



PLANNING FOR ECONOMIC DEVELOPMENT: LONG BEACH'S GOALS, POLICIES, AND PROGRAMS

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May 2, 2019



AGENDA

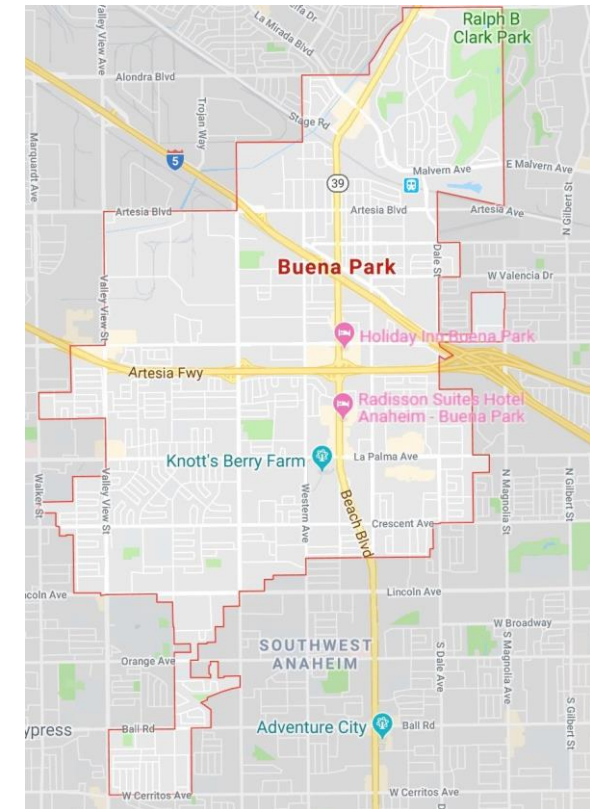
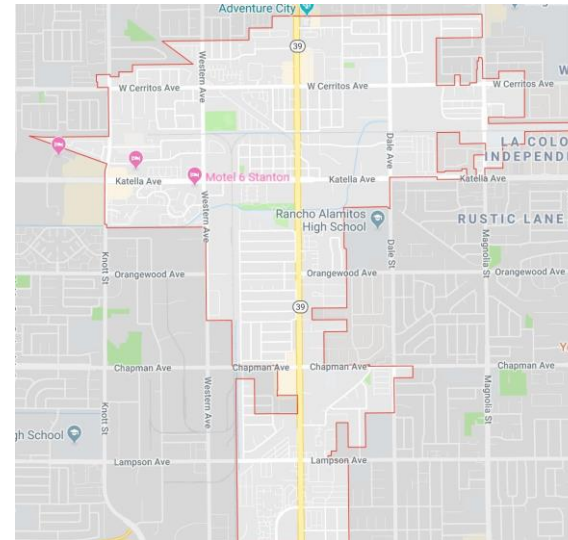
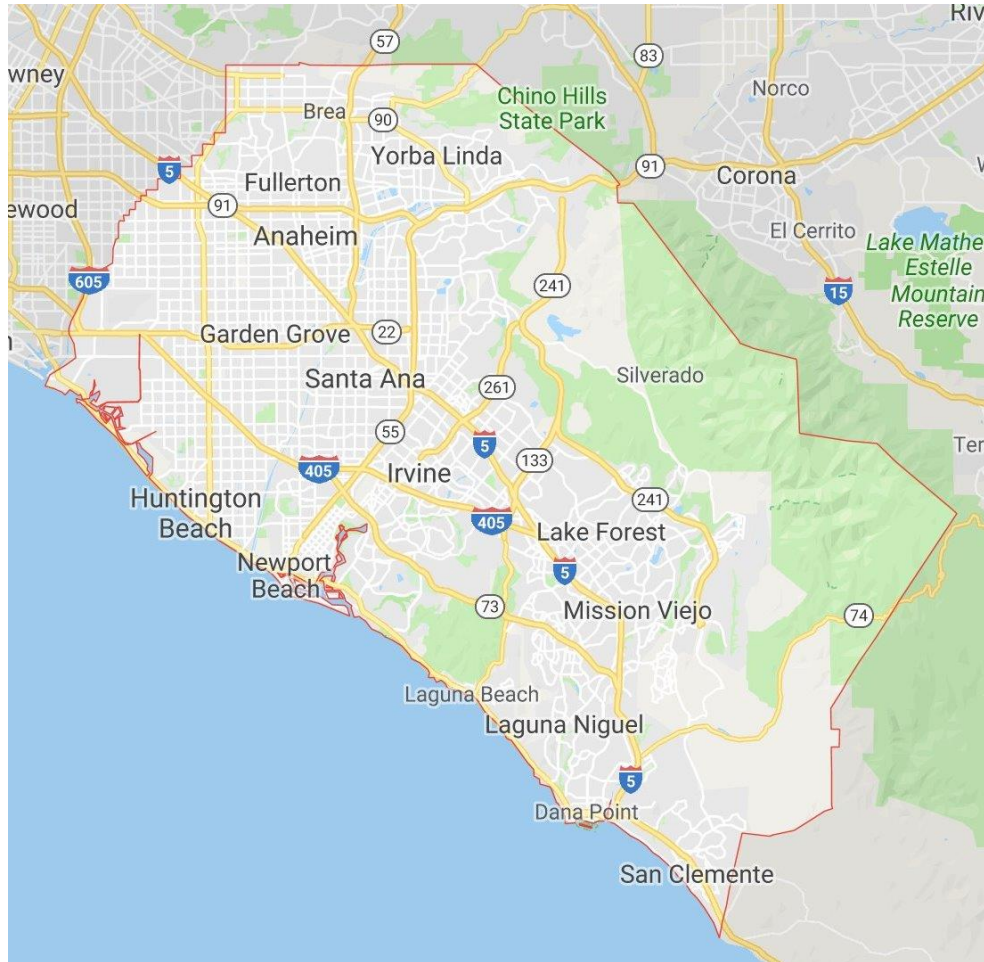
- I. PERSONAL BACKGROUND
- II. JOURNEY TO BECOMING A PLANNER/ECONOMIC DEVELOPER
- III. WHAT IS ECONOMIC DEVELOPMENT?
- IV. LONG BEACH ECONOMIC DEVELOPMENT DEPARTMENT
- V. LONG BEACH LAND USE ELEMENT – ECONOMIC DEVELOPMENT POLICIES
- VI. ECONOMIC DEVELOPMENT BLUEPRINT
- VII. POLICY AND PROGRAM HIGHLIGHTS
- VIII. WRAP-UP AND QUESTIONS

