2019 Economic Development Blueprint Community Update
Tuesday, April 30, 2019
Thanks to our Partners in compiling this 2019 Economic Development Commission Update
Blueprint Overview
Our Data

2015 Total Private Employment

Long Beach vs California

Transport/Warehouse
Manufacturing
Wholesale Trade
Prof, Sci, Tech, and Mgmt
Fin. Svcs. and Real Estate
NR/Construction
Information
Education/Health
Admin Support
Other Svcs.
Retail Trade
Leisure and Hospitality

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

CITY OF LONG BEACH
Vision and Mission

The Blueprint will advance a 50-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 proactively recognize and determine how to 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 attraction 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 mentors needed to start up and stay in business.
- Ensure through action that Long Beach is recognized as one of the world’s most livable, innovative, 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

5
Goals and Objectives by Focus Area

**ECONOMIC INCLUSION**

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

**OBJECTIVES:**
- Increase the percentage of City spending on local businesses, with emphasis on minority 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 the number of 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.

**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 to 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 businesses through the alignment of economic development, training, education, and community partner efforts.

**OBJECTIVES:**
- Increase year-over-year capital 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.
3. Expand access to Essential Employability Skills designed to boost the City’s overall educational attainment and digital literacy.
4. Expand and promote returning opportunities for older adults through public, private, educational, faith and community-based sectors, the media, community and senior centers, and resource centers.
5. Promote the importance and increase access to educational opportunities for older adults including lifelong learning, technology training, and university and community college programs.
6. 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.
7. Partner with the private sector and Long Beach City College to create a long-term strategy to increase vocational training opportunities citywide.
8. Establish the Long Beach Promise to include job placement.
9. Develop a strategy to retain California State University, Long Beach, and Long Beach
Implementation Plan

The development of the Blueprint for Economic Development was a collaborative effort involving all stakeholder meetings, individual listening sessions, and discussions with 45+ subject matter expert panels. 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:

1. Distribute Blueprint to City Council, City Commissions, City staff and partners, and community, research, investor, and industry partners, including multiple formats and languages to reach diverse stakeholder groups.
2. 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.
3. Develop an online platform for tracking and reporting performance for each of the key objectives for economic development.
4. Produce a communications plan to create awareness and distribute the Blueprint to City staff and partners, and community, research, investor, and industry partners, including multiple formats and languages to reach diverse stakeholder groups.
6. Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development.
Reporting Process: MySidewalk
Areas of Focus for Our Economic Blueprint

- Implementation Process
- Engines of Growth
- Economic Inclusion
- Jobs and Workforce Development
- Business Assistance
- Development Environment
- Quality of Life
- Economic Leadership and Cooperation
Implementation Process

- Engines of Growth
- Economic Inclusion
- Jobs and Workforce Development
- Business Assistance
- Development Environment
- Quality of Life
- Economic Leadership and Cooperation
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
Blueprint Translation

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.
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.
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

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

Implementation Process

Economic Inclusion

Jobs and Workforce Development

Business Assistance

Development Environment

Quality of Life

Economic Leadership and Cooperation

Engines of Growth
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.
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

Patent Types

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Sources: USPTO

Engines of Growth
Increase research capacity and relevancy as measured by approved patents.
Engines of Growth  
Increase the number of businesses and jobs in key industry clusters.

Long Beach Tech Accelerator©  
Located @ World Trade Center

Opening Summer 2019!

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©.
- 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©.
Hospitality

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
Community Hospital of Long Beach

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

- Implementation Process
- Engines of Growth
- Economic Inclusion
- Jobs and Workforce Development
- Business Assistance
- Development Environment
- Quality of Life
- Economic Leadership and Cooperation
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.

**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.

**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

**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.

**Decrease the digital divide for low-income households.**
‘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
  - Community members participated and co-created....

- **Policy Roundtable Discussions**
  - 5
  - Policy Roundtable Discussions with cross-sector stakeholders
  - Equitable Growth Profile of the City of Long Beach
  - 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.

