



Blueprint 2.0

Economic Development & Finance Committee—March 8, 2022



CITY OF
LONG BEACH

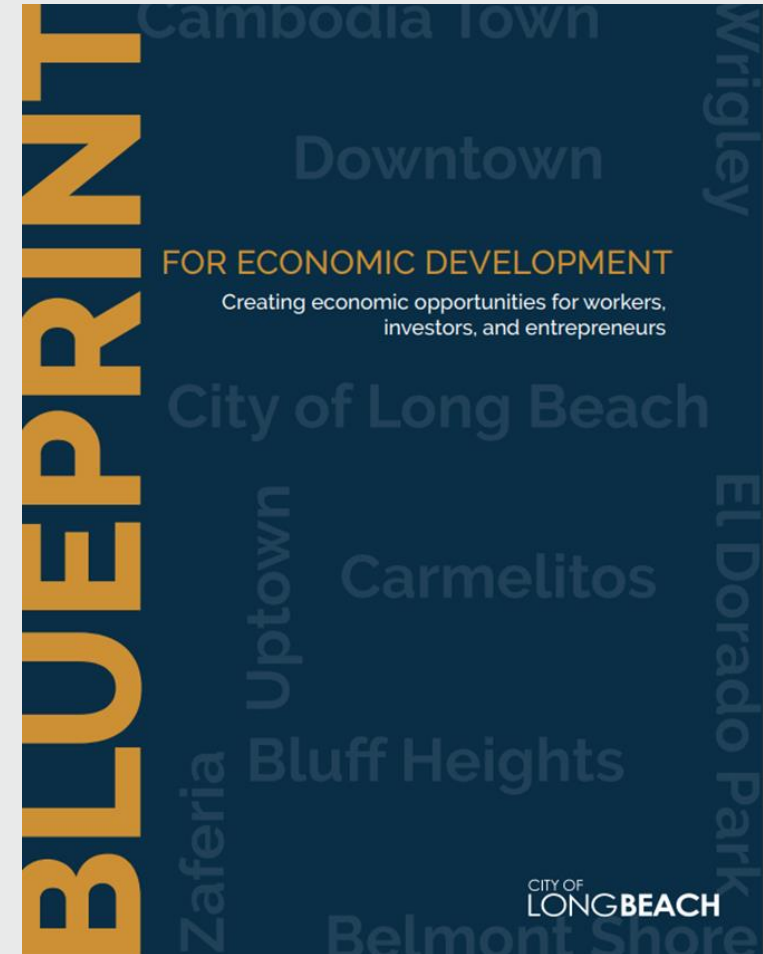
Blueprint for Economic Development (April 4, 2017)

Mission:

- *Creating equitable economic opportunities for workers, investors, and entrepreneurs.*

Objectives:

- Grow and strengthen established industry clusters and emerging sectors in Long Beach.
- Increase access to economic opportunities in low-income communities to advance economic equity.
- Ensure workforce preparedness and business competitiveness through alignment of economic development, training, education, and community partners.
- Make long-term investments in quality of life strategies to grow businesses, jobs, and investment that support a thriving local economy.



5 Years in the Making:

- Blueprint for Economic Development (City Council) April 4, 2017
- COVID-19 Restrictions (Economic Transformation) March 2020
- Economic Response Plan (CARES Act) March to December 2020
- Racial Reconciliation Framework May to October 2020
- Call to Action: Economic Development Commission August 8, 2020
- (25) Economic Recovery Roundtables (ED&F) January to March 2021
- Economic Recovery Plan Adoption (City Council) March 16, 2021
- Long Beach Recovery Act (ARPA) October 1, 2021
- (16) Blueprint 2.0 Study Sessions (EDC) April 2021 to February 2022

