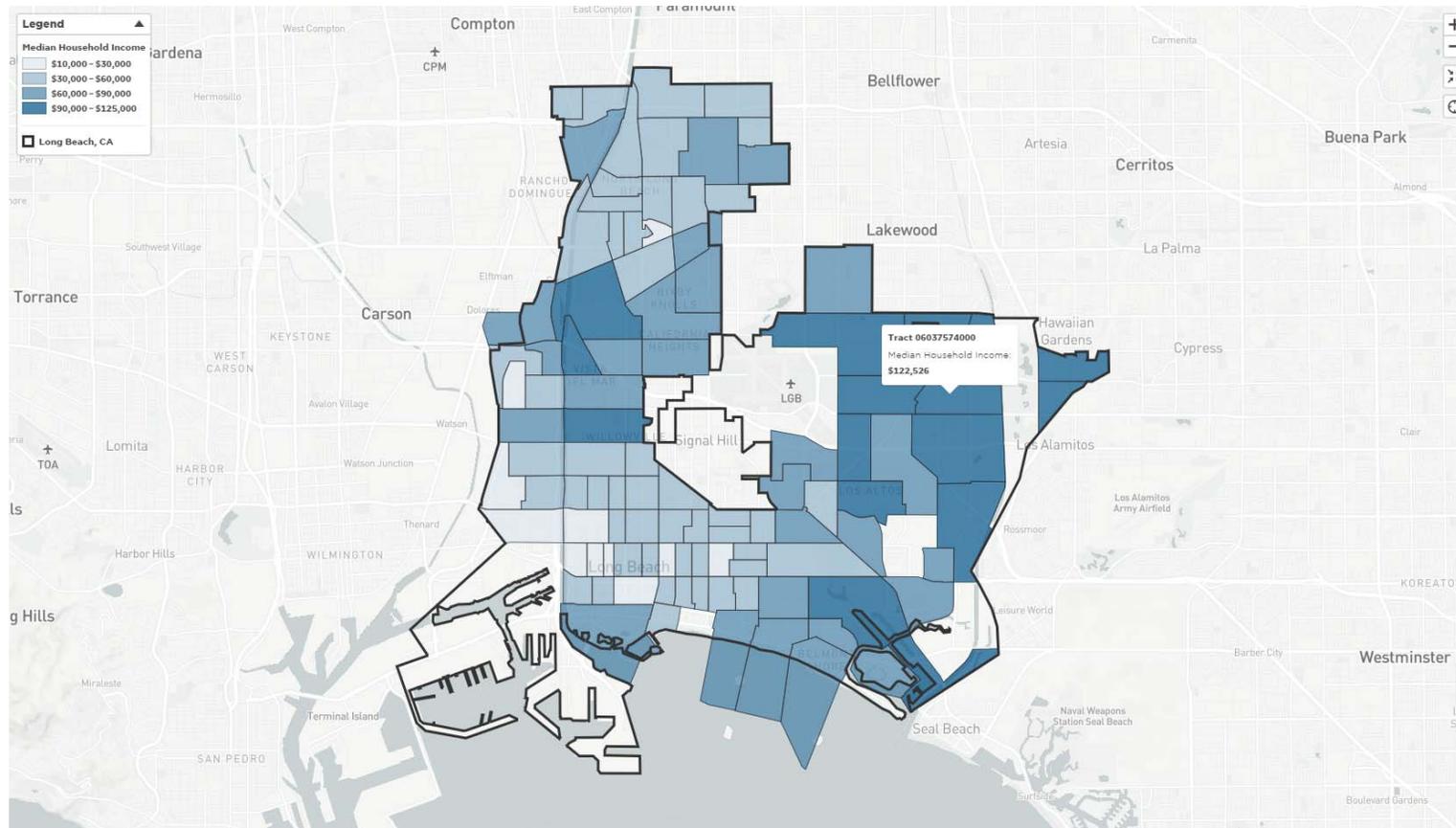
The development of the Blueprint for Economic Development was a collaborative effort involving 26 public meetings, 25 individual listening sessions, and discussions with 20 subject matter expert panelists. The focus areas and key objectives represent aspirational policy goals to move the City towards its vision as the "City of opportunity for workers, investors, and entrepreneurs."

To move the key objectives toward this vision, the following implementation process is recommended:

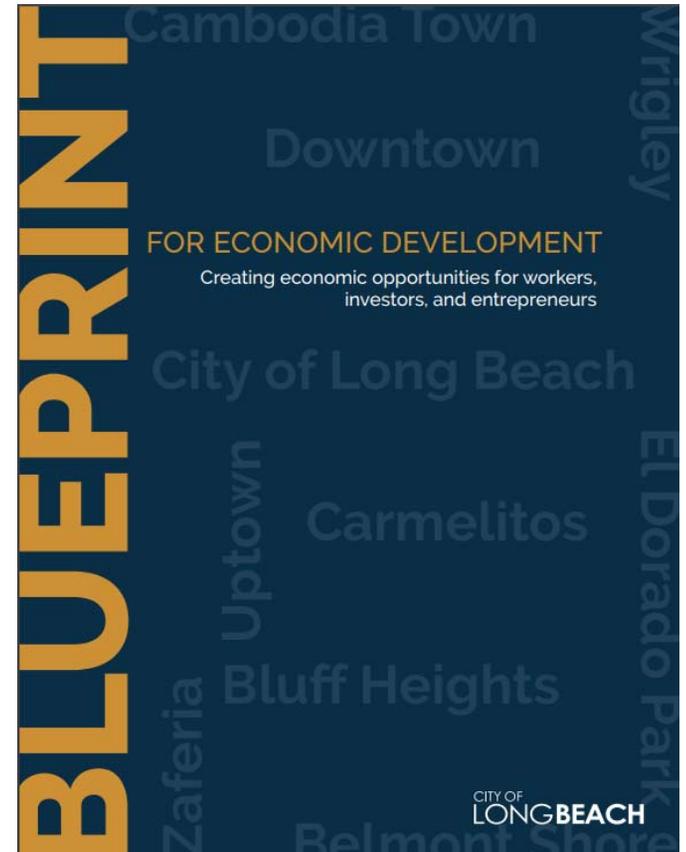
- Distribute Blueprint to City Council, City Commissions, City staff and partners, and encourage alignment with economic development goals and objectives.
- Work with City staff and partners to develop a Blueprint work plan, including specific activities and investments, estimated costs and financial resources, and timeline that will advance key objectives.
- Develop an online platform for tracking and reporting performance for each of the key objectives for economic development.
- Produce a communications plan to create awareness and distribute the Blueprint to community, research, investor, and industry partners, including multiple formats and languages to reach diverse stakeholder groups.
- Provide regular updates to the Economic Development Commission, Economic Development and Finance Committee, and City Council.
- Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development.

2019 Blueprint Implementation Schedule					2019											
Updated: April 11, 2019					Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Implementation Process	Staff Lead	Commission	Community Partner	Completion Dates	Focus Area	Recommendation										
Blueprint Framework & Introduction	Eric Romano	Development	Various	March 9												
Implementation Plan	John Kaskar	Development	Various	March 9												
Economic Outlook Report	Jessie Griffin	Development	COLO Office of Economic Development	March 9												
City Council & Board Presentations	Sarah Hays	Development	COLO Office of Economic Development	March 9												
Regional Meeting Updates	John Kaskar	Development	Various	March 9												
Annual Conference	Sage Jost	Development	COLO Office of Economic Development	April 18												
Blueprint Recommendations	Staff Lead	Commission	Community Partner	Completion Dates												
Platform for Innovation & Entrepreneurship (Economic Development)	Sage Jost	Development	Various	July 10 & 14/19												
Platform for Innovation (Economic Development)	John Kaskar	Development	Various	July 10												
Market Launch Center for Innovation (Economic Development)	Mary Yonka	Development	Various	July 10 & 14/19												
City Council Presentation (Economic Development)	Sage Jost	Development	Various	July 10 & 14/19												
Business Incubator Program (City Breakroom, SCORC, SDC)	Eric Romano	Development	Various	July 10/19												
Platform for Innovation Support (Startup Lab)	Sarah Hays	Development	Various	July 10/19												
Platform for Innovation Support (Startup Lab)	Sarah Hays	Development	Various	July 10/19												
Platform for Innovation Support (Startup Lab)	Eric Romano	Development	Various	July 10/19												
Platform for Innovation Support (Startup Lab)	Eric Romano	Development	Various	February 27												
Platform for Innovation Support (Startup Lab)	Sage Jost	Development	Various	July 10 & 14/19												
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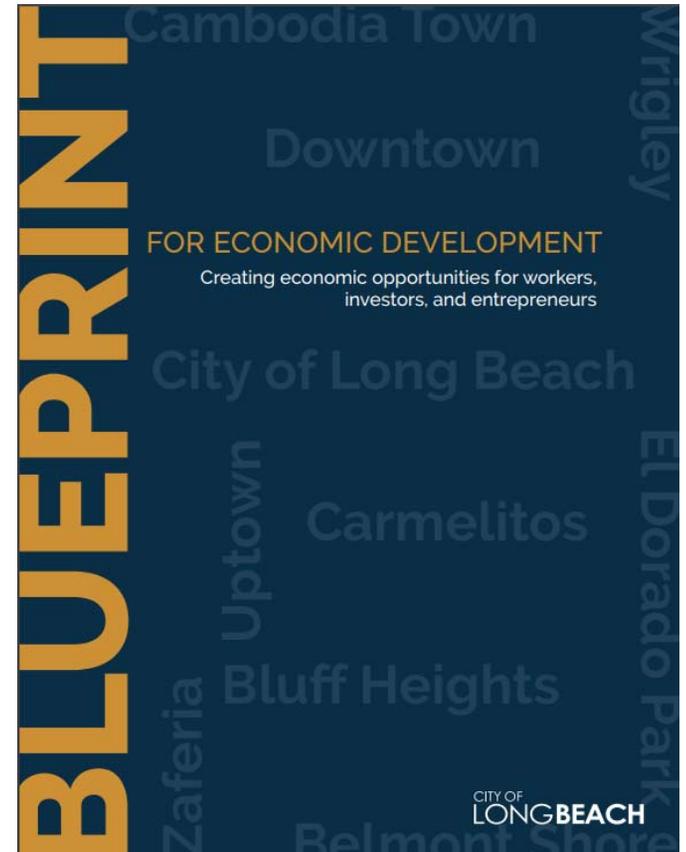
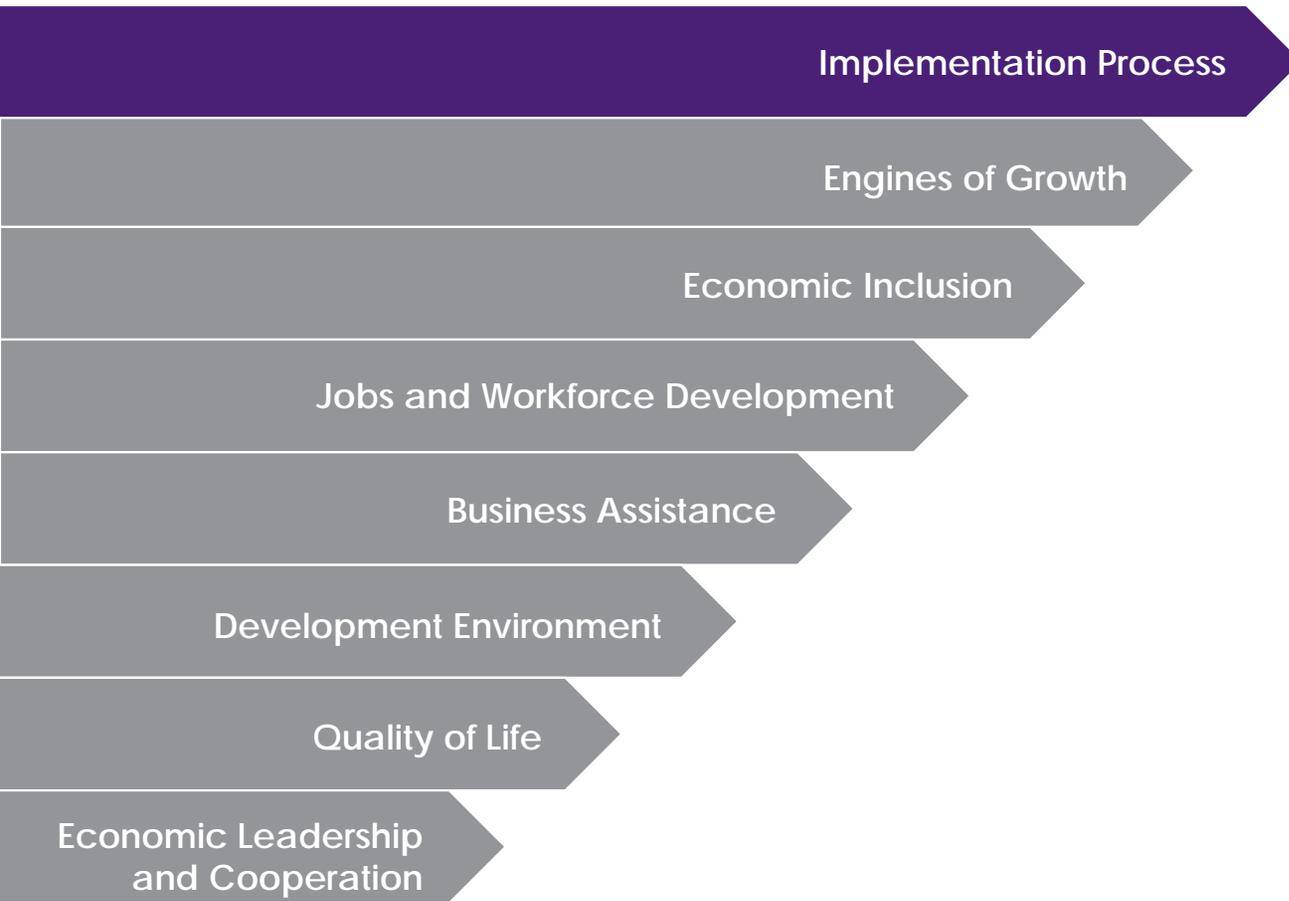
# Reporting Process: MySidewalk



