



City of Long Beach
Working Together to Serve

Memorandum

Date: October 10, 2017
To: Patrick H. West, City Manager *PHW*
From: John Keisler, Director of Economic Development *JK*
For: Mayor and Members of the City Council
Subject: **Amazon Recruitment Team Update**

At its September 12, 2017 meeting, the City Council directed the City Manager to assemble a recruitment team to work with the Economic Development Department (ED), all applicable City departments, County and State agencies, such as GO-BIZ, and private partners to develop an incentive package to entice large corporations, such as Amazon, to consider the City of Long Beach as the location for its next headquarters. The purpose of this memo is to provide an update regarding this effort.

On September 7, 2017, Amazon issued a request for proposals (RFP) from cities and Metropolitan Statistical Areas (MSA) for location of its second headquarters (HQ2). The RFP calls for 500,000 square feet of available office space in 2019 and up to 8 million square feet of office space within 15 years, to house up to 50,000 employees. Other minimum requirements include a metropolitan population of 1 million or more, a friendly and stable business environment, and an urban or suburban environment with the ability to attract strong technical talent. The deadline for the submission of proposals is October 19, 2017.

Given that Long Beach has a population of less than 1 million, the City must partner with other cities in the MSA to submit a qualified proposal. Fortunately, the City is part of an MSA — Los Angeles/Long Beach/Anaheim — that allows the City to partner in creative, and diverse proposals in both Los Angeles and Orange counties. The City is currently developing two dynamic regional proposals with the Los Angeles Economic Development Corporation (LAEDC) and the City of Huntington Beach, that present diverse and exciting opportunities for Amazon to consider for their next headquarters on the Southern California coast.

Due to the breadth and depth of the RFP minimum requirements, the recruitment effort has required the daily participation of multiple City departments, support from private property owners, and collaboration with both County and State officials. Staff will continue to collect technical information about regional assets, testimonials from local celebrities, and letters of support from both local business leaders and elected officials.

Staff is developing the application, but any and all agreements involving incentives or contractual agreements would have to be approved by the City Council at a later date. If the City is successful in moving forward to the next step in the attraction of Amazon HQ2, staff will provide detailed briefings with the City Council.

Thank you for your support in this effort. Please contact John Keisler, Director of Economic Development, by phone (562) 570-5282 or email john.keisler@longbeach.gov with any questions.

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