PERSONAL BACKGROUND

MY HISTORY AND WHAT GUIDES ME



RAISED IN ORANGE COUNTY





FATHER AND HUSBAND

- FATHER OF ONE – SOLIMAR
- SOON TO BE TWO – CAMILO
- MARRIED FOR THREE YEARS



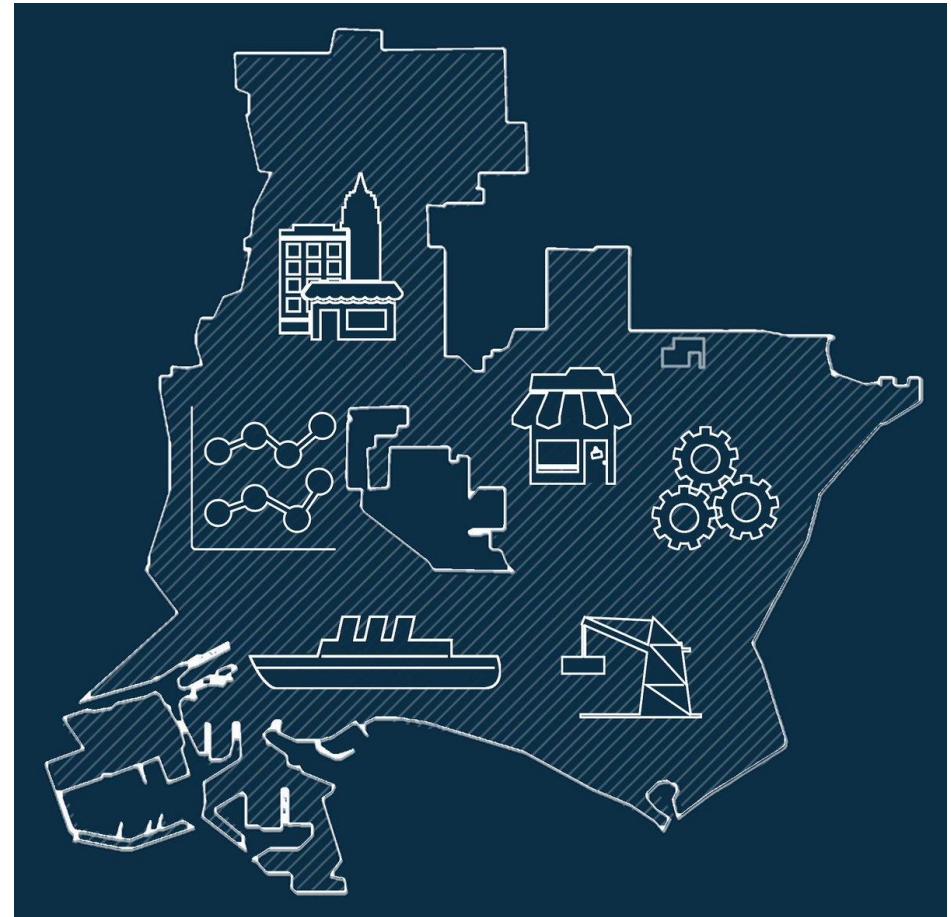
LBC COMMUNITY MEMBER



WHY I LOVE LONG BEACH



- DIVERSE COMMUNITY
- CULTURALLY RICH
- PROUD COMMUNITY
- CREATIVE COMMUNITY
- BIG CITY WITH SMALL TOWN FEEL
- IT'S LONG BEACH!!