# Areas of Focus for Our Economic Blueprint



# Implementation Process



# Delivering on the Economic Blueprint

## Objective: Implementation Process

- Distribute Blueprint to City Council, City Commissions, City staff and partners, and encourage alignment with economic development goals and objectives
- Work with City staff and partners to develop a Blueprint work plan, including specific activities and investments, estimated costs and financial resources, and timeline that will advance key objectives
- Develop an online platform for tracking and reporting performance for each of the key objective for economic development
- Produce a communications plan to create awareness and distribute the Blueprint to community, research, investor, and industry partners; including multiple formats and languages to reach diverse stakeholder groups
- Provide regular updates to the Economic Development Commission, Economic Development and Finance Committee, and City Council
- Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development

# Distribution



- Page clicks in 2019: **383**
- Page clicks in 2018: **1,611**
- Total Blueprints Distributed: **2,175**

## Implementation Process

- Distribute Blueprint to City Council, City Commissions, City staff and partners, and encourage alignment with economic development goals and objectives
- Develop an online platform for tracking and reporting performance for each of the key objective for economic development



# Blueprint Translation



KHMER



SPANISH

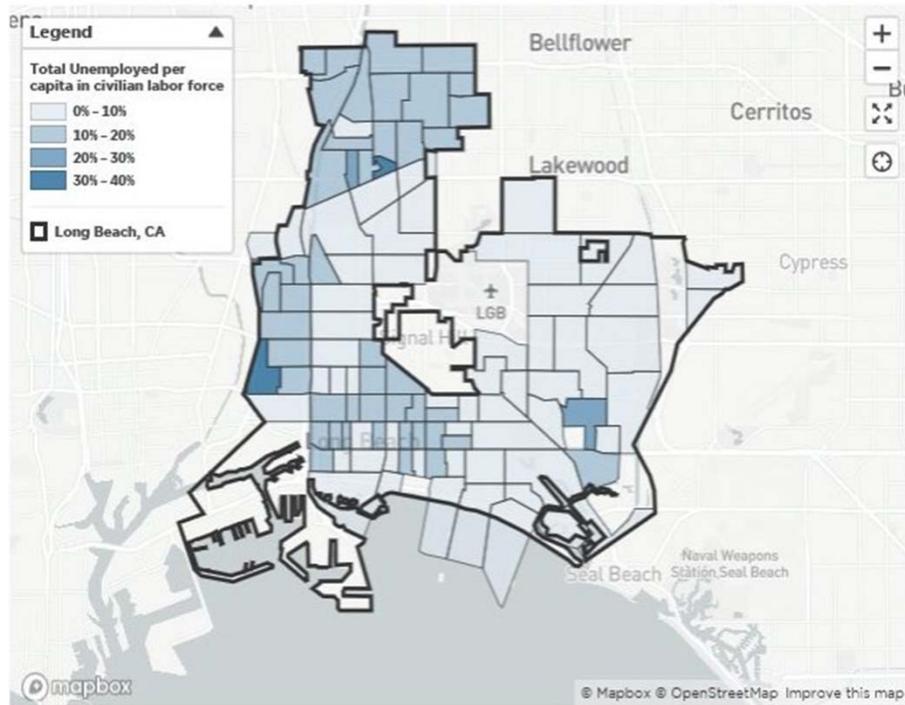
## Implementation Process

Produce a communications plan to create awareness and distribute the Blueprint to community, research, investor, and industry partners; including multiple formats and languages to reach diverse stakeholder groups



# Reporting Progress: Economic Insights Dashboard

The [Economic Insights Dashboard](#) was developed to provide entrepreneurs access to market data that helps them better understand their economic environment and make more informed business decisions.



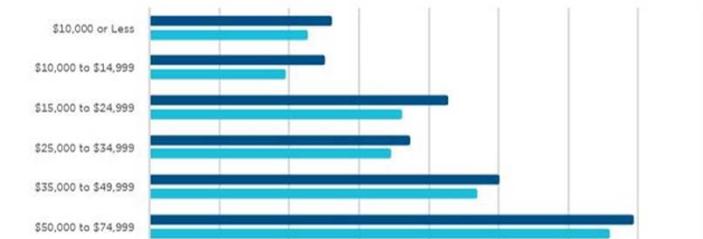
## Income

Income is defined as "the income received on a regular basis (exclusive of certain money receipts such as capital gains and lump-sum payments) before payments for personal income taxes, social security, union dues, medicare deductions, etc." Understanding the distribution of wealth across Long Beach and compared to the surrounding area helps us make better social service and programming decisions. We are continuing to measure this growth over time as part of the Economic Development Blueprint.



Sources: US Census 2012-2016 ACS

## Household Income



## Implementation Process

Develop an online platform for tracking and reporting performance for each of the key objective for economic development

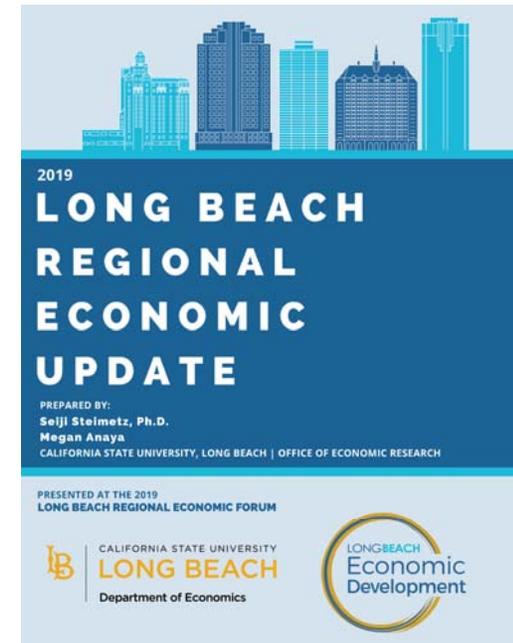


# 2019 Regional Economic Forum

April 18, 2019



- Blueprint Implementation Plan
  - ✓ Promote collaboration with academic partners
  - ✓ Communicate key economic performance indicators
  - ✓ Organize annual event showcasing Blueprint progress
- Event Highlights
  - 438 registered attendees, comprising elected officials, industry leaders, and community stakeholders
  - Announcement of the *Long Beach Accelerator*
  - Expert panelists on real-estate development
- Long Beach Economic Highlights
  - Unemployment at a historic low
  - Rising wages and household incomes
  - Major growth in taxable sales
  - Unprecedented real-estate development

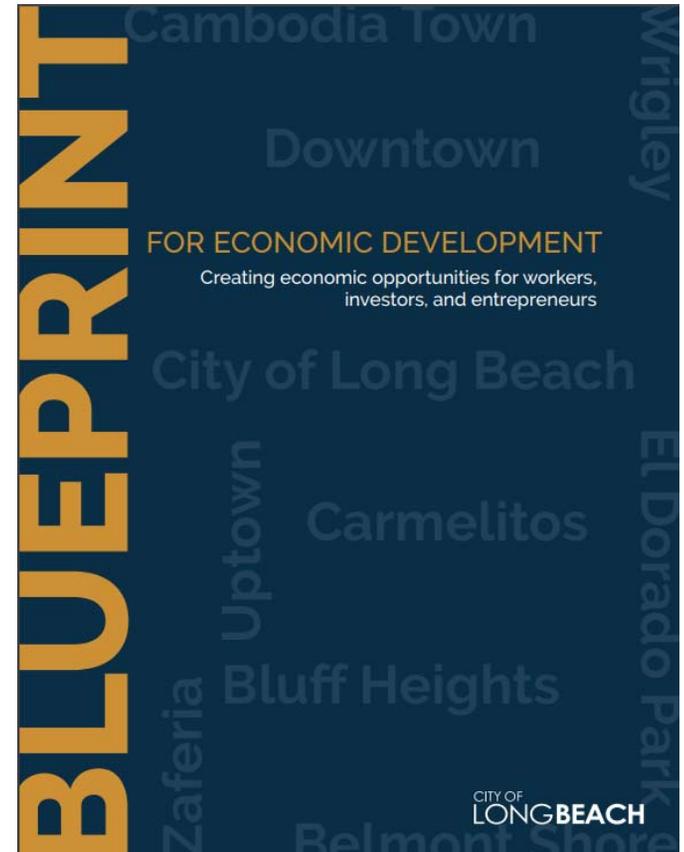
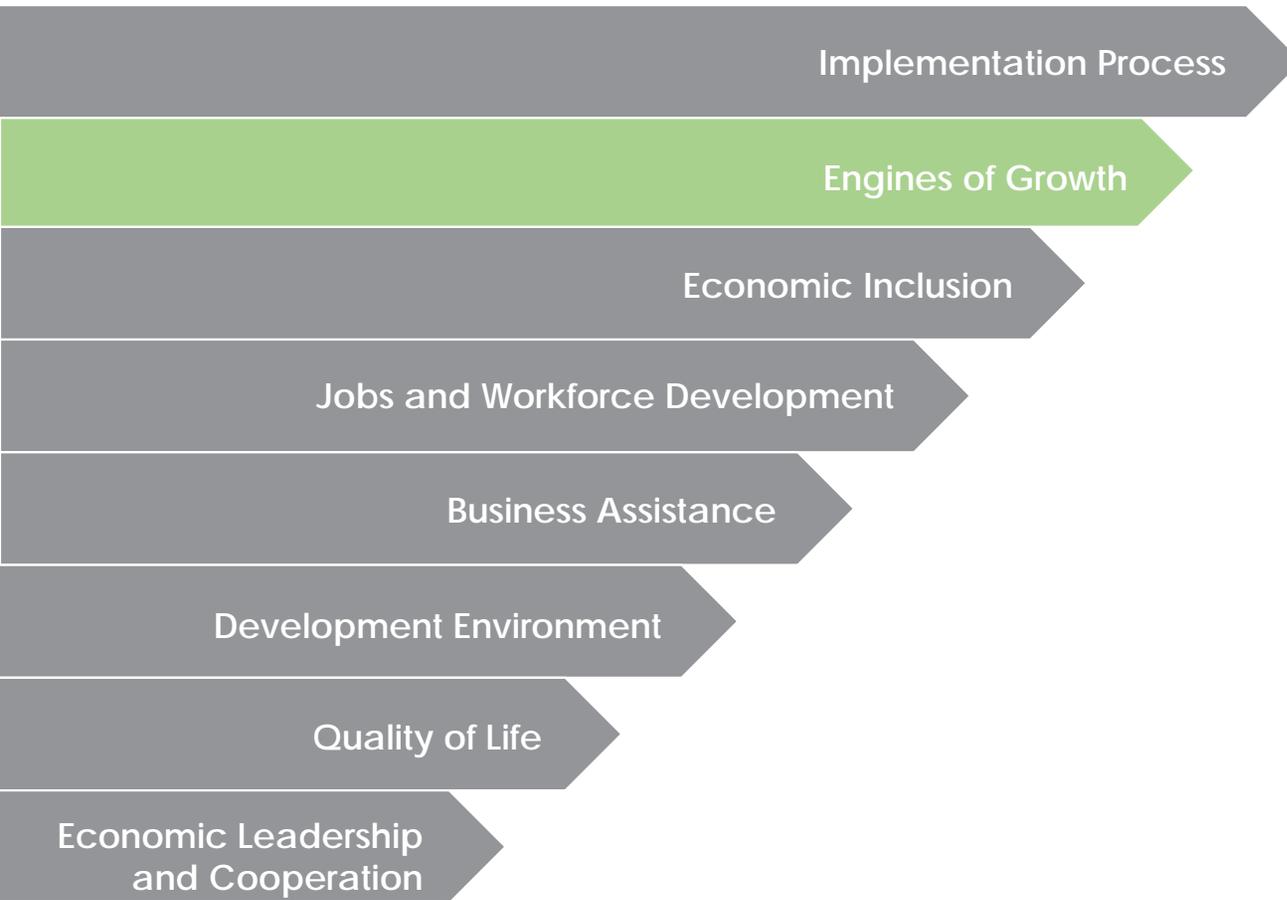


