February 3, 2022

**Long Beach City Council Approves Adoption of Parks, Recreation and Marine 10-Year Strategic Plan**

The Long Beach City Council approved the adoption of the proposed Parks, Recreation and Marine (PRM) Strategic Plan (Plan) on January 18, 2022. The Plan will guide PRM’s operational, staffing and budget decisions for a 10-year period from 2022 to 2032 and serve as a tool to adapt park services as the community’s needs evolve.

“Our Long Beach parks, beaches and related programs have always played an essential role in our community’s daily lives,” said Mayor Robert Garcia. “This new plan outlines goals and outcomes for how the community envisions park spaces and programs to progress and continue to be accessible, enjoyable and equitable for all residents over the next 10 years.”

The new Plan presents existing conditions and community input and reflects community-identified goals, values and actions. The history of Long Beach parks, park acreage and assets, park services and amenities, relevant plans, park equity, demographics and departmental responsibilities are also included.

**Community Input**

The Plan was created with robust community engagement in mind, including online and hard copy public surveys that were available in English, Spanish, Khmer and Tagalog. While engagement efforts were initially conducted in person, in 2020 the COVID-19 pandemic required a shift to virtual engagement to comply with local and state health and safety orders. More than 2,000 community members accessed the survey online or by submitting hard copies to voting box stations throughout the city, with a total of 1,632 completed surveys submitted. Public outreach also included virtual stakeholder meetings that garnered 75 community participants and targeted email blasts and communication outreach to over 400 community organizations, neighborhood associations and local stakeholder groups.

**Summary of Plan Goals and Outcomes**

The final Plan includes various projected goals and outcomes to ensure the implementation of accessible and equitable programs and services to meet the diverse needs of the Long Beach community, including the following:

- Provide safe, accessible public spaces.
• Offer meaningful recreation programming and events.
• Prioritize health equity across the city.
• Build innovative and lasting partnerships.
• Connect internally and with the community clearly and transparently.
• Establish an environmentally sustainable park ecosystem.
• Ensure a dynamic and diverse workforce.

With the Plan’s adoption, PRM staff will prioritize outcomes and strategies for short, medium and long-term implementation and report progress on an annual basis to the Parks and Recreation Commission. Plan progress will also be available on the PRM website Strategic Plan webpage at LBParks.org.

**With More Than $1 Billion Back in the Hands of California Families, Governor Newsom Highlights CalEITC Awareness Week**

Governor Gavin Newsom issued a proclamation declaring January 28, 2022 through February 4, 2022 as “CalEITC Awareness Week,” lifting up the state’s transformative supports to help working families, which can combine to put thousands of extra dollars in their pockets to meet basic needs.

To support uptake of the state and federal earned income tax credit and child tax credit programs, California is leading a public-private partnership with philanthropic organizations to invest more than $30 million combined – $15 million from the state and more than $15 million from philanthropy – this tax year in local education and outreach through community-based organizations.

Contributing philanthropic partners include Ballmer Group, Blue Shield Foundation of California, the California Community Foundation, Crankstart and the David and Lucile Packard Foundation. For a list of state-funded community-based organizations, click here. The text of the proclamation can be found here.
The Long Beach Accelerator

The Long Beach Accelerator is thrilled to open the application period for their Summer 2022 Cohort expected to start in June 2022.

The Long Beach Accelerator has graduated 12 cohort companies, 25% of which have received acquisition offers, and collectively raised over $4.5M in capital and earned over $1M in revenue since February 2021.

Startups accepted to the program will receive the resources and runway needed to flourish, including:

- $75,000 to $100,000+ in capital funding in exchange for 7% equity.
- Access to prime working space in Downtown Long Beach.
- A specialized four-month program where each month the startups will work on a specific component of the business with expert instructors, mentors and other resources.
- Digital resource package worth approximately $500,000 and include services such as Amazon Web Services, Air table, Stripe, Zoom, and many more.

Early Bird Deadline: February 4th, 2022
Application Deadline: February 18th, 2022
To apply, please click HERE.

Links

Long Beach moderate-income housing project at old City Hall takes next step
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Queen Mary Repairs in Long Beach to Start This Month

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