JOURNEY TO BECOMING A PLANNER/ECONOMIC DEVELOPER

EDUCATIONAL PATHWAY AND SOCIAL JUSTICE

MY JOURNEY



- COMMUNITY COLLEGE DROPOUT
- SELF-DISCOVERY/EXISTENTIAL CRISIS
- BACK TO COMMUNITY COLLEGE
- CSULB SOCIOLOGY
- SOCIAL JUSTICE/ECONOMIC EMPOWERMENT
- UCLA URBAN PLANNING
- CITY OF LONG BEACH



WHAT IS ECONOMIC DEVELOPMENT?



WHAT IS ED?

- NO SINGLE DEFINITION
- NO SINGLE STRATEGY, POLICY, OR PROGRAM FOR ACHIEVING SUCCESS
- UNIQUE TO EACH COMMUNITY
- A PROCESS THAT INFLUENCES GROWTH AND RESTRUCTURING OF AN ECONOMY TO ENHANCE ECONOMIC WELL BEING

“THE MAIN GOAL OF ECONOMIC DEVELOPMENT IS IMPROVING THE ECONOMIC WELL BEING OF A COMMUNITY THROUGH JOB CREATION AND RETENTION, TAX BASE ENHANCEMENTS, AND IMPROVING QUALITY OF LIFE.”

-INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL: ECONOMIC DEVELOPMENT REFERENCE GUIDE

ECONOMIC DEVELOPMENT TOPICS



BUSINESS RETENTION
AND EXPANSION

INCENTIVES

NEIGHBORHOOD
ECONOMIC
DEVELOPMENT

REAL ESTATE
DEVELOPMENT

INDUSTRY CLUSTERS

INFRASTRUCTURE

PRIVATE-PUBLIC
PARTNERSHIPS

MARKETING

DOWNTOWN
DEVELOPMENT

TRANSPORTATION

SMART GROWTH

E-COMMERCE

QUALITY OF LIFE

ENTREPRENEURSHIP

INTERNATIONAL TRADE

BUSINESS CLIMATE

WORKFORCE
DEVELOPMENT

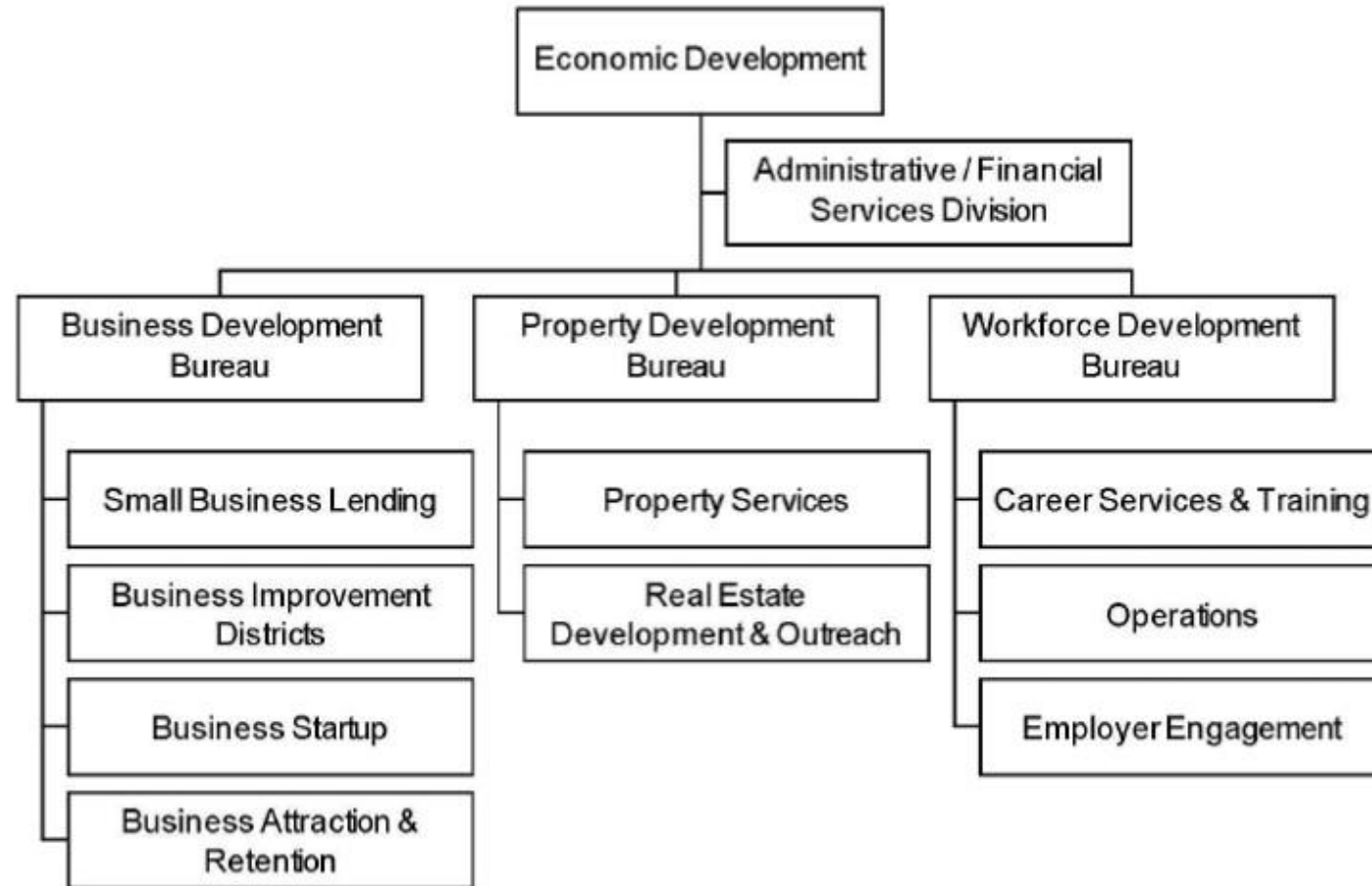
**QUESTION: WHY SHOULD
EQUITY ISSUES BE
CONSIDERED IN ECONOMIC
DEVELOPMENT?**

LONG BEACH ECONOMIC DEVELOPMENT DEPARTMENT

BUSINESS DEVELOPMENT, REAL ESTATE DEVELOPMENT, AND
WORKFORCE DEVELOPMENT



ORGANIZATIONAL CHART



BUSINESS DEVELOPMENT BUREAU



LONG BEACH LAND USE ELEMENT

ECONOMIC DEVELOPMENT POLICIES

**QUESTION: WHAT IS A
LAND USE ELEMENT?**



- GUIDES USE, FORM, AND THE CHARACTERISTICS OF IMPROVEMENTS ON LAND.
- DESIGNATES THE LOCATION, TYPES, AND INTENSITY OF HOUSING, BUSINESSES, INDUSTRIES, OPEN SPACES, PUBLIC BUILDINGS, AIRPORTS, PORTS, MARINAS, AND OTHER USES.
- FOCUSES ON THE URBAN FORM AND CHARACTER BY ADDRESSING HEIGHT AND MASSING OF BUILDINGS, THE RELATIONSHIP BETWEEN BUILDING FACADES AND PUBLIC SIDEWALKS AND STREETS, AND CHARACTER FEATURES SUCH AS COMMUNITY GATHERING PLACES OR PEDESTRIAN AMENITIES.

-LONG BEACH LAND USE ELEMENT

LONG BEACH ECONOMIC DEVELOPMENT LAND USE POLICIES



- IMPLEMENT LAND USE REGULATIONS AND ECONOMIC DEVELOPMENT STRATEGIES THAT WILL HELP DIVERSIFY THE LOCAL ECONOMY AND EXPAND JOB GROWTH
 - PROMOTE LAND USE POLICIES AND ECONOMIC DEVELOPMENT STRATEGIES THAT EMBRACE THE DIVERSE POPULATION OF LONG BEACH
 - SERVE AS A RESOURCE FOR FINANCE, REAL ESTATE, BUSINESS INCENTIVES, TECHNOLOGY, INTERNATIONAL TRADE AND WORKFORCE DEVELOPMENT, AS WELL AS A SERVICES THAT PROVIDES BUSINESSES WITH THE DATA AND TECHNICAL ASSISTANCE NEEDED TO MAKE INFORMED DECISIONS
 - CONTINUE TO OFFER BUSINESS LOAN PROGRAMS FOR NEW STARTUP BUSINESSES
 - MAINTAIN AND IMPLEMENT THE ECONOMIC DEVELOPMENT BLUEPRINT TO IDENTIFY PRIORITIES, SUPPORT PROSPERITY AND IMPROVE LONG-TERM FISCAL COMPETITIVENESS
-

ECONOMIC DEVELOPMENT BLUEPRINT

STRATEGIC VISION FOR ECONOMIC DEVELOPMENT

BLUEPRINT BACKGROUND



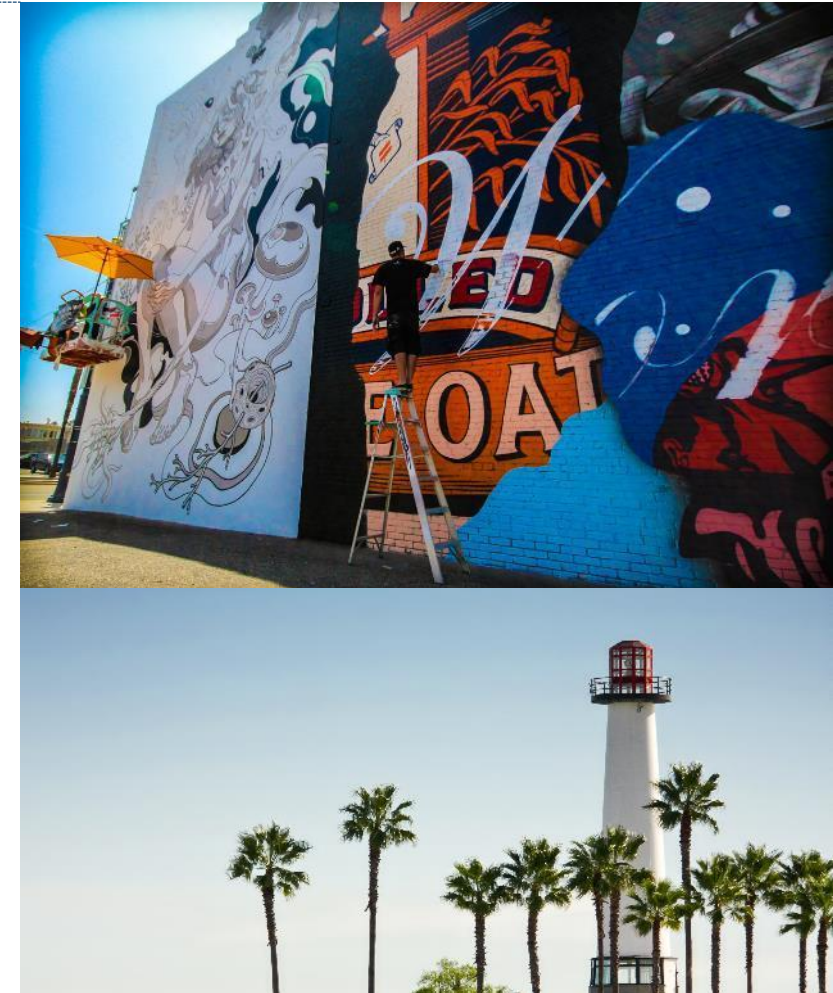
- IN 2015, THE MAYOR AND CITY COUNCIL TASKED THE ECONOMIC DEVELOPMENT COMMISSION WITH DEVELOPING A BLUEPRINT
- ECONOMIC DEVELOPMENT COMMISSION CONSISTS OF 11 MEMBERS REPRESENTING DIVERSE INDUSTRIES AND SECTORS



BLUEPRINT OVERVIEW



- STRATEGIC VISION FOR ECONOMIC DEVELOPMENT THAT DEFINES OBJECTIVES AND RECOMMENDATIONS TO CATALYZE ECONOMIC OPPORTUNITY
- ADOPTED BY THE CITY COUNCIL IN 2017
- KEY DELIVERABLES
 - HIGH-LEVEL POLICY DOCUMENT
 - WORK PLAN FOR ONGOING SOLUTION DEVELOPMENT
 - ONLINE ECONOMIC DASHBOARD



BLUEPRINT VISION



“CITY OF OPPORTUNITY FOR WORKERS, INVESTORS, AND ENTREPRENEURS”

- THE BLUEPRINT SHOULD:
 - SERVE AS A CATALYST FOR ACTION
 - CREATE HIGHER-WAGE JOB OPPORTUNITIES
 - SPUR INVESTMENT THROUGHOUT THE CITY
 - BUILD AN ECOSYSTEM THAT LAYS A FOUNDATION FOR SUCCESS FOR BUSINESSES
 - PROVIDE OPPORTUNITY FOR RESIDENTS TO CREATE, THRIVE, AND POSITIVELY IMPACT WHERE THEY LIVE
-



BLUEPRINT FOCUS AREAS

1. ENGINES OF GROWTH
2. ECONOMIC INSLUSION
3. JOBS AND WORKFORCE DEVELOPMENT
4. BUSINESS ASSISTANCE
5. DEVELOPMENT ENVIRONMENT
6. QUALITY OF LIFE
7. ECONOMIC LEADERSHIP AND COOPERATION



POLICY AND PROGRAM HIGHLIGHTS

WHO LIKES BEER?



LONG BEACH TAPS INTO GROWING BREWERY INDUSTRY



- IN 2015, A ZONING CHANGE PERMITTED CRAFT BREWERIES, WINERIES, AND DISTILLERIES AND ACCESSORY TASTING ROOMS TO OPERATE WITHIN COMMERCIAL, INDUSTRIAL, AND CERTAIN PLANNED DEVELOPMENT DISTRICTS.
- ZONING CHANGE:
 - STREAMLINED THE APPLICATION AND PERMITTING PROCESS
 - REDUCED THE TIME AND COST OF STARTING BUSINESSES
 - PROVIDES CONSCISE DEVELOPMENT STANDARDS TO GUIDE NEW PROJECTS AND MINIMIZE IMPACTS TO COMMERCIAL NEIGHBORS
- BEFORE THE CHANGE, SIMILAR USES WERE ALLOWED IN SPECIFIC ZONING DISTRICTS, SUCH AS INDUSTRIAL ZONES AND BEWPUBS IN THE DOWNTOWN PLAN AREA.