## Implementation Process

Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development



# Engines of Growth



Engines of Growth



CITY OF  
**LONG BEACH**

# Delivering on the Economic Blueprint

## Objective: Engines of Growth

- Increase the number of businesses and jobs in key industry clusters.
- Increase the number of businesses and jobs in traded industries.
- Increase research capacity and relevancy as measured by approved patents.
- Increase tourism activity as measured by Transient Occupancy Tax revenue.

# Patent Generation

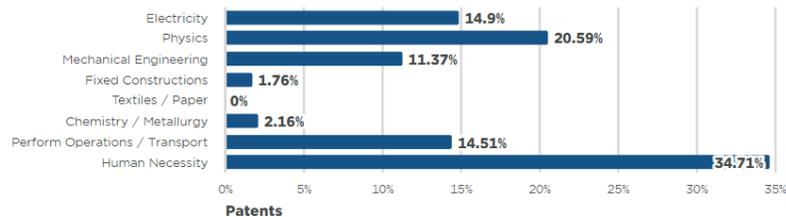
## Patents in Long Beach, CA

As part of growing and strengthening our established industry clusters and emerging sectors, we are working toward increased research capacity and relevancy as measured by approved patents. The current largest driver of patent ownership is Human Necessities.

**510**  
Patents  
**Total Patents**  
Long Beach, CA

Sources: USPTO

### Patent Types



■ Long Beach, CA

Sources: USPTO

CSULB Home > College of Engineering > SBIR/STTR Workshop

## SBIR/STTR WORKSHOP



The Long Beach State University College of Engineering hosted a workshop to foster collaboration and share information about the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

Sponsored by Rep. Alan Lowenthal, this one-day workshop brought together representatives from federal agencies (including the Air Force Research Lab, Defense Advanced Research Agency, National Institutes of Health, National Science Foundation, and Office of Naval Research), state and local governments, higher education, high-tech companies, small business entrepreneurs, economic development groups, and more.

The free workshop was intended to create a better understanding of the region's unique technological strength, foster collaboration and partnerships, and organize like-minded technology clusters that will impact the future national agenda.

The SBIR and STTR programs require governmental agencies to set aside a percentage of their budgets to encourage small business research and development that has a strong potential for technology commercialization. While the SBIR program encourages research partnerships, the STTR program requires small business to collaborate with a nonprofit research institution.

Speakers included:



**David Busigo**  
Director of Small Business Programs Office  
Defense Advanced Research Projects Agency

David Busigo Jr. joined the federal government in 1979 as a Presidential Management Intern and has served the Department of Defense for 37 years. He was served as director of the Small Business Programs Office at the Defense Advanced Research Projects Agency (DARPA) since May 2018. He was previously director of business and finance for the Adaptive Execution Office (AEO), where he was responsible for financial oversight and business activities, including acquisition, financial analysis,

## Workshop Details



Thursday, Feb. 21, 2019  
8 a.m.-4 p.m.  
The Pointe Conference Center  
Walter Pyramid

Thanks for attending! Presentations from program directors will be added as they are received.

## Sponsors



Engines of Growth

Increase research capacity and relevancy as measured by approved patents.



CITY OF  
**LONG BEACH** 18

# Long Beach Tech Accelerator©

**Long Beach Accelerator©**  
 Located @ World Trade Center



Letter of Intent  
 Long Beach Accelerator©  
 Updated: March 27, 2019



#### SUNSTONE



- Provide space at 1 World Trade Center, Suite 1130 in Long Beach. The specific amount of space will be clarified in the subsequent Memorandum of Understanding.
- Provide furnishings, utilities and technology infrastructure to support 7 to 10 start-up businesses that are admitted to the **Long Beach Accelerator©**.
- Serve on the Board to provide strategic direction for the **Long Beach Accelerator©**.
- Support fundraising and/or provide funding for the operations of the **Long Beach Accelerator©**.
- Refer potential business start-ups to the **Long Beach Accelerator©** for vetting.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the **Long Beach Accelerator©**.

#### CITY OF LONG BEACH (ECONOMIC DEVELOPMENT DEPARTMENT)



- Provide access to city resources such as small business loan programs.
- Serve on the Board to provide strategic direction for the **Long Beach Accelerator©**.
- Support fundraising efforts for the operations of the **Long Beach Accelerator©**.
- Serve as a liaison with other programs in the city that are relevant to the entrepreneurial ecosystem.
- Refer potential business start-ups to the **Long Beach Accelerator©** for vetting.
- Provide marketing support to increase the awareness of the **Long Beach Accelerator©** programs and opportunities.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the **Long Beach Accelerator©**.

#### CSULB (INSTITUTE FOR INNOVATION & ENTREPRENEURSHIP)



- Provide operational oversight of the day-to-day operations of the **Long Beach Accelerator©**.
- Develop programming to support business start-ups located at the **Long Beach Accelerator©**.
- Manage and evaluate the Director hired to operate the **Long Beach Accelerator©**.
- Recruit start-ups to locate at the **Long Beach Accelerator©**.
- Develop and implement a marketing plan to increase awareness of the **Long Beach Accelerator©**.
- Support fundraising for the operations of the **Long Beach Accelerator©**.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the **Long Beach Accelerator©**.
- Establish a mentor network to support the start-ups located at the **Long Beach Accelerator©**.



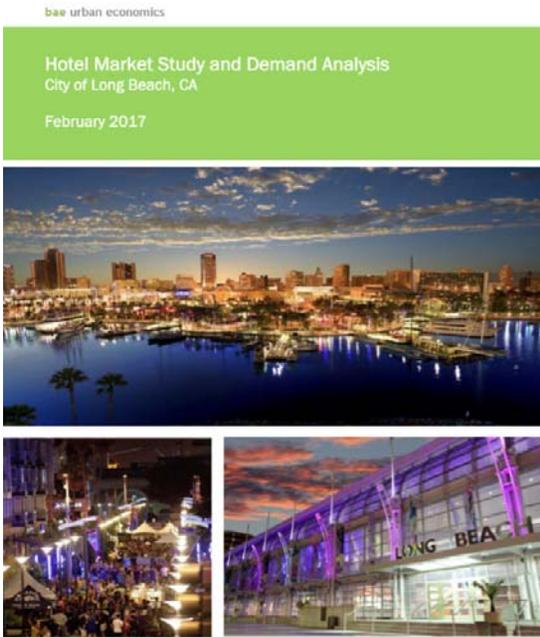
Engines of Growth

Increase the number of businesses and jobs in key industry clusters.



CITY OF  
**LONG BEACH**

# Hospitality



American Life



Breakers Hotel



Hampton Inn - Homewood Suites

Engines of Growth

Increase tourism activity as measured by Transient Occupancy Tax revenue.



# Queen Mary Improvements

More than \$23M in capital improvements were made to the Queen Mary in 2017 and 2018, furthering the preservation and restoration of the historic ocean liner.

Work was funded through a combination of reserve funds and a bond issuance. Future revenue from the Queen Mary will fund further improvements and reimburse the expense of these major projects.



# Queen Mary Improvements: Completed

- Structural Repairs to M & A Decks
- Replacement of Expansion Joints
- Repair of Leaking Side Tanks at Exhibit Hall
- Extensive Rust Abatement and Repair of Leaks
- Repair and Overhaul of Fire and Life Safety Systems Ship-Wide
- Decks and Roofs: Waterproofing and Replacement
- Exterior Rust Repair and Painting of Hull, Top of House, and Stacks