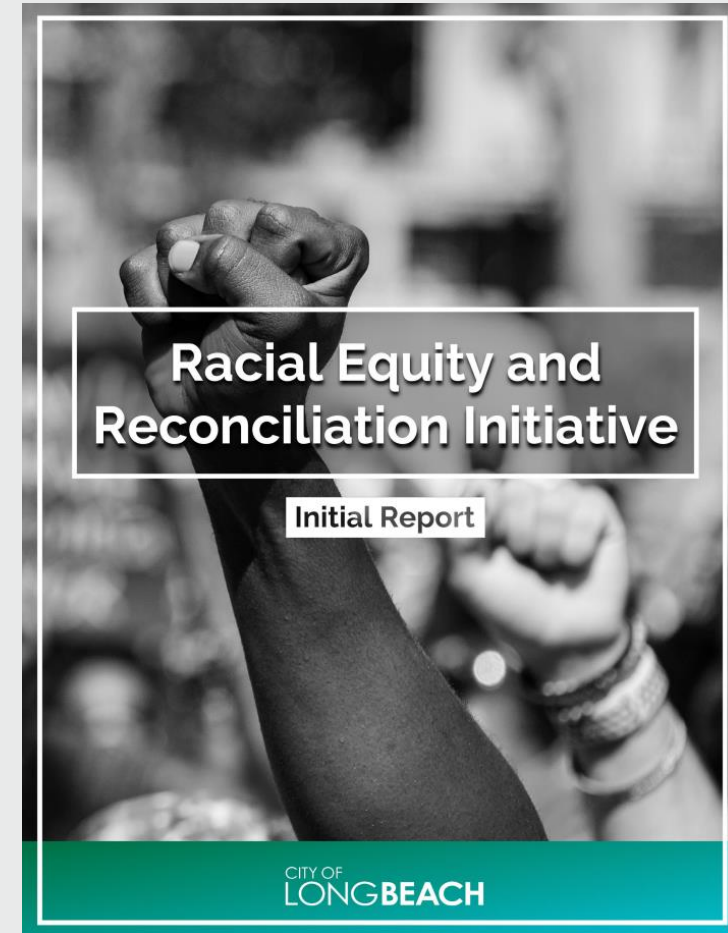
** Over 40 roundtables, public meetings, and study sessions held over 2-year period in the development of the Blueprint 2.0 recommendations.*

A Vision for 2030

City Council Priorities

Fiscal Year 2022 Budget:

1. Implement Long Beach Recovery Act including 33 new economic support programs to support a more inclusive and equitable economic recovery.
2. Create a more inclusive economy by 2030
3. Operationalize Digital Inclusion Roadmap to eliminate the digital divide for all residents, workers, and business owners by 2025.
4. Incorporate goals of Racial Equity and Reconciliation Initiative to eliminate economic disparities in communities most impacted by racism.
5. Implement multi-year action plans for major City real estate assets (Economic Empowerment Zones, Queen Mary, Convention Center, etc.)



Economic Development Commission Priorities

Call to Action

1. Internet for All
2. Information is Power, Empowering the Powerless
 - a) Address Structural Racism
 - b) Equity & the Essential Workforce
 - c) Invest in the Caring Economy
 - d) Population Health
 - e) Cultivating the Green Economy
 - f) Community Pride & Ownership

The Equitable Transformation of the Post-COVID-19 Economy
A Call to Action
Economic Development Commission (EDC)
Updated: August 10, 2020

As a community, we are in unprecedented times that offer a critical opportunity for reflection and action.

The COVID-19 pandemic has disrupted all aspects of our lives and our economy. It has stressed critical health and city infrastructure and highlighted racial inequities across our economy, particularly the disproportionate burden placed on our "essential workforce" across all industries and sectors. COVID-19 clearly exposed our growing digital divide and the effects on those who can work from home and those who cannot.

While we sheltered in place, we witnessed the almost immediate transformation of our air quality and health of our oceans as our daily human activities dramatically decreased. This ongoing, global pandemic has given us time to reflect on our humanity and time to take stock in our individual, familial and societal resources and responsibilities. It has also given us time to acknowledge our vulnerabilities and accept that we must do better. We may all be in the same storm, but we are in very different boats.