LONG BEACH TAPS INTO GROWING BREWERY INDUSTRY



WELCOME TO BREWERY KNOLLS!



BUSINESS IMPROVEMENT DISTRICTS



BIDS OFFER THE CHANCE FOR PROPERTY AND BUSINESS OWNERS TO POOL RESOURCES TO BE USED FOR AGREED UPON IMPROVEMENTS

EXAMPLES OF BID SERVICES:



Biz retention and recruitment



Street and sidewalk cleaning

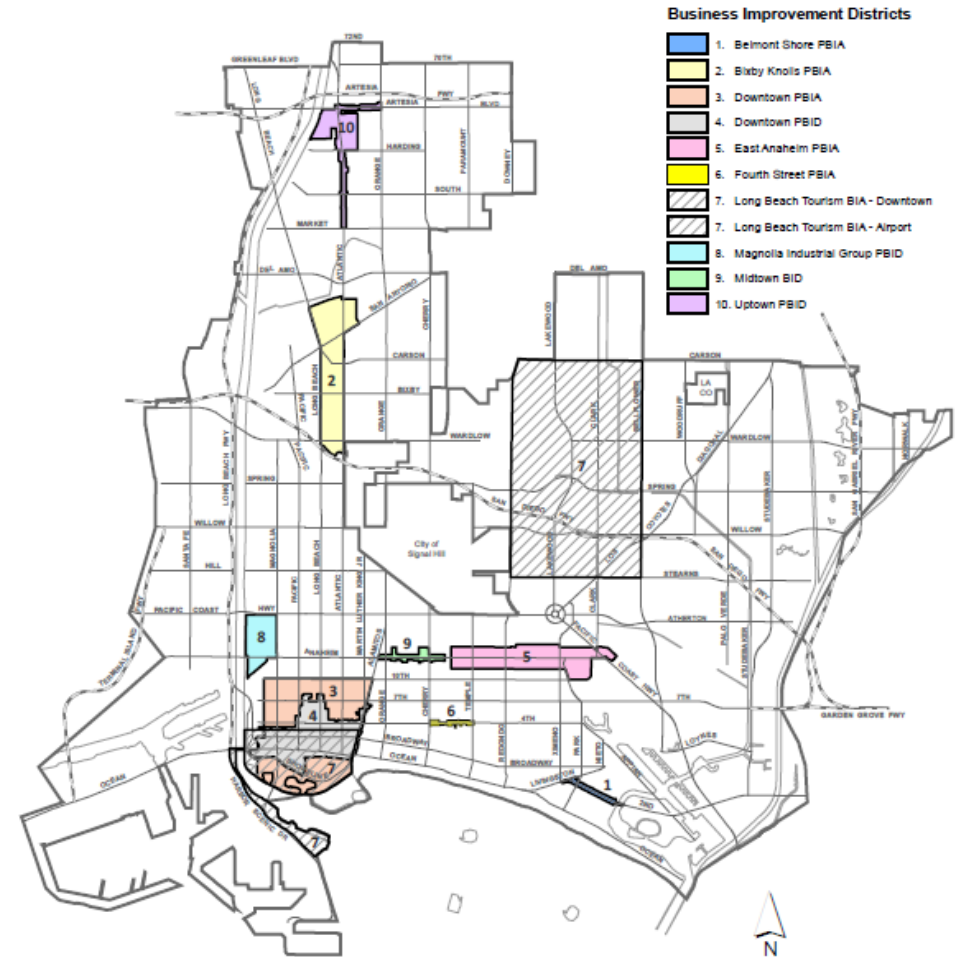


Decorations



Supplemental Security

- 10 BIDS CITYWIDE
- MANAGED BY 9 BUSINESS AND/OR PROPERTY OWNER ASSOCIATIONS
- ANNUAL BID ASSESSMENTS RANGE BETWEEN \$18K AND \$5.8 MILLION





ACCESS TO CAPITAL



Capital Deployed: \$157,000
Number of Businesses: 17
Number of Trustees: 13
Number of Lenders: 1,891



Grow America Fund (GAF)

City Investment: \$1,150,000
GAF loans made: \$8,494,800
of loans made: 23
Total jobs: 460
Leverage of City Investment: \$10.13 : \$1



rose park
COFFEE ROASTERS

Microenterprise Loans

Total number of loans: 55
Minority & Women owned : 26
Amount: \$5,554,965
Jobs: 450