*Before and After: Improvements to the Bridge Deck*

# Community Hospital of Long Beach



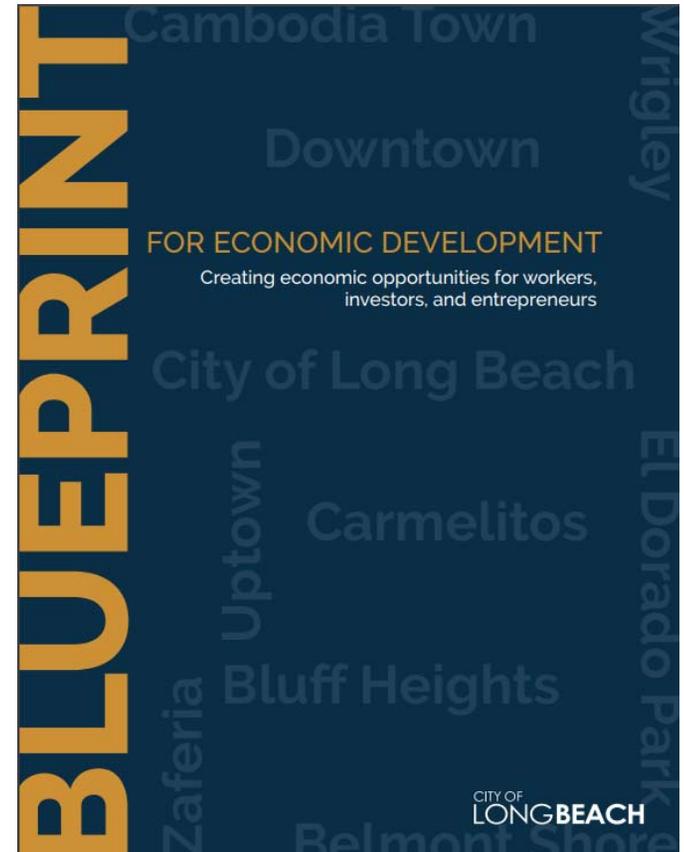
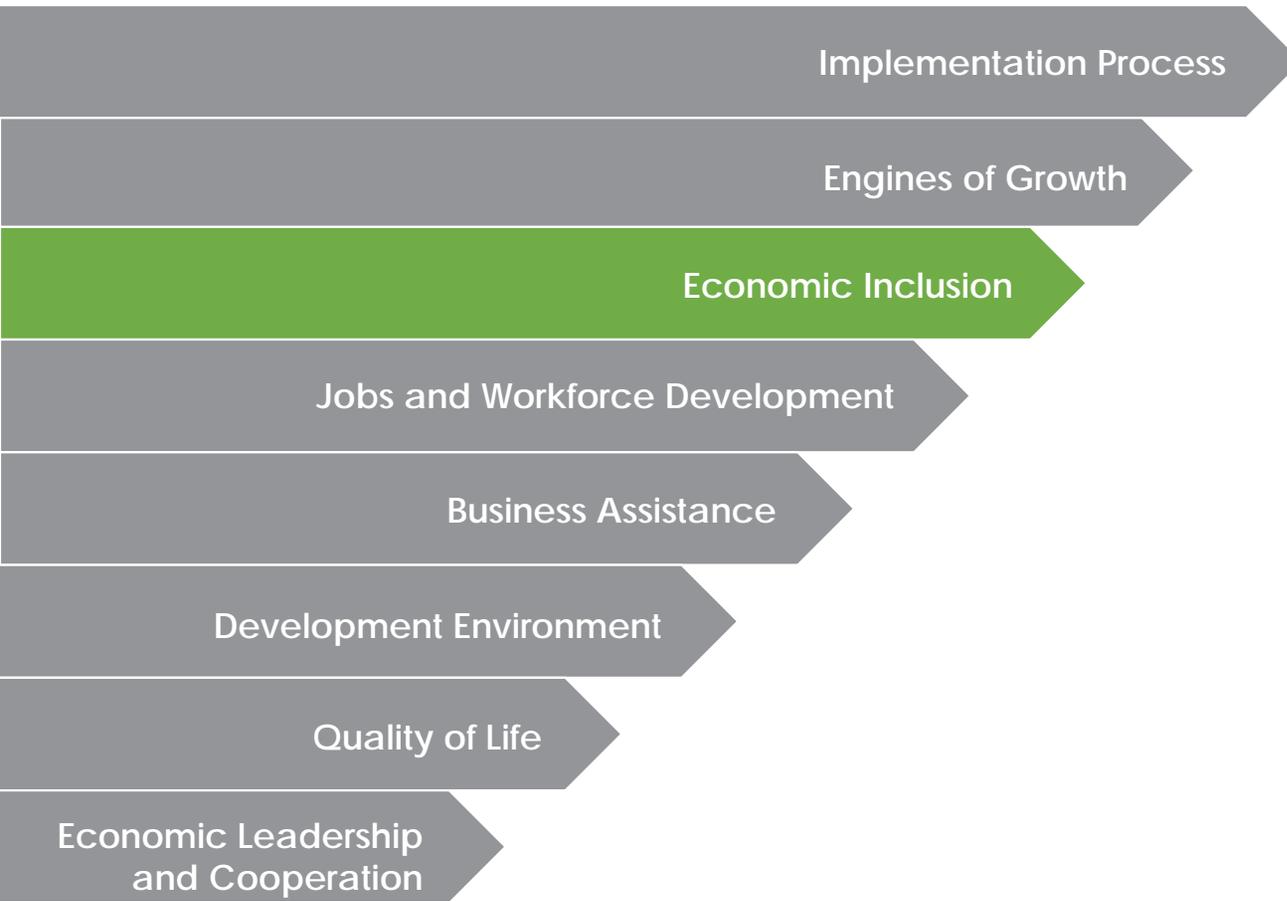
Engines of Growth

Increase the number of businesses and jobs in key industry clusters.



CITY OF LONG BEACH

# Economic Inclusion



# Delivering on the Economic Blueprint

## Objective: Economic Inclusion

- Increase the number of minority-owned and women-owned businesses.
- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase investment in low-income business corridors.
- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.
- Decrease the digital divide for low-income households.

# Digital Inclusion Initiative

The **Digital Inclusion Initiative** is championed by Councilwoman Lena Gonzalez and supported by the entire City Council.

**Hired a Project Lead for Economic and Digital Inclusion** to manage the planning, development, implementation and evaluation of economic and digital inclusion initiatives and projects.

**Celebrated International Digital Inclusion Week (IDIW) on October 15 through October 21, 2018** and educated the Long Beach social community about the digital services, resources and tools that are available in Long Beach. The Campaign included the following:

- Facebook Live at Mark Twain Neighborhood Library
- Facebook Public Wi-Fi Contest
- In-person grassroots community outreach

**Conducted a Digital Inclusion Community-Based Survey** to assess how Long Beach residents connect to Internet services and the barriers they face. The survey was distributed at local community hubs around Long Beach. The Technology and Innovation Commission developed a summary report that includes strategic recommendations for advancing digital inclusion efforts citywide.

**Co-creating a Digital Inclusion Roadmap with community members and local stakeholders** that will ensure everyone in Long Beach has equitable access and use of digital services and resources. The Roadmap will be developed through a **collective impact approach** and **equity lens**.



Recipient of the  
**2019 CAPIO Award of Distinction for the IDIW Campaign under the Social Media Campaign Category**

# 'Everyone In' Economic Inclusion Initiative

The **'Everyone In' Economic Inclusion Initiative** is championed by Councilmember Rex Richardson and supported by the entire City Council. The Initiative focuses on creating an **inclusive economy** that includes and benefits every Long Beach resident.

## Listening Tour (Community Conversations)

- 9** Equity-based Community Conversations
- 107** Community members participated and co-created....
- 12** Community solutions

## Policy Roundtable Discussions

- 5** Policy Roundtable Discussions with cross-sector stakeholders
- Equitable Growth Profile of the City of Long Beach**
- 94** Page Equity Profile with long-term demographic and economic trends  
Partnered with PolicyLink and USC Program for Environmental and Regional Equity (PERE)



With the community input from the Listening Tour and data from the Equity Profile, the City and stakeholders will explore **policy, programmatic and process-based strategies** that will advance economic equity and inclusion by focusing on communities and/or neighborhoods most in need.

## Economic Inclusion

- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.



# Access to Inclusive Capital

## I. Challenge

*"[Recommendation is to] partner with lenders to achieve greater access to capital among business owners of color and women in low-income neighborhoods"*



**EVERYONE IN!**

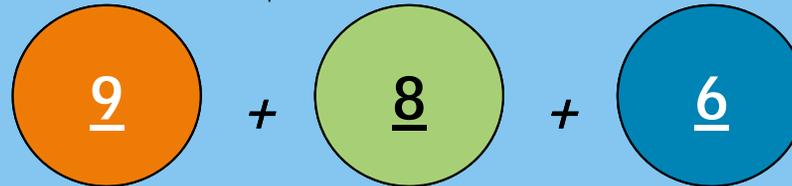
*"Provide small business development support, specifically efforts to connect entrepreneurs to funding..."*

*"Businesses are starting small, and they're gradually reaching the point where they become more bankable..."*



## II. Journey To Date

- A** Develop relationships with small business lenders and access to capital technical assistance providers

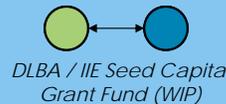


Responsible, Affordable, Inclusive Non-bank Lenders (RAIL)

Banks & Credit Unions

Technical Assistance Providers (TAP)

- B** Bring together a 'fragmented' lending community to provide better support for underserved entrepreneurs and early-stage small businesses



- C** Address major challenge for RAILs, which is to educate and inform underserved small businesses not yet bankable for mainstream financial market on alternative funding sources

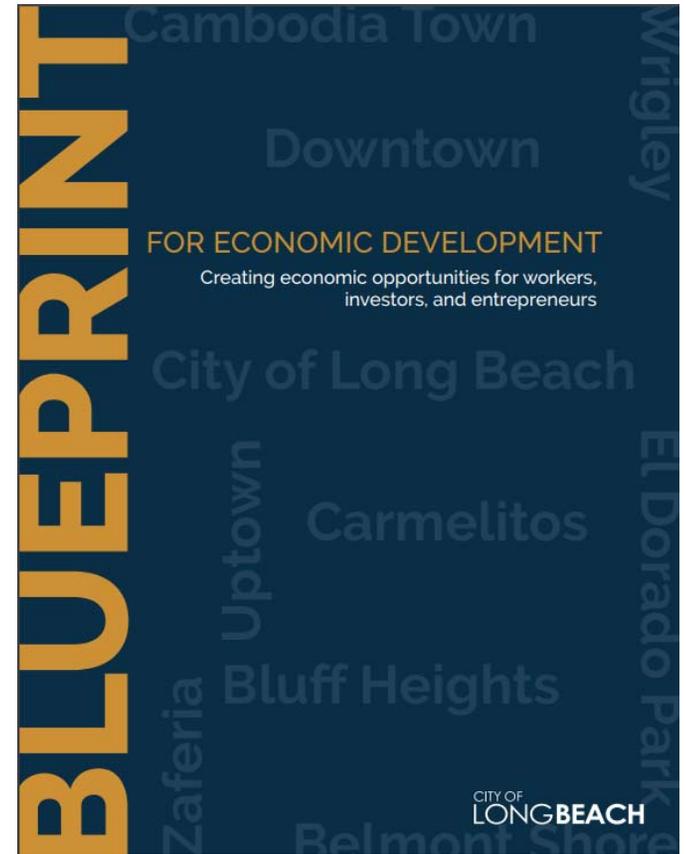
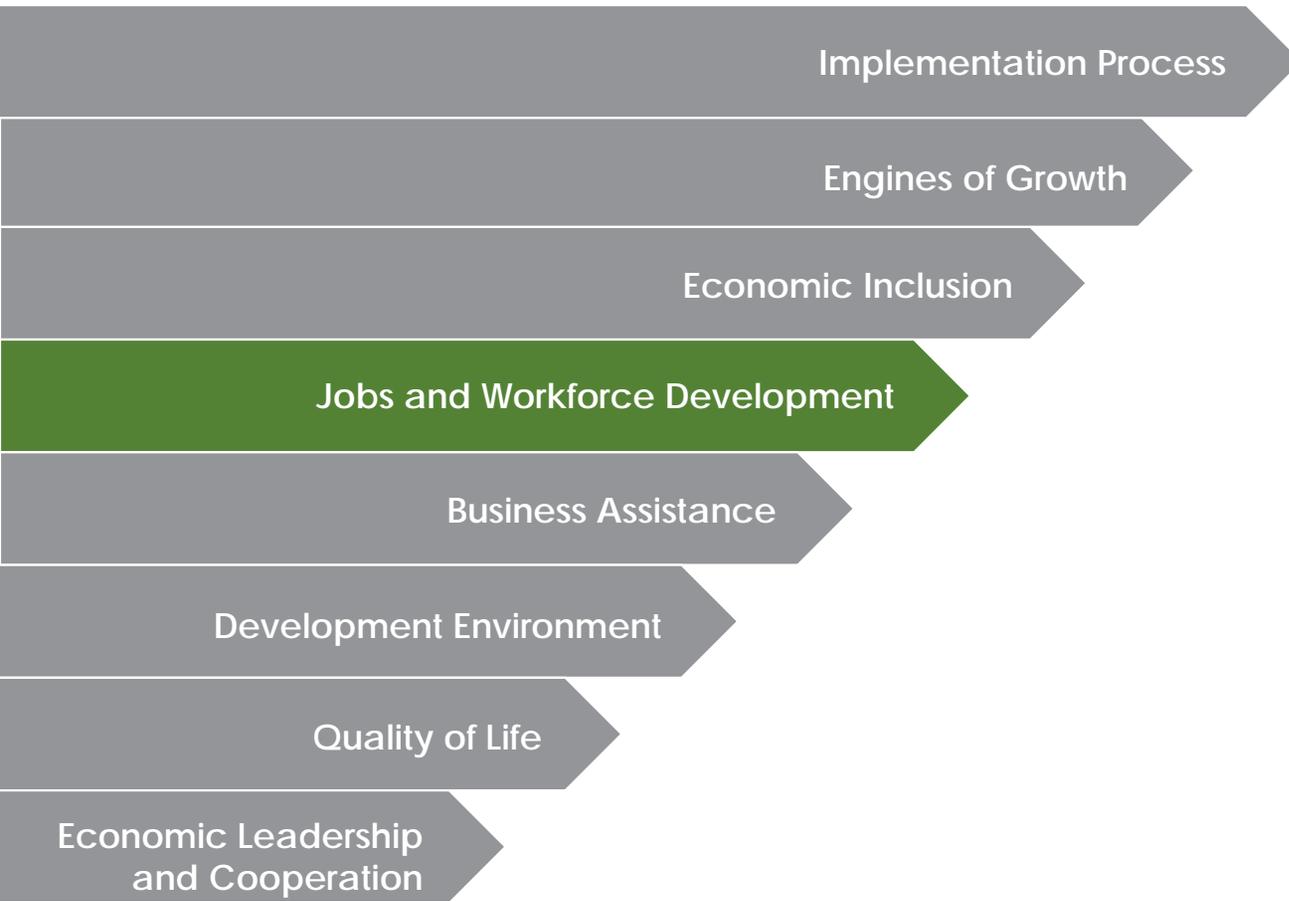
Access to Capital Resource for Business Navigators & CBOs (WIP)



## III. Next Steps

- A** Continue to build and maintain relationships with RAILs, Banks, Credit Unions, and TAPs in Long Beach
- B** Develop strategic partnerships across Banks, RAILs, and TAPs that support access to capital for entrepreneurs and small businesses
- Discuss creation of small business lending coalition (similar to Bank On Coalition)
- C** Develop access to capital resource on RAILs and TAPs
- Identify potential funding gaps for underserved entrepreneurs and small businesses in low-income communities

# Jobs and Workforce Development



BLUEPRINT

Jobs and Workforce Development



CITY OF LONG BEACH

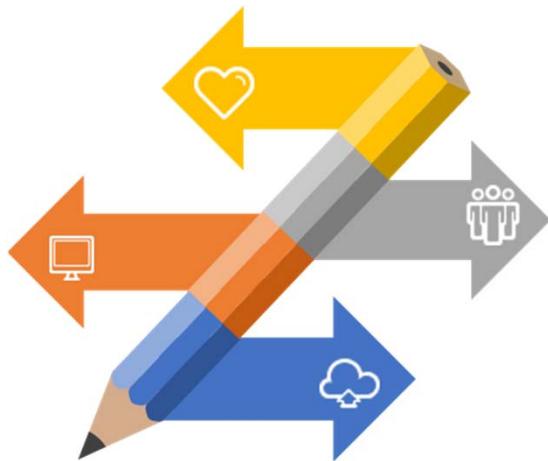
# Delivering on the Economic Blueprint

## Objective: Jobs and Workforce Development

- Increase year over year per capita income in the City.
- Increase the number of middle and high-skill jobs in the City.
- Reduce the unemployment rate.
- Increase the share of adult population with post-secondary education.
- Increase the number of Long Beach residents who re-engage with the education and training system.
- Increase the number of California State University, Long Beach, and Long Beach City College graduates that reside and work in the city after graduation.
- Increase the number of green job training and placement opportunities.

# College Promise Fellowship

## Innovative Partnership to Support Long Beach College Promise Graduates



- Connection to local employment and career support
- Industry events to expand opportunities
- Development of new workforce pipelines to keep graduating talent local



THE LONG BEACH  
**COLLEGE  
PROMISE**

**Jobs and Workforce  
Development**

Increase the share of adult population with post-secondary education.  
Increase the number of Long Beach residents who re-engage with the education and training system.



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**LONG BEACH**

# Downtown University Village: CPE



**Pacific Gateway**

- CSULB College of Professional and International Education
- Classes beginning in 2020 with a variety of industry-specific courses
- Helping prepare workers for high-wage employment to support growing professional and creative sectors



## Jobs and Workforce Development

Increase the share of adult population with post-secondary education.  
Increase the number of Long Beach residents who re-engage with the education and training system.



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**LONG BEACH**

# Living Cities: City Accelerator for Inclusive Entrepreneurship

## Diversifying Long Beach Entrepreneurship



- One of five cities selected nationally
- Innovative approaches to making entrepreneurial support more accessible
- Mentorship and Support to scale business
- Connection to a skilled workforce to help new businesses hire locally

### Jobs and Workforce Development

- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.



# Future of Work WINS Grants

## Long Beach Business Journal

HOME NEWS PERSPECTIVES SUBSCRIBE PAST EDITIONS ADVERTISE SEARCH

### Pacific Gateway Receives National Recognition

By Samantha Mehlinger, Editor - March 11, 2019

The 2015 closure of Boeing's C-17 Globemaster III manufacturing facility at the Long Beach Airport spurred Pacific Gateway, the city's workforce development agency, to analyze the economic composition of Long Beach – who its major employers are, what industries are driving growth and the demographics of Long Beach workers. According to Pacific Gateway Executive Director Nick Schultz, this led to the discovery that at least 35% of the city's residents were earning wages that were insufficient to meet the area's cost of living. The revelation set in motion a series of events that ultimately led to a project to uplift this sector of the economy, developed in partnership with a British nonprofit from across the pond – an initiative that nation by the U.S.

"When I looked at lot of people in jobs weren't sufficient"



#### Recent Articles



April 22, 2019



## Supporting California's Irregular Workers

- National Award from US Conference of Mayors
- \$300K Investment from Wells Fargo
- Platform to help Flex Workers and Employers connect for shared benefit
- National leader in flex work innovation

### Jobs and Workforce Development

- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.



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# WorkPlace Opening



## State-of-the-Art Career Center

- Human-Centered Design
- Technology and Career Counseling
- New Community Space for Job Fairs and Employment Events
- Equipped to serve 15,000 residents annually with State and Local Partners

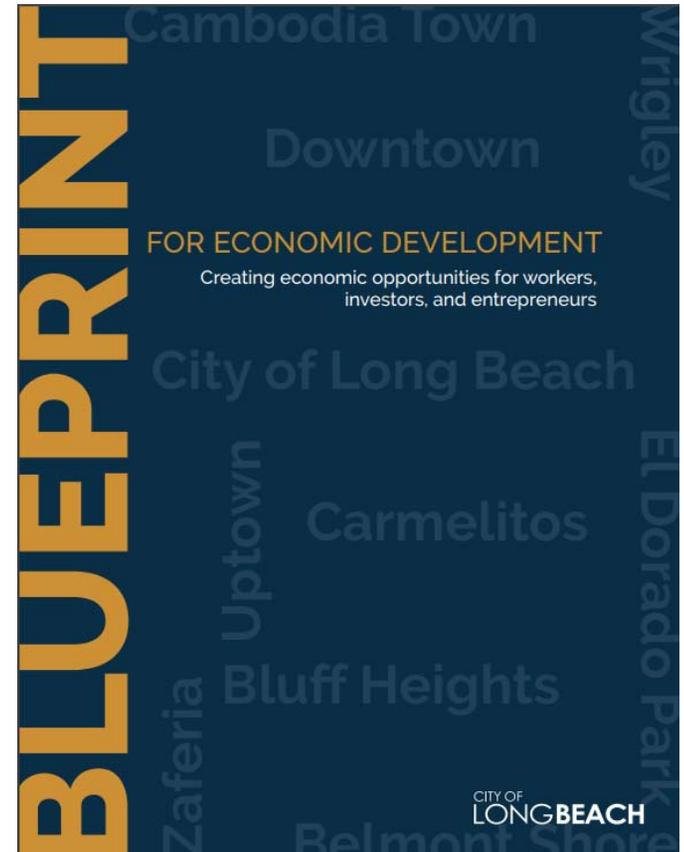
### Jobs and Workforce Development

- Increase the number of middle and high-skill jobs in the City.
- Reduce the unemployment rate.
- Increase the share of adult population with post-secondary education.
- Increase the number of Long Beach residents who re-engage with the education and training system.



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# Business Assistance



# Delivering on Our Economic Blueprint

## Objective: Business Assistance

- Reduce the cost of doing business and median days to approval for business licensing.
- Increase the number of active business licenses.
- Increase availability and access to high-speed internet.
- Establish Long Beach as one of the most business-friendly cities in the state.
- Increase the number and value of small business loans secured.
- Encourage environmentally sustainable business practices.

# Shaun Lumachi Innovation Center

309 Pine



BEFORE



AFTER



INTERIOR

## Business Assistance

Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



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# Access to Capital



Capital Deployed: \$157,000  
Number of Businesses: 17  
Number of Trustees: 13  
Number of Lenders: 1,891



## Grow America Fund (GAF)

City Investment: \$1,150,000  
GAF loans made: \$8,494,800  
# of loans made: 23  
Total jobs: 460  
Leverage of City Investment: \$10.13 : \$1



rose park  
COFFEE ROASTERS

## Microenterprise Loans

Total number of loans: 55  
Minority & Women owned : 26  
Amount: \$5,554,965  
Jobs: 450



### Business Assistance

Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



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# Access to Capital - Detail



- \$500-\$10,000
- Credit Builder Loan
- 0% Interest
- No fees
- Technical assistance provided to Long Beach borrowers
- 88% of Long Beach borrowers are minority and/or woman owned businesses



**Steve (Broadway Video)**  
**Business Type:** Video Rental Store  
**Loan amount:** \$10,000  
**Trustee:** Valley Economic Development Center (VEDC)  
**Number of Lenders:** 92  
**Dates Funded:** 8/15/18 - 9/25/18  
**Use:** Store repairs, marketing promotions, and inventory



**Deidre (Our Essence Beauty Supply)**  
**Business Type:** Beauty Supply Store  
**Loan amount:** \$10,000  
**Trustee:** Uptown Business Improvement District  
**Number of Lenders:** 175  
**Dates Funded:** 8/17/18 - 9/13/18  
**Use:** Purchase of inventory, digital marketing, and employee



**Tanai (The Salt Lounge)**  
**Business Type:** Wellness Center  
**Loan amount:** \$2,000  
**Trustee:** ABC Black Foundation  
**Number of Lenders:** 33  
**Dates Funded:** 6/11/18 - 6/28/18  
**Use:** Purchase of Himalayan salt chamber



**Arturo (Gusto Bread)**  
**Business Type:** Bakery  
**Loan Amount:** \$10,000  
**Trustee:** LB Fresh  
**Number of Lenders:** 104  
**Dates Funded:** 11/12/18 - 11/13/18  
**Use:** Purchase of new baking equipment

## Business Assistance

- Increase the number of active business licenses.
- Establish Long Beach as one of the most business-friendly cities in the state.
- Increase the number and value of small business loans secured.



# BID Program Update

- Focus Area: Business Assistance
- Recommendations: 1 & 2
- Updates:
  - New BID Agreements
  - Annual Report Template
  - BID Strategic Planning Pilot
- What's Next:
  - BID Program Handbook
  - Annual BID Forum
  - BID Education Series



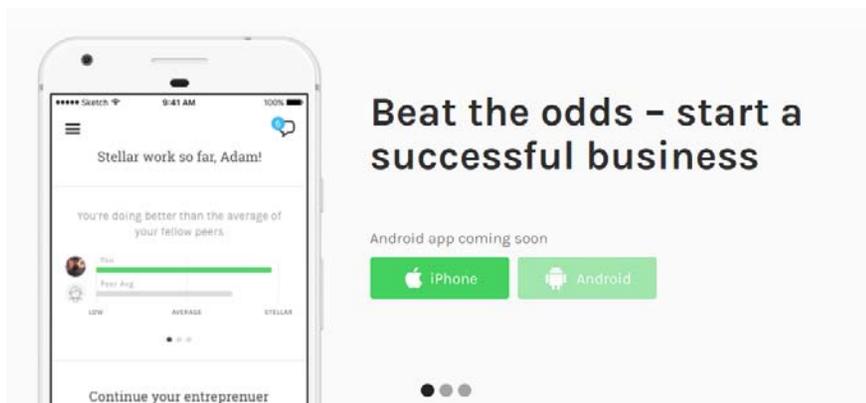
## Business Assistance

Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



# Mobile-based Platform

# Startitup



An easy path to success for entrepreneurs and small business owners

- Startitup is an app that assists businesses in beating the national average survival rate for small businesses and startups
- In January 2018 the City of Long Beach started a 3-month trial with Startitup to educate budding entrepreneurs before they make any significant investment, sign any leases, apply for licenses or lose any money
- This education affords entrepreneurs resources such as mentors and classes, to help them be successful in the long term
- The three-month pilot program began in 2018 with the first cohort of entrepreneurs being small business owners who are members of the Uptown Business Improvement District
- The more unusual aspects of the new program is the fact that a city department invested money up front in order to develop this business tool alongside Start It Up. The economic development department and the Innovation Fund invested \$25,000 combined into the project.