The viral impact and worldwide ripple effect of the murder of Mr. George Floyd has been a catalyst for the reawakening of our social consciousness. It reignited our need to address the long-standing effects of structural racism at every level in our communities, cities, and country. The confluence of these significant challenges, including structural racism, the future of work, and the need for environmental stewardship is also an important opportunity to reimagine a better, more equitable world.

The City of Long Beach's [10-year Economic Development Blueprint](#) (Blueprint) was developed by the EDC and adopted in 2017. The Blueprint advances a 10-year vision of Long Beach as "the city of opportunity for workers, investors, and entrepreneurs." This document sought to proactively recognize and seek solutions to civic and socio-economic challenges and opportunities. Equity is the foundational element of the [Economic Inclusion Focus Area](#) of the Blueprint. Today, our commitment is to refresh, reassess, refocus, and uplift blueprint activities that will truly make Long Beach a "city of opportunity for all."

Our goal as the EDC is to recommend an effective and sustainable path to position Long Beach as a leader and model for cities of the future. The following priorities and goals acknowledge the recommendations outlined by Black Lives Matter, plans enacted by the City Council, and new initiatives proposed by Mayor Garcia.

1. **Internet for All:** As training, business, and education opportunities move to digital formats the "Digital Divide" is getting wider. Families and businesses in some Long Beach communities have limited or no access to high-speed internet to pursue their education, apply for jobs, or interact with their business customers.

New Focus Areas

1. Engines of Growth
2. Economic Partnerships
3. Equity & Economic Inclusion
4. Small Business Retention & Attraction
5. Talent Recruitment & Retention
6. Digital Connectivity & Inclusion
7. Real Estate Development
8. Quality of Life

** Digital Connectivity & Inclusion was added as its own Focus Area in the new Blueprint.*

ENGINES OF GROWTH	7
ECONOMIC INCLUSION	8
JOB AND WORKFORCE DEVELOPMENT	9
DEVELOPMENT ENVIRONMENT.....	10
BUSINESS ASSISTANCE	11
QUALITY OF LIFE	13
ECONOMIC LEADERSHIP AND COOPERATION.....	15

User-Friendly Format

- Mission Statements
- Objectives
- Recommendations

** Retaining short, user-friendly format (e.g. one page per Focus Area), to make Blueprint accessible to community.*

ENGINES OF GROWTH



Grow and strengthen our established industry clusters and emerging sectors.

OBJECTIVES:

- Increase the number of businesses and jobs in key industry clusters.
- Increase the number of businesses and jobs in traded industries.
- Increase research capacity and relevancy as measured by approved patents.
- Increase tourism activity as measured by Transient Occupancy Tax revenue.

RECOMMENDATIONS:

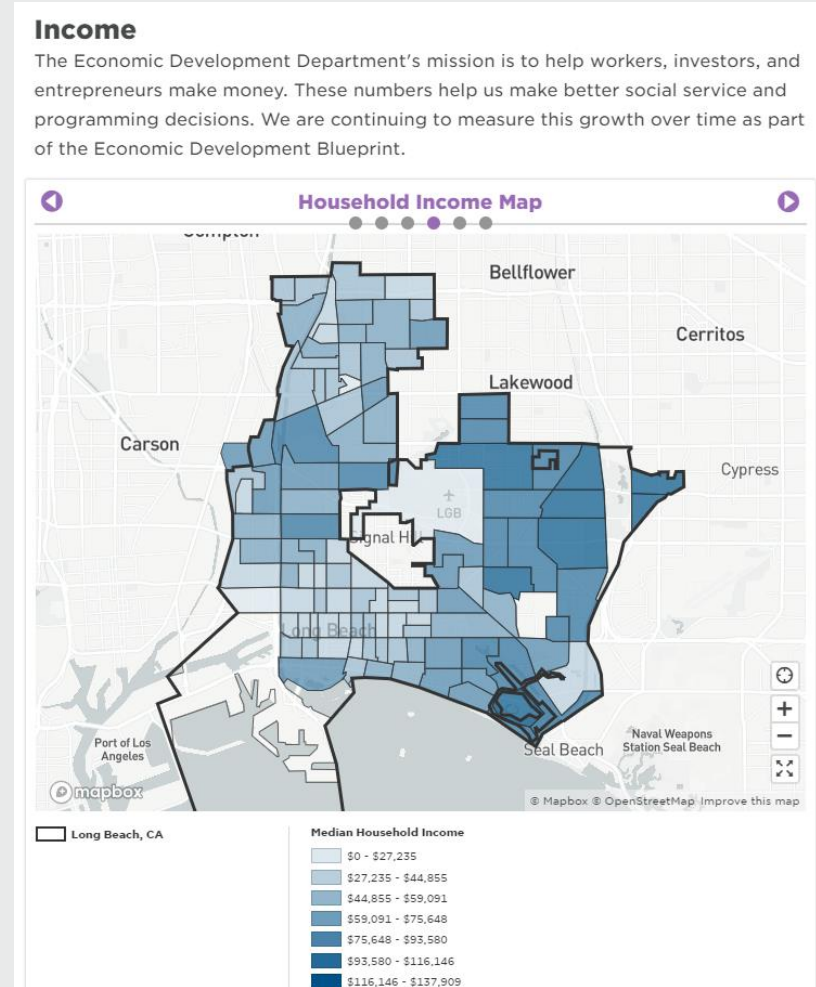
1. Convene industry cluster round tables to develop an approach to monitor and create strategies that increase the number of firms in leading industries and emerging sectors.
2. Establish an innovation and technology partnership, potentially led by California State University, Long Beach and Long Beach City College, to support research, business incubation, and the development of emerging industry clusters.
3. Empower partners through enhanced coordination to attract and grow small

businesses that support key industries.

4. Prioritize investments in industries and sectors that provide higher-paying jobs.
5. Boost entrepreneurial activity by augmenting access to entrepreneur peer mentoring and expanding training opportunities for students interested in starting their own business.
6. Strengthen entrepreneurship support through formally networked incubator organizations, resources, and programs.
7. Develop strategies to promote investment opportunities in the City to outside business leaders that attend conventions, special events, and local attractions.
8. Continuously assess opportunities to invest and enhance the desirability of the Long Beach Convention & Entertainment Center.
9. Develop a strategy to grow Transient Occupancy Tax and tourism-related revenues in the City.
10. Explore, develop, and implement plans to utilize the waterfront as an economic driver for leisure, hospitality, and retail sectors.
11. Promote the development of renewable energy and emerging greenhouse gas technologies.

Implementation Plan

- Language Access (translation into at least 4 languages)
 - Print and Digital (for flexible distribution)
 - Online Dashboard (for Tracking & Reporting)
 - Marketing & Promotion (for attracting investment)
 - Detailed Business Plans (as funding is identified)
 - Annual Updates (Economic Development Commission)
 - Live Events (in partnership with LBEP and CSULB)
- * *Retaining short, user-friendly format (e.g. one page per Focus Area), to make Blueprint accessible to community.*



Additional Comment & Public Input

Several more opportunities for City Council and public to review the recommendations and provide comments before final approval:

1. Economic Development Commission: additional study sessions and public comments (March 14th and April 11th).
2. TFF Memo: from the City Manager to the City Council with the draft report attached for public review (early April).
3. Via Email: members of the public may send comments to 4BIZ@longbeach.gov on a rolling basis.
4. City Council Meeting: cover memo and draft report will be posted publicly for public review in advance of final review (projected for April 19th).

** Final comments and changes from City Council and public will be incorporated into final report after City Council approval.*

Next Steps:

Proposed dates are subject to change pending City Council direction:

- Economic Development & Finance Committee March 8, 2022
- Economic Development Commission March 14, 2022
- Long Beach City Council April 19, 2022
- Final Edits & Formatting 2022 (Q2)
- Distribution Plan 2022 (Q3)
- Workplan Development 2022 (Q4)
- Annual Reports (Quarterly Forums) 2023 (Q1)