- 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”

“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

9

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

8

Banks & Credit Unions

6

Technical Assistance Providers (TAP)

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

Access to Capital Referral Process (WIP)

KVA Long Beach Accelerator Fund (WIP)

DLBA / IIE Seed Capital Grant Fund (WIP)

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

Increase non-traditional capital resources for minority-owned and women-owned businesses.
Jobs and Workforce Development

- Implementation Process
- Engines of Growth
- Economic Inclusion
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- Business Assistance
- Development Environment
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- Economic Leadership and Cooperation

BLUEPRINT FOR ECONOMIC DEVELOPMENT
Creating economic opportunities for workers, investors, and entrepreneurs

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

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.
Downtown University Village: CPE

- 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

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.
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

Living Cities: City Accelerator for Inclusive Entrepreneurship

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

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
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.
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

- 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.
Access to Capital

**kiva**
- 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

**Microenterprise Loans**
- Total number of loans: 55
- Minority & Women owned: 26
- Amount: $5,554,965
- Jobs: 450

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.
Business Assistance
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

runtime successful
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

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

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.
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, survey user experience continuously.

37,979 users since launch

58,253 sessions since launch

2,400 inquiries via BizPort chat option
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/](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](https://www.csulb.edu/college-of-business/marketing-business-center)
"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...?

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

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National Gallup Data

LB Small Business Attitudes Are Consistent With National Survey Data

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

Wells Fargo/Gallup Small Business Index Declines After Setting Record Highs

The index consists of owners’ ratings of their business’ current situation and their expectations for the next 12 months, measured in their overall financial situation, revenue, cash flow, capital spending, number of jobs and ease of getting credit.

Index

Index conducted since August 2003 and quarterly from December 2003 to January 2019.
Wells Fargo/Gallup Small Business Index, Jan. 9-15, 2019

WELLS FARGO/GALLUP SMALL BUSINESS INDEX
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

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

Increase citywide real estate investment.
Successor Agency Property Sales

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

Increase citywide real estate investment.
Development Overview

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

Increase citywide real estate investment.
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

1,694 New affordable units
1,957 Existing units preserved
367 Existing units rehabilitated

$560,677,200

2007

$146,295,055
CITY/LBCIC FINANCING

2017

$414,382,145
ADDITIONAL FINANCING

Invested in the production of new affordable housing units between 2007 and 2017

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

Increase access to workforce housing at all market levels.
Local Housing Production Initiatives

SHORT-TERM POLICIES

All Short-Term Policies Addressed
Implementation Ongoing

MID-TERM POLICIES

Accessory Dwelling Unit Ordinance
Adopted 12/19/17

Reduced Parking Requirements
Implemented, Ongoing

Coastal Zone In-Lieu Fee Update
Pending

Condominium Conversion Ordinance Update
Pending

LONG-TERM POLICIES

Short-Term Rental Policy
Adopted 12/4/18

Inclusionary Housing Policy
Pending

Investigate Local Bond Measure
Pending

Investigate Document Recording Fee
Pending

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**

Quality of Life

Increase access to workforce housing at all market levels.
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

Increase the percentage of children and adults with health insurance.
Community Hospital of Long Beach

Increase the percentage of children and adults with health insurance.
ArtExchange Long Beach

Increase investment in the arts
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

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
Alamitos Bay Parking

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

- Daisy Avenue Bike Boulevard
- Bellflower Boulevard Bike Lanes
- Bus Islands and Bike Lanes on 3rd Street and Broadway
Economic Leadership and Cooperation

- Implementation Process
- Engines of Growth
- Economic Inclusion
- Jobs and Workforce Development
- Business Assistance
- Development Environment
- Quality of Life

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

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, expansions of key foreign markets, and trade-related issues;
- Featured 250 speakers, 200 partner organizations, with events in Los Angeles and Doha;
- Involved sponsors ranging from blue chip companies, to global service providers, to free zones, and elite universities; and
- Included international CEOs, cabinet-level officials, exports 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.

Thank you,

ROBERT GARCIA
MAYOR
CITY OF LONG BEACH

MARIO CORDERO
EXECUTIVE DIRECTOR
PORT OF LONG BEACH
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

Increase foreign direct investment and international trade.

SelectUSA InvesTech Conference

February 27, 2019 | Vancouver, B.C.
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.

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

International Trade: Economic Development Manager

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

The Port of LONG BEACH
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: