

Date: February 10, 2021

To: Thomas B. Modica, City Manager

From: John Keisler, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: **Economic Recovery Strategy Update—Community Engagement Efforts**

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At its December 15, 2020 meeting, through agenda [Item NB-33](#), the City Council received and filed a report on the development of an Economic Recovery Strategy and provided input and policy direction to staff on economic recovery priorities to address the economic impacts of COVID-19, with an emphasis on equity, to promote the recovery of businesses and jobs across all sectors of the Long Beach economy. The purpose of this memorandum is to provide an update regarding recent community engagement efforts.

## **BACKGROUND**

On December 1, 2020, the Economic Development and Finance Committee (Committee) of the Long Beach City Council met to [review](#) the economic impacts of COVID-19 and refer a recommendation to the City Council to begin development of an inclusive economic recovery strategy for Long Beach businesses, workers, and property owners. The Committee received a report providing background information, and approved staff's recommendation to develop a comprehensive economic recovery strategy and to refer this item to the City Council with the following objectives:

1. Develop a comprehensive Economic Recovery Strategy to accelerate the economic recovery of Long Beach businesses and workers from COVID-19, based on research from the Economic Equity Studies, addressing immediate and urgent items, identifying key performance measures, and recommending shovel-ready projects to be implemented immediately as funding becomes available.
2. Engage with staff from the Economic Development Department, Office of Civic Innovation, Economic Development Commission, Long Beach Economic Partnership, Long Beach Center for Economic Inclusion, and industry partners to conduct a robust community outreach program to solicit input and feedback regarding the Economic Recovery Strategy from local business owners and workers.
3. Incorporate goals and objectives from the Framework for Racial Reconciliation report to promote a more racially inclusive and equitable economic recovery.
4. Identify and implement the legislative agenda required to advocate for projects identified in the Economic Recovery Strategy and to secure funding from State and Federal governments in future stimulus bills.
5. Prepare and deliver to the City Council for approval, no later than April 1, 2021, the Economic Recovery Strategy final report for distribution to the community and partners.

## **COMMUNITY ROUNDTABLES**

In an effort to return to the City Council with an Economic Recovery Strategy before April 1, 2021, staff have begun scheduling community engagement meetings with nonprofit organizations, business associations, and industry experts identified by the City Council and the Economic Development and Finance Committee. Each group is provided an Economic Recovery Strategy Roundtable Overview (Attachment) that outlines the background and objectives of the Roundtable. The following is a preliminary list of groups that City staff will be meeting with in the coming month to collect feedback for the Economic Recovery Strategy:

- Long Beach Bar Coalition Roundtable
- Long Beach Restaurant Association
- Council of Business Associations (COBA)
- Long Beach Convention and Visitors Bureau (CVB)
- Long Beach Chamber of Commerce
- Downtown Long Beach Alliance (DLBA)
- Long Beach Economic Partnership (LBEP)
- Long Beach Center for Economic Inclusion (LBCEI)
- The Nonprofit Partnership (TNP)
- Long Beach Chamber of Commerce, Small Business Council
- Long Beach Chamber of Commerce, International Business Council
- Uptown Accelerator Barbershop and Salon Owners
- Uptown Accelerator Re-entry Workers and Entrepreneurs
- Centro Cha LatinX Workers and Business Owners
- Service Sector Workers Labor Representatives
- Pacific Gateway Construction and Trade Workers
- Pacific Gateway On-demand and Gig Workers and Employers
- Long Beach Economic Development Commission

Additionally, City staff will provide regular updates in open public meetings of the Economic Development Commission and Economic Development and Finance Committee of the City Council. The above list will grow as more roundtables are confirmed in the coming days.

## **EQUITY LENS**

The City has incorporated the Equity Toolkit in this recommendation, as requested by the City Council on April 21, 2020. For many, the pandemic has the potential to exacerbate existing racial, economic, health, education, and gender inequities. In response, the City will consider racial and economic equity questions as part of these roundtables; and, will ask participants to examine how the most vulnerable businesses and workers are affected by the impacts of COVID-19.

## **NEXT STEPS**

This is a critical time for business owners and workers in Long Beach. Thank you for your engagement with this important initiative to develop a robust, inclusive, and community-based Economic Recovery Strategy for the City. Please do not hesitate to contact me by email [John.Keisler@longbeach.gov](mailto:John.Keisler@longbeach.gov) or by phone if you have any questions or concerns.

### ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
LINDA F. TATUM, ASSISTANT CITY MANAGER  
TERESA CHANDLER, DEPUTY CITY MANAGER  
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MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #[20-1259-NB-33SR](#))  
DEPARTMENT DIRECTORS

City of Long Beach  
**Economic Recovery Strategy Roundtable Overview**  
February 4, 2021

## Background

On December 1<sup>st</sup>, the Economic Development & Finance Committee (Committee) of the Long Beach City Council met to [review](#) the economic impacts of COVID-19 and refer a recommendation to the City Council to begin development of an inclusive economic recovery strategy for Long Beach businesses, workers, and property owners. On December 15<sup>th</sup>, the City Council [directed](#) the City Manager to implement the following five (5) objectives. Review the [presentation](#) online.

## Objectives

1. **Strategy:** develop a comprehensive Economic Recovery Strategy (Strategy) to accelerate the economic recovery of Long Beach businesses and workers from COVID-19.
2. **Community Outreach:** conduct a robust community outreach program to solicit input and feedback regarding the Strategy from local business owners and workers.
3. **Equity:** incorporate goals and objectives from the Framework for Racial Reconciliation report to promote a more racially inclusive and equitable economic recovery.
4. **Legislation:** identify a legislative agenda required to advocate for projects identified in the Strategy and to secure funding from State and Federal governments in future stimulus bills.
5. **Final Report:** prepare and deliver to the City Council for approval no later than **April 1, 2021**, the Strategy final report for distribution to the community and partners.

## Roundtables

City staff are in the process of scheduling and conducting up to twenty-four (24) Roundtables with community-based organizations, business associations, workers, and industry experts [in the month of February](#), to identify and develop “shovel ready” recommendations to present to the Economic Development & Finance Committee and City Council for approval no later than April 1<sup>st</sup>.

- **Virtual Format:** via Zoom with call-in options
- **Timing:** February 1<sup>st</sup> to February 12<sup>th</sup>
- **Length:** 90-minutes
- **Agenda:** participants will receive a short presentation and respond to a series of questions
- **Recording:** meeting video, audio, and chat will be recorded
- **Outcome:** responses will be summarized and included in Final Report to City Council no later than April 1<sup>st</sup>

