



Date: January 15, 2016
To: Patrick H. West, City Manager *T. West*
From: John Keisler, Director, i-team *JK*
For: Mayor and Members of the City Council
Subject: **BreakThru Long Beach "RFI Release Party"**

Mayor Robert Garcia and the Long Beach i-team invite you to the "BreakThru Long Beach Request for Information (RFI) Release Party." The event will take place on Thursday, January 28, 2016, from 5:30 p.m. - 7:30 p.m., at the Small Business Development Center, at 309 Pine Avenue.

This event celebrates a milestone in the City's partnership with Citymart, Inc., the release of the first two challenges: (1) Launch, Do, Grow and (2) Sparking a Culture of Tech Innovation. The City will be releasing a total of five service challenges over the next 18 months. The event will feature a brief discussion of the challenges, how local businesses can respond, and offer opportunities for networking.

The Knight Foundation and the Long Beach Community Foundation provided a matching grant that has allowed the City to work with Citymart, Inc., a New York-based company that transforms the way cities solve problems by connecting local government with entrepreneurs and citizens. Instead of the City solving the problems alone, Citymart has helped the City develop clear challenge statements that are then issued to the market place. Citymart scouts the globe to find innovative solutions and encourages those firms to respond to City challenges.

For more information regarding the event, please call Rachael Tanner, Program Specialist, at (562) 570-6999 or Rachael.Tanner@longbeach.gov.

JK:AC/rat

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
AMY BODEK, DIRECTOR, DEVELOPMENT SERVICES,
MICHAEL CONWAY, ECONOMIC AND PROPERTY DEVELOPMENT
JOHN GROSS, DIRECTOR, FINANCIAL MANAGEMENT
MICHAEL DUREE, CHIEF, LONG BEACH FIRE DEPARTMENT
KELLY COLOPY, DIRECTOR, DEPARTMENT OF HEALTH AND HUMAN SERVICES
BRYAN SASTOKAS, DIRECTOR, TECHNOLOGY AND INNOVATION

BREAKTHRU LB

RFI RELEASE PARTY!

The City of **LONG BEACH** is partnering with **CITYMART**, with the support of the **LONG BEACH COMMUNITY FOUNDATION** and the **KNIGHT FOUNDATION**, to find creative solutions to local challenges. Celebrate the release of the 'Launch, Do, Grow Challenge' and 'Sparking a Culture of Tech Innovation' Requests for Information (RFI).

January 28th, 2016

Start at 5:30pm

Brief Program 6:00pm

Networking 6:30-7:30pm

309 Pine Ave, Long Beach

Light refreshments, panel discussion regarding the challenges, how to participate, and networking with regional innovators.

BreakThru LB Requests for Information



SPARKING A CULTURE OF TECH INNOVATION

How can the City of Long Beach catalyze a local ecosystem that supports the technology and innovation economy? Long Beach seeks to position itself as Southern California's innovation engine - a city that welcomes, supports, and ultimately exports advancements in technology. To realize this goal, Long Beach is seeking to foster a culture of innovation and develop a strong ecosystem that supports innovators, entrepreneurs, research and development. The City is seeking creative, proven strategies to bring together people from all industries and walks of life to find inspiration, nourish their ideas, connect with investors, and reach their full potential.



LAUNCH DO GROW

How can the City make it easier for first-time entrepreneurs to launch, do business, and grow in Long Beach? The City wants to find better ways to support entrepreneurs starting a business for the first time. In order to meet business needs more effectively, the City seeks solution(s) that will (1) Effectively triage business service activity and provide customized next steps based on the business classification and the business model, (2) Build on the City's current effort to provide a true one-stop shop for all business processes and service information across the larger business services network, (3) Communicates clearly to entrepreneurs, and (4) Reaches diverse and traditionally hard to reach populations.