## Business Assistance

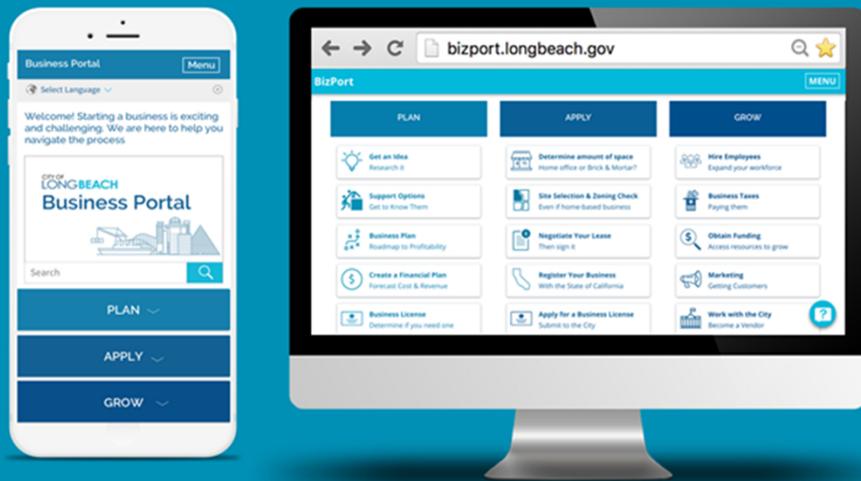
Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



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# Bizport

Launched in October 2016



## Goals

- Reduce **confusion**: centralize scattered resources
- Reduce **cost**: faster business license approvals
- Increase **awareness**: inclusive design, multiple languages and learning styles
- Improve **access**: 24/7 digital resources
- **User centered** design: create content from frequent questions and survey user experience continuously.

37, 979 users since launch

58,253 sessions since launch

2,400 inquiries via BizPort chat option

## Business Assistance

Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



# Long Beach Small Business Monitor

## 2019 Survey Highlights

- Purpose: Provide the Long Beach region with an understanding of the expectations and desires of small business.
- Ongoing survey research with LB small business owners and managers since 2012.
- This report includes survey data from Jan 2019.
- The link below is to the LB Small Business Monitor web site and research archive.
  - <http://web.csulb.edu/colleges/COB/lbsbm/>
- Work is part of the Marketing Business Center – A CSULB/COB student & small business connection.
  - COB students work with LB small business on digital marketing, planning and research projects. For more information, please visit:
  - <https://www.csulb.edu/college-of-business/marketing-business-center>

### Business Assistance

Increase the number of active business licenses.  
Establish Long Beach as one of the most business-friendly cities in the state.  
Increase the number and value of small business loans secured.



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**LONG BEACH**

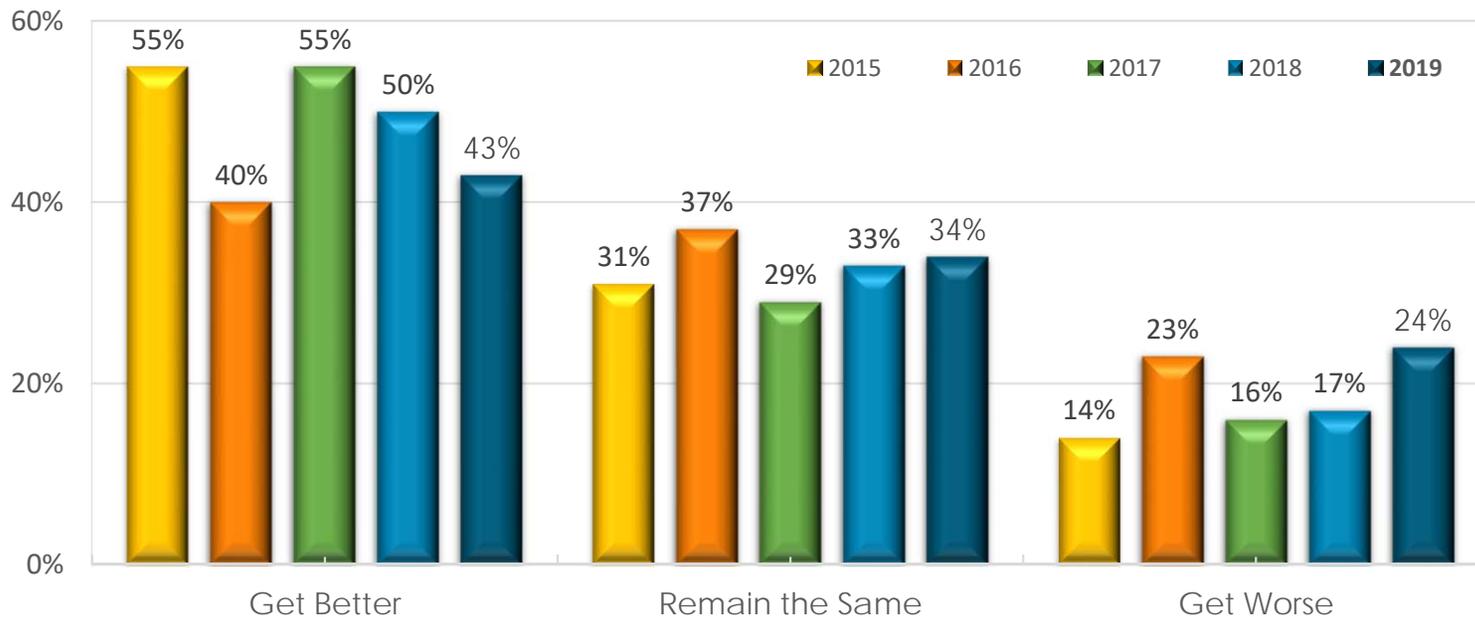
College of Business

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# "Is a Slump Coming?"

Fewer Long Beach small business owners are optimistic about local business conditions today, and noted on the next page, business expectations are lower than they have been in the past several years.

*Q: Do you feel the economy for small business in the Long Beach region will...?*



## Business Assistance

- Increase the number of active business licenses.
- Establish Long Beach as one of the most business-friendly cities in the state.
- Increase the number and value of small business loans secured.



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**LONG BEACH**  
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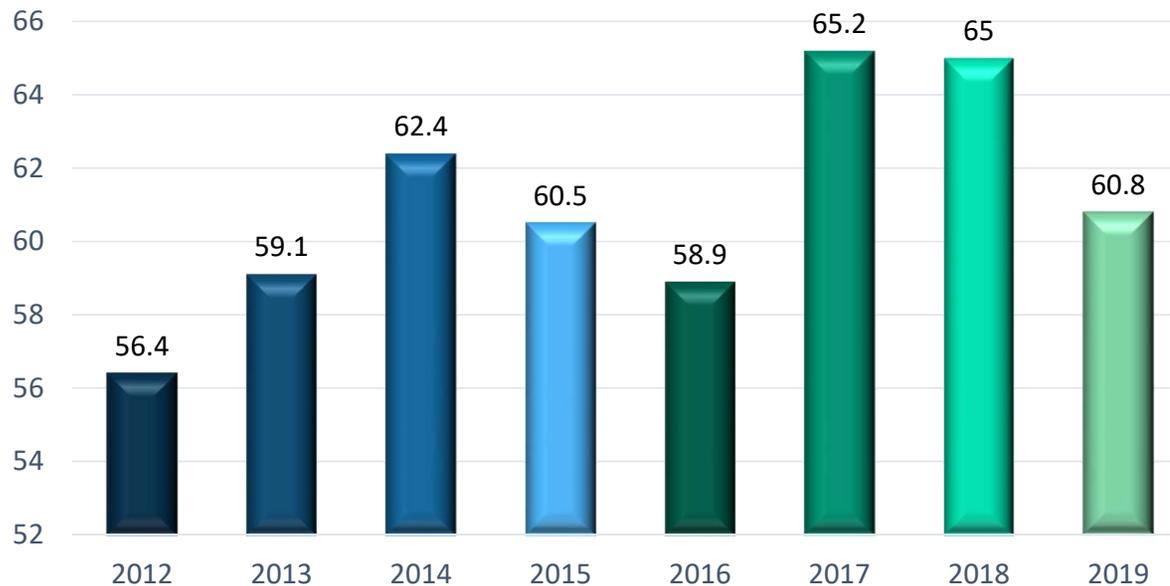


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**LONG BEACH**

# Lowered Expectations for 2019

First significant decline in the LB Small Business Expectations Index since 2016

**Long Beach Small Business Expectations Index 50+ = Positive Expectations for Coming Year**



## Business Assistance

- Increase the number of active business licenses.
- Establish Long Beach as one of the most business-friendly cities in the state.
- Increase the number and value of small business loans secured.



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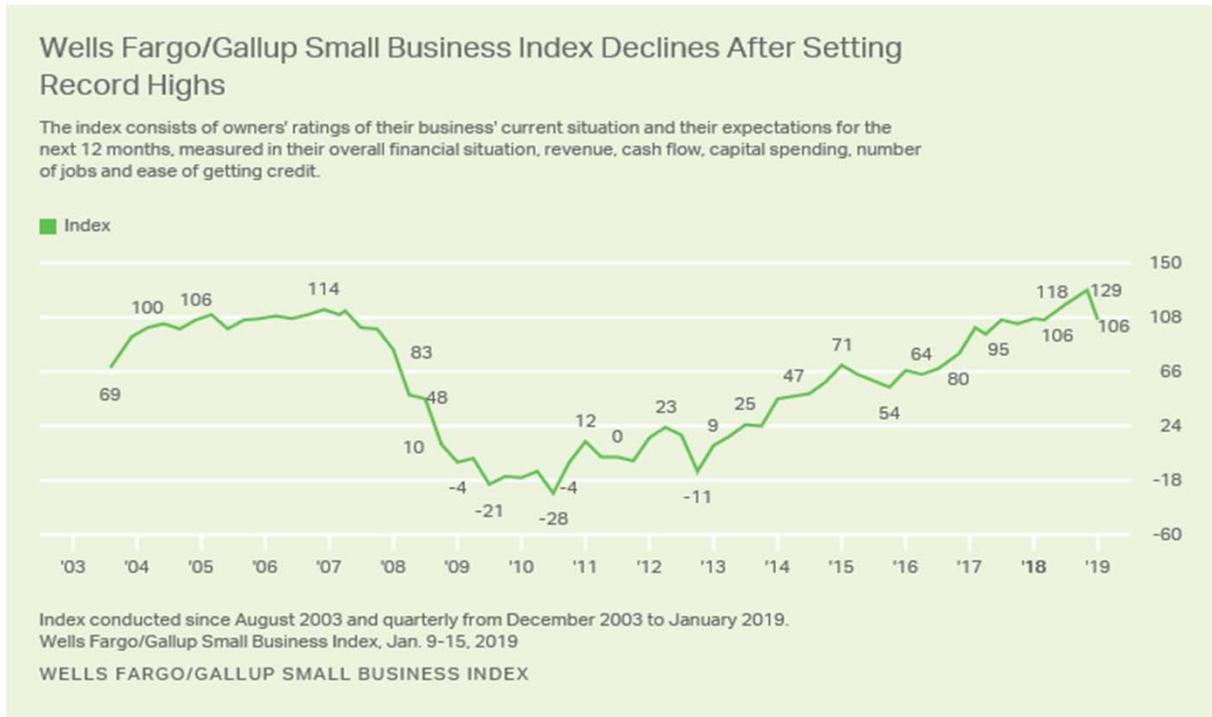


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**LONG BEACH**

# National Gallup Data

LB Small Business Attitudes Are Consistent With National Survey Data

## U.S. Small-Business Owners' Optimism Down From Record High



### Business Assistance

- Increase the number of active business licenses.
- Establish Long Beach as one of the most business-friendly cities in the state.
- Increase the number and value of small business loans secured.



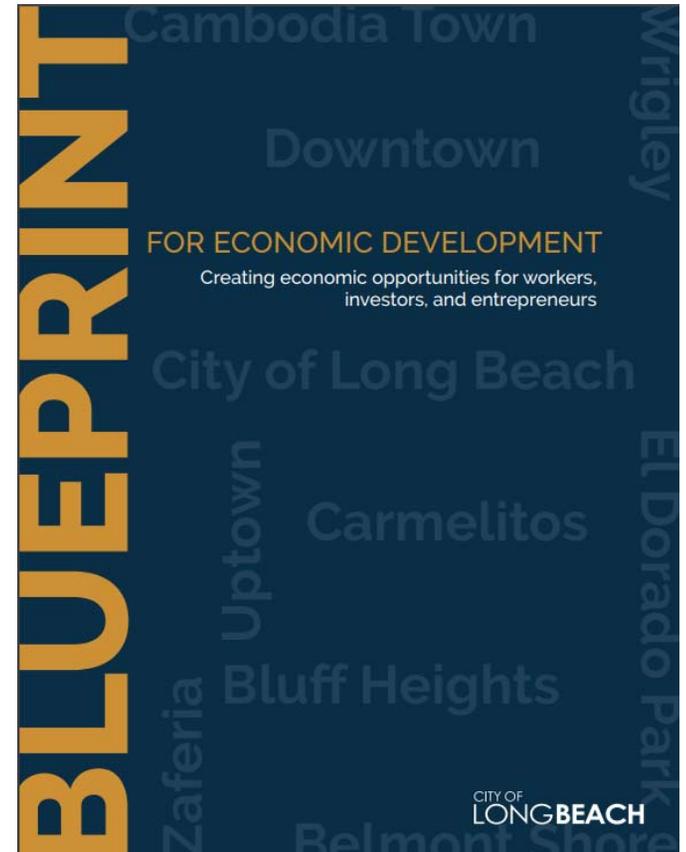
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**LONG BEACH**

# Development Environment



# Delivering on the Economic Blueprint

## Objective: Development Environment

- Reduce the cost of development and average days to approval for entitlement.
- Reduce the non-residential vacancy rate.
- Increase citywide real estate investment.

# Office Market Advisory Committee



**Robert Garey**  
Senior Director  
Cushman & Wakefield



**Toliver Morris**  
President CEO William  
Morris Company



**Sam Pierzina**  
Associate  
Ensemble Real Estate  
Solutions & Investments



**Jeremy Harris**  
Senior Vice President  
Long Beach Area  
Chamber of Commerce



**Jason A. Fine**  
Managing Director  
Jones Lang LaSalle



**Kraig Kojian**  
President/CEO  
Downtown Long Beach  
Alliance (DLBA)



**Austin Metoyer**  
Economic Development  
and Policy Manager  
Downtown Long Beach  
Alliance (DLBA)



**John Keisler**  
Director of Economic  
and Property  
Development  
City of Long Beach



**Sergio Ramirez**  
Deputy Director of  
Economic & Property  
Development  
City of Long Beach



**Seyed Jalali**  
Economic  
Development Officer  
City of Long Beach

Development Environment Increase citywide real estate investment.



# LIMITLESS Campaign

## Four metrics to measure against in 2019

1. Visitors per month
2. Average time on site
3. Direct access to website
4. Developers/Investors engaged by advertisement

A 10% increase across each of the four metrics is the goal for 2019

## New for 2019: Social Media Marketing



## New for 2019: Website Interactivity



Development Environment Increase citywide real estate investment.



CITY OF  
**LONG BEACH** 51

# Successor Agency Property Sales



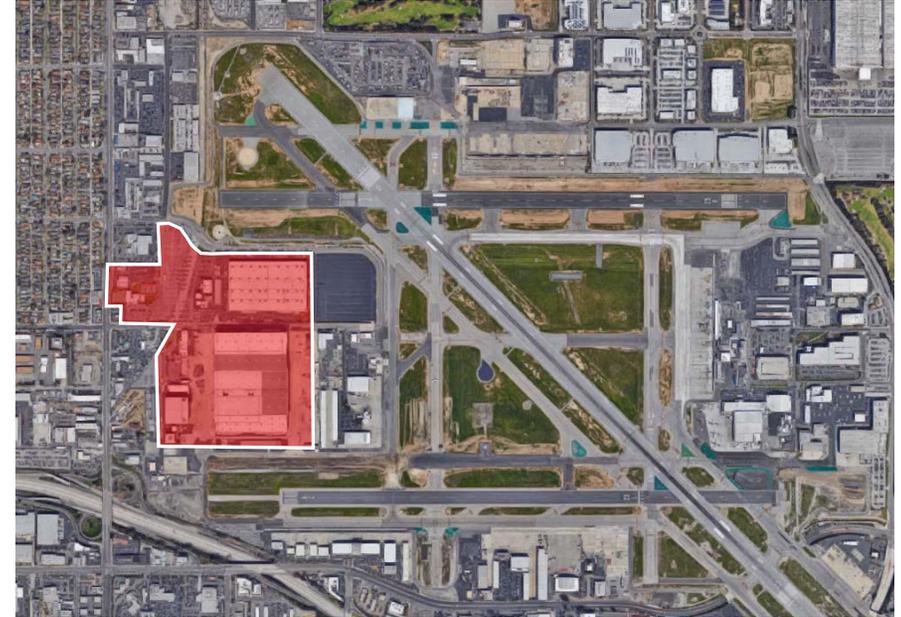
Development Environment

Reduce the non-residential vacancy rate.  
Increase citywide real estate investment.



CITY OF  
**LONG BEACH** 52

# Former C-17 Site



- Former C-17 site
- Approximately 90 acres
- DOD participated in the construction of buildings (C-17 Contract)
- Boeing wants to dispose of property

# Development Overview



SHORELINE GATEWAY



CIVIC CENTER



AMERICAN LIFE HOTEL



AQUARIUM OF THE PACIFIC



2<sup>nd</sup> & PCH

## CITY OF LONG BEACH

Continuously promotes a business-friendly environment through events, business education programs and targeted marketing

**73**

projects either under construction or in the pipeline for the City of Long Beach

**23**

of these projects are in the Downtown Area

Our business environment is

**THRIVING**

**\$5B** of investments to-date

### DOWNTOWN DEVELOPMENT

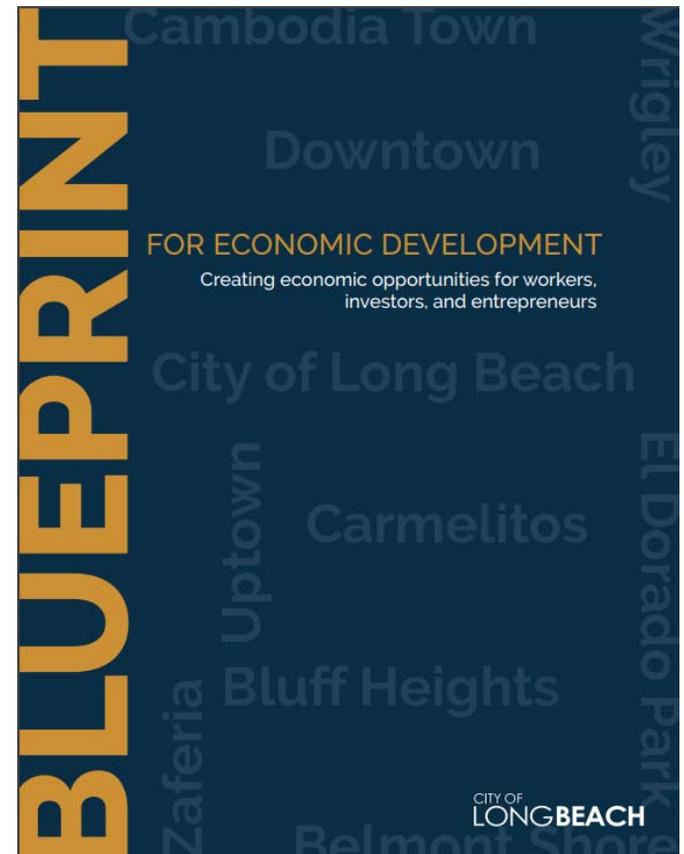


- Projects that have begun or beginning in 2018
- M Metro Blue line

Development Environment Increase citywide real estate investment.



# Quality of Life



# Delivering on the Economic Blueprint

## Objective: Quality of Life

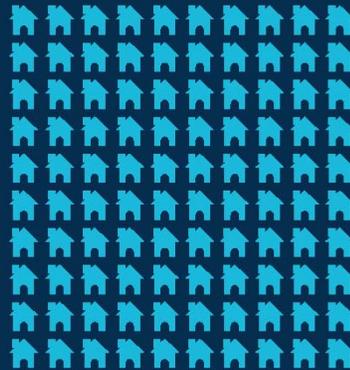
- Increase investment in strategies that enhance public safety in all areas of Long Beach.
- Increase access to workforce housing at all market levels.
- Increase active transportation and public transportation options across all areas of Long Beach.
- Increase the percentage of children and adults with health insurance.
- Increase public parkland per 1,000 people with an emphasis on “park poor” areas.
- Increase the share of Long Beach residents working in Long Beach.
- Increase investment in the arts

# Affordable Housing Update

## OVER THE PAST DECADE



**335 SILENT SECOND MORTGAGES**  
PROVIDED TO LOW- AND MODERATE-INCOME FIRST-TIME HOMEBUYERS



THE CITY'S INVESTMENT HAS LEVERAGED \$414,382,145 IN ADDITIONAL FINANCING FOR AFFORDABLE HOUSING, REPRESENTING AN INVESTMENT OF OVER A **HALF BILLION DOLLARS** IN AFFORDABLE HOUSING IN LONG BEACH OVER THE PAST DECADE

### Quality of Life

Increase access to workforce housing at all market levels.  
Increase active transportation and public transportation options across all areas of Long Beach.



