A New Adventure for John Keisler

Longtime City employee John Keisler has announced his departure from the City of Long Beach. Mr. Keisler joined the City of Long Beach in 2005 and has served as the director of the Department of Economic Development since 2017. He is leaving the City to join a private sector company in a leadership role.

“John has transformed economic development in the City and has set a precedent for innovative, equitable and sustainable growth that our city will continue to benefit from for many years to come,” said City Manager Tom Modica. “He is the true definition of a public servant, dedicated to improving his community and has built an amazing team and network of supporting organizations to help grow Long Beach’s economy.”

In his role as the Economic Development Director, Mr. Keisler oversaw activities related to real estate, business and workforce development across four bureaus with 88 full-time staff. The Department manages approximately $23 million in revenue and has an annual budget of approximately $20 million.

Mr. Keisler is known for his personal passion to increase equitable economic opportunities for workers, investors and entrepreneurs. During his tenure as director, the City re-established the Economic Development Commission and developed the 10-Year Blueprint for Economic Development, which led to a new vision for economic growth and helped to facilitate a historic increase of private sector investment in the city. Mr. Keisler made contributions to creating a more equitable and inclusive economy through the Everyone In Plan, Digital Inclusion Roadmap, the Framework for Reconciliation and the Long Beach Recovery Act, which established 33 new economic support programs and over $30 million in direct economic support to the local economy following the economic emergency caused by COVID-19. Other Department accomplishments include the launch of BizPort, BizCare Outreach, the Economic Insights Dashboard, the Guaranteed Income Pilot Program, WorkLB, the Economic Inclusion Initiative, Business License and Fee Grant, and Storefront Reopening programs. The Department was also a founding member of the Long Beach Accelerator, Long Beach Economic Partnership, Long Beach Center for Economic Inclusion, and the Institute for Innovation & Entrepreneurship at CSULB.
Mr. Keisler has additionally held a multitude of other leadership roles during his tenure with the City, including Office of Civic Innovation Director, Long Beach Police Department Chief Financial Officer, and Bureau Manager for Parks, Recreation and Marine Business Operations Bureau and Animal Care Services Bureau.

“Over 70 years, the City of Long Beach has been a source of inspiration and opportunity for the Keisler Family. This is the city where my grandparents were able to buy their first home in the 1940s and to send their first child to college at CSULB,” said Keisler. “It has been an honor and a privilege to serve the City and to raise our two boys in such a diverse, dynamic, and aspirational community. Although I may be leaving City Hall, my wife Laura and I will remain active and engaged members of the Long Beach community and will continue our work to make it a city of opportunity for generations to come.”

Mr. Keisler continues to live in Long Beach with his wife and two sons where he serves on a number of community non-profit boards. His last day with the City is March 31, 2022. The City Manager will assign an interim director while the City conducts a national recruitment to permanently fill the position.

Please join us in wishing John much success!

Bid Opportunity for Museums, Preservation Groups, and/or Developers Interested in Preserving a Piece of History

The City of Long Beach is currently soliciting the opportunity for qualified museums, preservation groups and/ or developers to acquire lifeboats from the RMS Queen Mary (ED22-031 Queen Mary Lifeboat Disposition), affording them the ability to preserve and feature a piece of history at their place of choice. The City is looking for entities who are interested in the preservation of these historic lifeboats. The electronic bidding system, PlanetBids, provides an easy and accessible way to submit your proposal, while ensuring fairness during the application and selection process. Registered companies and organizations will receive customized emails notifying them of specific bids, the ability to search for bids, and download documents.

We strongly encourage registering for PlanetBids. More information about how to register and answers to any questions is available at longbeach.gov/purchasing.

For those who submit a proposal (ED22-031 Queen Mary Lifeboat Disposition) a site walkthrough will be hosted on February 25th, 2022, to allow proposers to assess the state of all lifeboats that are made available.
City of Long Beach Recovery Act (LBRA) Digital Inclusion Resources and Services Request for Proposals

As part of the City of Long Beach’s (City) effort to bridge the digital divide, the Economic Development (ED) and Technology & Innovation (TID) departments have announced two funding opportunities for Long Beach organizations to implement digital inclusion resources and services administered to residents and business owners most in need. Funded through the Recovery Act, organizations can submit proposals for opportunities including distributing hotspots and computing devices, offering computer literacy training and implementing community outreach.

Eligible organizations are encouraged to submit proposals through the City’s Vendor Portal, PlanetBids, by 11 a.m. (PST) on Mar. 1, 2022. Questions regarding the RFPs can be directed to the City’s Purchasing Team at rfppurchasing@longbeach.gov.

For information regarding the City’s Digital Inclusion Initiative, visit the website.

City Launches Request for Qualifications for Grant Writing Services

The City of Long Beach is seeking grant writing consultants and firms to provide grant writing services for various City Departments that require assistance applying for county, state, federal and philanthropic grants. Now through Feb. 23 at 11 a.m., eligible organizations are encouraged to submit proposals through the City’s Request for Qualification (RFQ) Vendor Portal, PlanetBids, for consideration.

To be eligible, consultants and firms must meet the following criteria:

- Be a grant writing consultant or firm offering tailored grant writing services with at least five years’ experience providing grant writing services for a range of simple
to complex federal, state, county, and philanthropic grants to government agencies.

- Have familiarity with current procedures for submission of applications under grants.gov, including the use of Workspace, preparation of SF-424s and other relevant federal forms; similar knowledge of FEMA and other portal requirements; requirements of SAM.gov, FFATA, etc.
- Have experience and capacity to produce grant deliverables under tight deadlines.
- Have strong project management and administration skills.
- Be able to apply an equity lens throughout the grant application process.
- Have a Long Beach business license (must be obtained prior to final contract award).

Details related to scope areas, eligibility requirements and submission instructions are available at PlanetBids. The City also has developed an instructional video on the registration process.

For more information, please click HERE.

**Long Beach Buys**

The City of Long Beach will launch a new procurement platform, Long Beach Buys, in mid-2022. This platform launched on Wednesday, February 16, 2022, and registration on Long Beach Buys will be open to all vendors. All vendors must have registered through Long Beach Buys to access and participate in opportunities, even if you already created a profile in the past. Registration and use of Long Beach Buys is free to all vendors.

Note that the City of Long Beach will continue to post opportunities and receive proposals in our current system until the new platform is fully live in mid-2022. For regular updates navigate to https://www.longbeach.gov/purchasing!

Visit https://longbeachbuys.buyspeed.com/bsoc/ to register today!
Small Business Accelerator

NEXT Long Beach Small Business Accelerator powered by OmniWorks is helping women and BIPOC entrepreneurs grow their business.

The FREE program includes personalized mentorship, mastermind sessions for peer idea exchange and accountability, expert workshops, and online networking events with other entrepreneurs in our community.

Building your business is challenging – but you don’t have to do it alone.

Click here to register today!

Links

[Official Statement by City of Long Beach Health and Human Services Department Regarding Updated Mask Requirements](#)

[Advanced Air Mobility in Southern California: Wisk Aero Partners with Long Beach](#)

For more information, please contact Mary Frances Torres, SR/WA, Acting Real Estate Development Bureau Manager, Economic Development Department, at mary.torres@longbeach.gov.