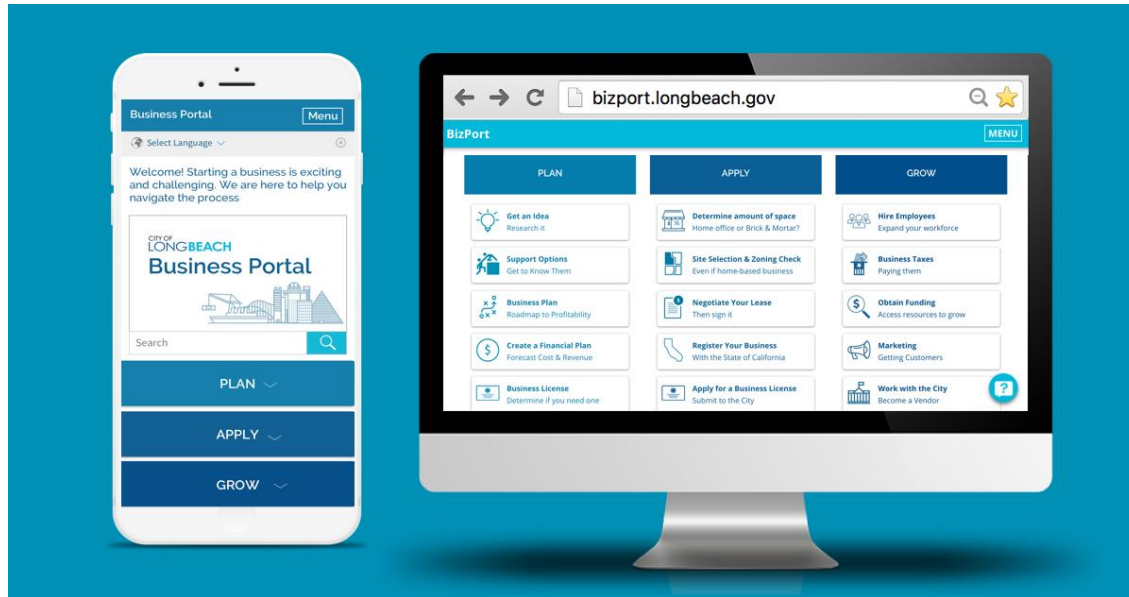
CITY ACCELERATOR PROGRAM



DIVERSIFYING ENTREPRENEURSHIP IN LONG BEACH

- ONE OF FIVE CITIES SELECTED NATIONALLY
- COLLABORATIVE APPROACHES TO MAKING ENTREPRENEURIAL SUPPORT MORE ACCESSIBLE
- MENTORSHIP AND SUPPORT TO SCALE BUSINESSES
- POP UP SHOP

BIZPORT



BIZPORT.LONGBEACH.GOV

GOALS

- REDUCE **CONFUSION** AND CENTRALIZE RESOURCES
- REDUCE **COST** AND EXPEDITE STARTUP PROCESS
- INCREASE **AWARENESS** AND USE OF RESOURCES
- IMPROVE **ACCESS** TO RESOURCES
- **USER-CENTERED** DESIGN