# Opportunities Moving Forward

**806**

## AFFORDABLE UNITS CURRENTLY IN PIPELINE

**9**

Nearing  
Completion

**233**

Units Under  
Construction

**265**

Units Approved

**299**

Units Proposed &  
Upcoming

**\$39,865,520**

CITY/LBCIC FINANCING



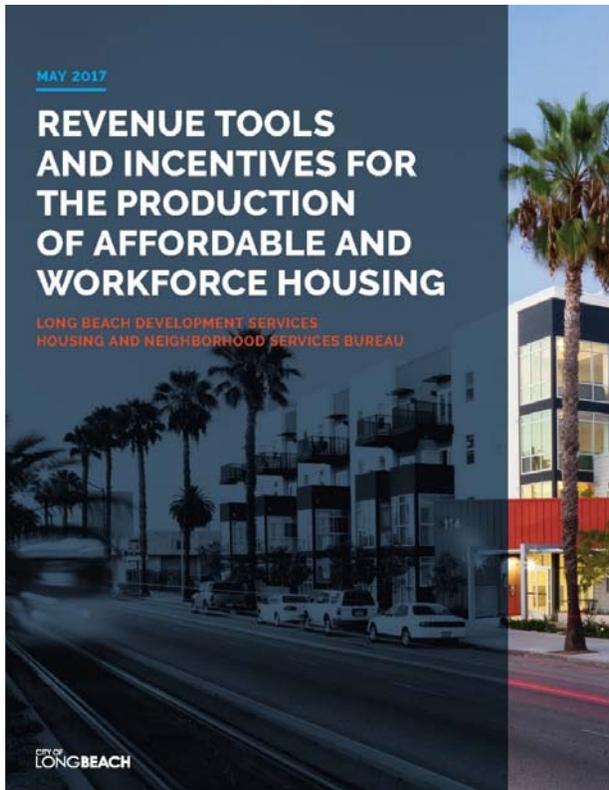
**\$363,720,453**

TOTAL DEVELOPMENT COST

**\$323,854,933**

LEVERAGED FUNDS

# Local Housing Production Initiatives



## SHORT-TERM POLICIES

All Short-Term Policies Addressed  
Implementation Ongoing

## MID-TERM POLICIES

<p>Accessory Dwelling Unit Ordinance</p> <p>Adopted 12/19/17</p>	<p>Reduced Parking Requirements</p> <p>Implemented, Ongoing</p>	<p>Coastal Zone In-Lieu Fee Update</p> <p>Pending</p>	<p>Condominium Conversion Ordinance Update</p> <p>Pending</p>
--	---	---	---

## LONG-TERM POLICIES

<p>Short-Term Rental Policy</p> <p>Adopted 12/4/18</p>	<p>Inclusionary Housing Policy</p> <p>Pending</p>	<p>Investigate Local Bond Measure</p> <p>Pending</p>	<p>Investigate Document Recording Fee</p> <p>Pending</p>
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Quality of Life Increase access to workforce housing at all market levels.

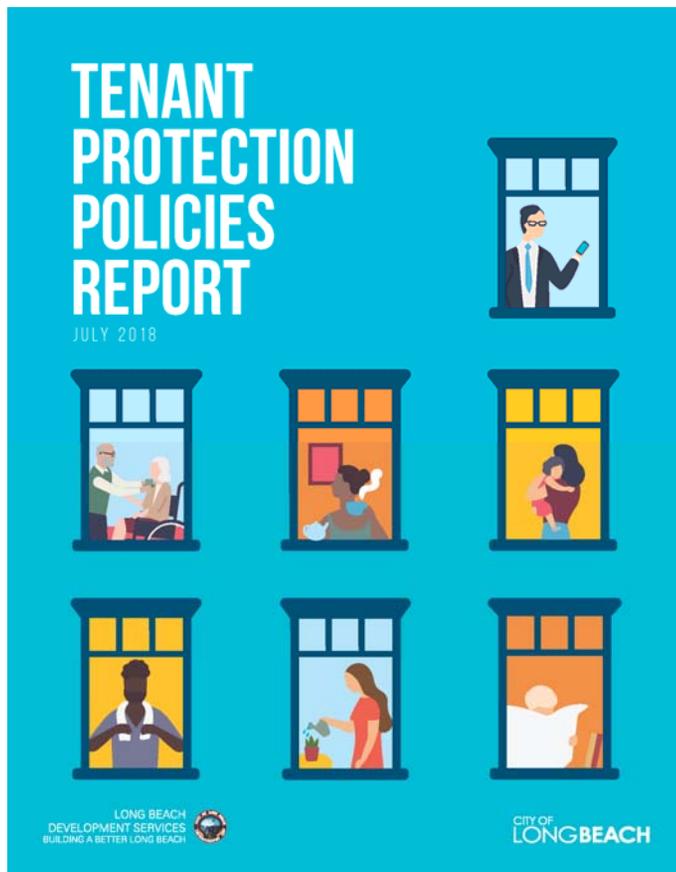


# Tenant Assistance Initiatives

## Tenant Assistance Policies

Adopted by City Council April 2, 2019

- **Tenant Relocation Assistance**
  - Will require landlords to provide up to \$4,500 in relocation assistance to tenants displaced at no fault of their own or who receive >10% rent increase in 12-mo period
  - Additional assistance for seniors & those with disabilities
  - Apartment buildings of 4+ units
- **“Seniors First” Rapid Rehousing**
  - Security Deposit Assistance
  - Set-aside of Emergency Housing Choice Vouchers
- **HUD Preservation (Section 811 and 202)**
- **Support increase to State noticing requirement through State Legislative Agenda**



# Mental Health America

1955 Long Beach Blvd.



Quality of Life Increase the percentage of children and adults with health insurance.



# Bridge Housing/ The Children's Clinic

Anaheim and Walnut



Quality of Life Increase the percentage of children and adults with health insurance.



# Community Hospital of Long Beach



Quality of Life Increase the percentage of children and adults with health insurance.



CITY OF LONG BEACH

# ArtExchange Long Beach



Long Beach Museum of Art



# Campus for Homeless Services

## 6845 Atlantic Avenue

- 125-bed homeless shelter and services center located in Long Beach's 9th Council District.
- The city plans to take ownership of the property by June 1, 2019



**Quality of Life** Increase investment in strategies that enhance public safety in all areas of Long Beach.



# Homeless Property Storage Program

## 1718-1722 Hayes Avenue

- 125-bed homeless shelter and services center located in Long Beach's 9th Council District.
- The city plans to take ownership of the property by June 1, 2019



# Climate Adaptation

- Climate Action and Adaptation Plan
- #CAAPLB
- Promoting:
  - Health
  - Better air quality
  - Livability



Quality of Life Increase public parkland per 1,000 people with an emphasis on "park poor" areas.



# Alamitos Bay Parking

- Alamitos Bay Parking and Circulation Plan in progress
- Project goals include enhancements to:
  - Beautification
  - Safety
  - Walkability
  - Recreational activities
  - Open space



## Quality of Life

Increase investment in strategies that enhance public safety in all areas of Long Beach.  
Increase active transportation and public transportation options across all areas of Long Beach.

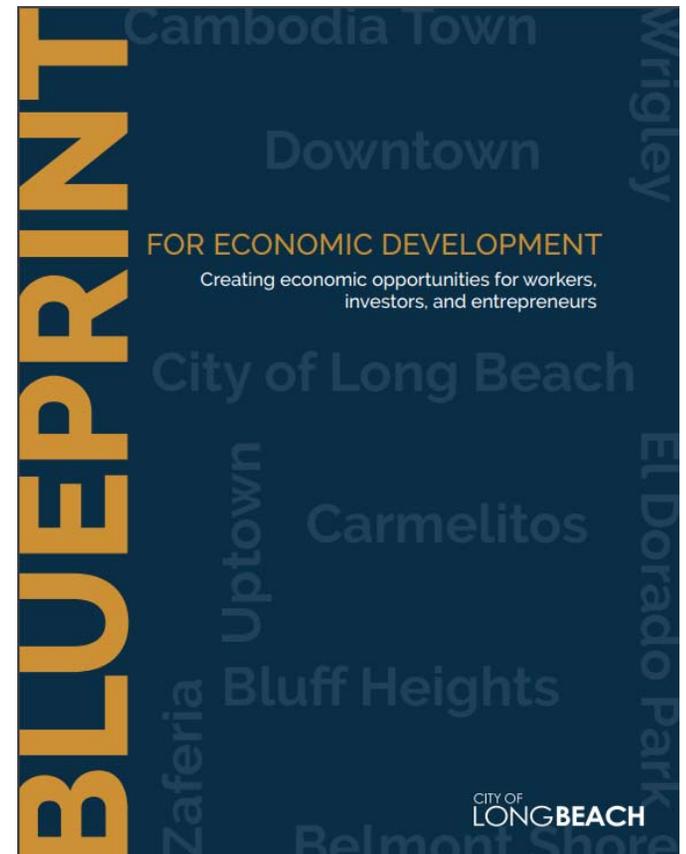


# Bicycle Infrastructure

- Daisy Avenue Bike Boulevard
- Bellflower Boulevard Bike Lanes
- Bus Islands and Bike Lanes on 3<sup>rd</sup> Street and Broadway



# Economic Leadership and Cooperation



# Delivery on Our Economic Blueprint

## Objective: Economic Leadership and Cooperation

- Increase private sector investment in citywide economic development initiatives.
- Increase educational partnerships that focus on high-wage careers and incubate new business opportunities.
- Increase the City's involvement and leadership in regional issues affecting local business.
- Expand regional and international market opportunities for local products and services.
- Increase foreign direct investment and international trade.

# Economic Leadership & Cooperation: Convening



**Date:** November 6-7, 2019

**Location:** Long Beach Convention Center

February 21, 2018

Re: City of Long Beach Support for the 2019 GetGlobal Conference

Dear Stakeholders:

The City of Long Beach is a dynamic, diverse, and thriving community on the beautiful coast of Southern California. Located on the Southeastern border of Los Angeles and Orange counties, the City of Long Beach contributes to a regional economy that now produces over \$1 trillion in annual gross domestic product. With a region that includes world class ports and airports, iconic destinations like Hollywood, Disneyland, and the historic Queen Mary, and a regional population over 20 million residents, Southern California provides a perfect place to host the nation's premier conference dedicated to international business: GetGlobal.

The purpose of this letter is to personally invite you and your organization to participate in the *4th Annual GetGlobal conference at the Long Beach Convention Center scheduled for November 6-7, 2019*. This conference is part of a multi-year commitment by the City and its regional partners to grow imports, exports, foreign investment, and international business in the region and beyond. Since 2016, GetGlobal has:

- Become the premier conference in North America for international strategy, expansion of key foreign markets, and trade-related issues;
- Featured 250 speakers, 100 partner organizations, with events in Los Angeles and Dubai;
- Involved sponsors ranging from blue chip companies, to global service providers, to free zones, and elite universities; and
- Included international CEOs, cabinet-level officials, experts from diverse backgrounds, and practitioners from key industries.

Please take a moment to review the attached materials regarding this year's GetGlobal event. If you have any questions, please contact City of Long Beach Economic Development Director John Keisler at (562) 570-5282 or [john.keisler@longbeach.gov](mailto:john.keisler@longbeach.gov).

Thank you,

ROBERT GARCIA  
MAYOR  
CITY OF LONG BEACH

MARIO CORDERO  
EXECUTIVE DIRECTOR  
PORT OF LONG BEACH

Economic Leadership  
and Cooperation

Increase the City's involvement and leadership in regional issues affecting local business.



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# Collaboration: Economic Development Corporation

Citywide Non-profit Economic Development Corporation dedicated to:

1. **Corridor Revitalization:** invest in the economic health of commercial corridors.
2. **Long Beach Centric Marketing:** attract investment to recruit and expand business.
3. **Business Development Facilitation:** grow businesses through innovative incentive programs.
4. **Property Investment Fund:** facilitate real estate development through public/private partnerships.

**Timeline (2019):**

- Task Force Goal Setting (January—March)
- Board Recruitment (April—May)
- Seat New Board (June)
- Approve Strategic Plan & Vision (July—September)
- Commence Programming (October—December)



# Economic Leadership & Cooperation: Recruitment



# CSULB Institute For Innovation & Entrepreneurship (IIE)

The City partnered with California State University, Long Beach to launch the new IIE. The IIE is a central hub for innovators and entrepreneurs in Long Beach. Its programming and services support long-term economic growth that is inclusive and sustainable for our diverse community.



CSULB **INSTITUTE**  
for **Innovation**  
& **Entrepreneurship**

**Economic Leadership  
and Cooperation**

Increase educational partnerships that focus on high-wage careers and incubate new business opportunities.



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**LONG BEACH**

# International Trade: Economic Development Manager



**Economic Leadership  
and Cooperation**

Expand regional and international market opportunities for local products and services.



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# Thank you!

If you have any questions or would like to learn more about the Blueprint, give us a call at (562) 570-6099 or visit:

<http://longbeach.gov/economicdevelopment/economic-development-blueprint/>

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