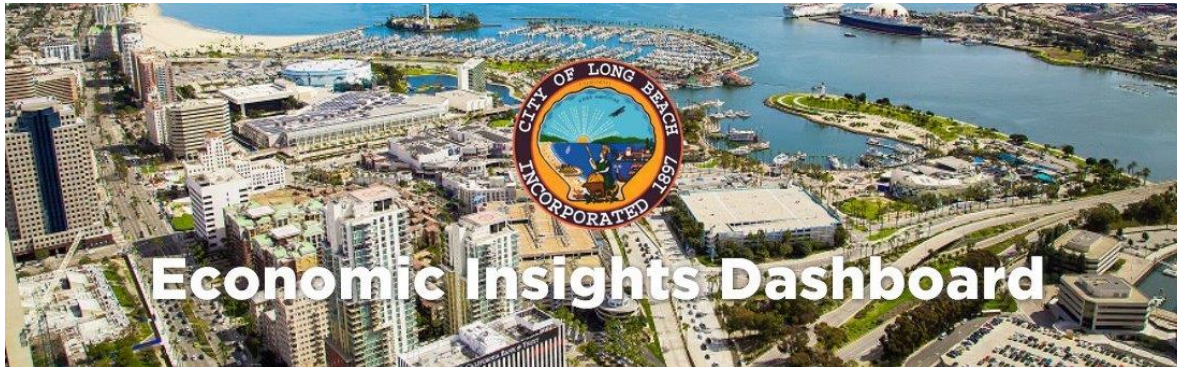
BIZPORT ANALYTICS

37,979 USERS

58,253 SESSIONS

2,400 DIRECT INQUIRIES

ECONOMIC INSIGHTS DASHBOARD



Household and Per Capita Income

Median Household Income

Long Beach, CA

\$55,151
USD

California

\$63,783
USD

Per Capita Income

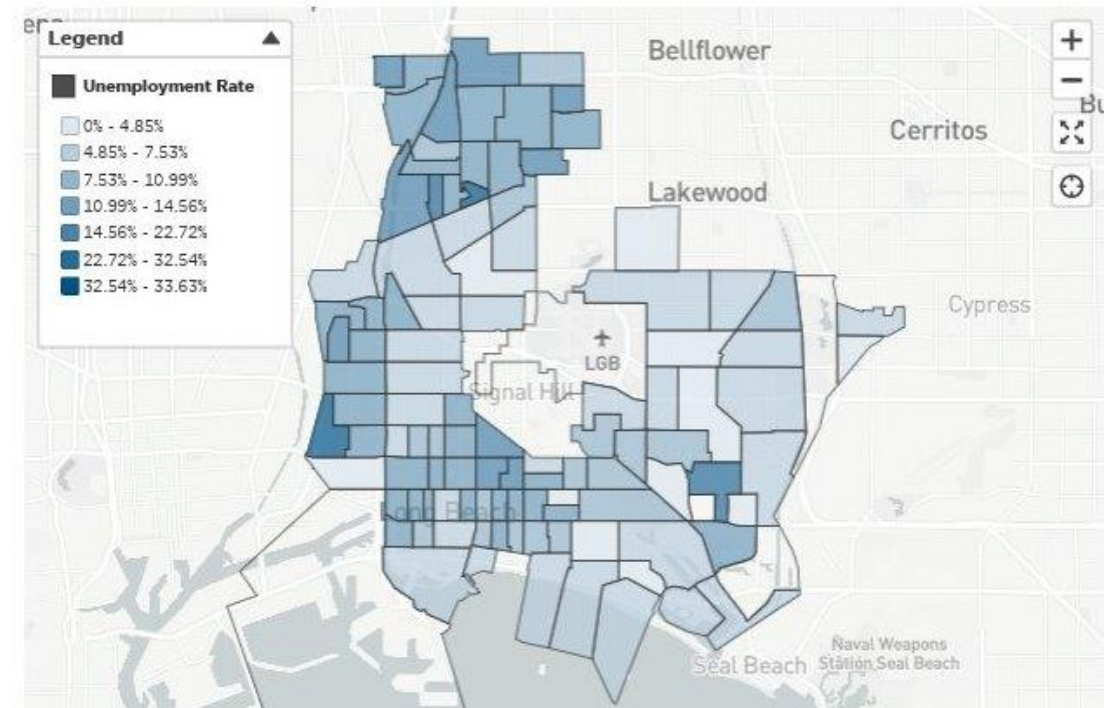
Long Beach, CA

\$27,752
USD

California

\$31,458
USD

Map of Unemployment by Census Tract in Long Beach



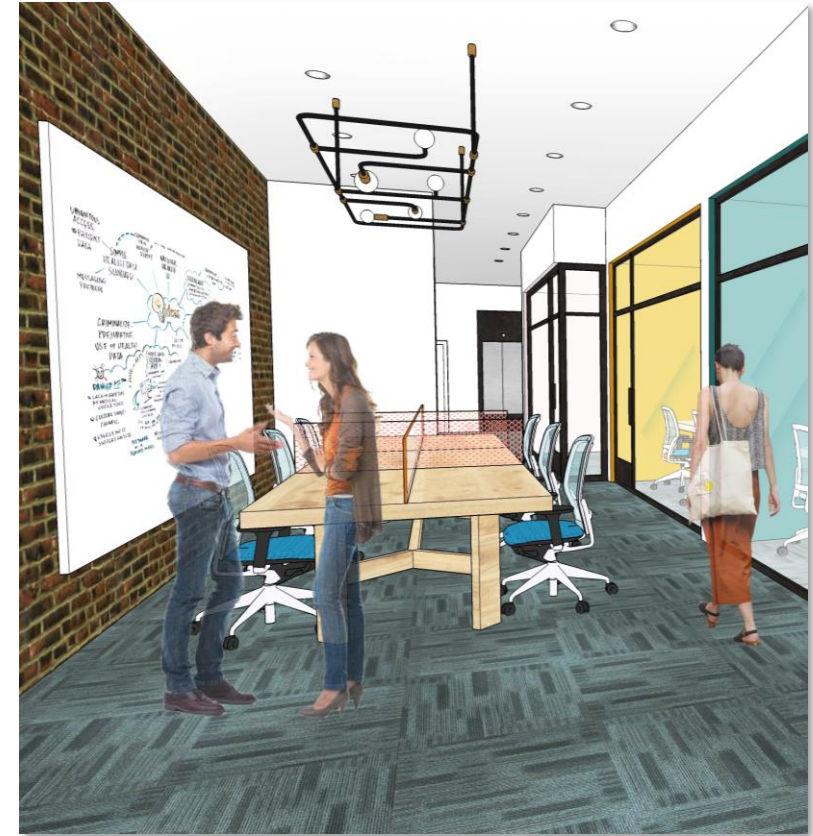
SHAUN LUMACHI INNOVATION CENTER



BEFORE



AFTER



INTERIOR

QUESTIONS?