

**C-14**

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**Date:** July 1, 2003  
**To:** Honorable Mayor and Councilmembers  
**From:** Frank A. Colonna, Vice Mayor, Third Council District  
**Subject:** Presentation by City Slogan Project Team

FC

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I respectfully request that the members of the City Slogan Project Team update the Mayor and City Council on the status of the team's project.

Acknowledgements and Many Thanks to:

**CITY SLOGAN CONTEST ADVISORY COMMITTEE**

Frank Colonna - Vice-Mayor / Councilmember District 3  
Dennis Carroll - Councilmember 4th. District  
Dan Baker - Councilmember 2nd. District  
Laura Richardson - Councilmember 6th. District  
Tonia Reyes Uranga - Councilmember 7th. District  
Rob Webb - Councilmember 8th. District  
Val Lerch - Councilmember 9th District  
Bonnie Lowenthal - Councilmember 1st District  
Robert Maxson - President, CSULB  
Carmen Perez - Harbor Commission Member  
Chris Steinhauer - Superintendent, Long Beach Unified School District  
Karen Holm- Executive Director, Strategic Marketing, Inc.  
Darcy Driscoll - Marketing Director, Downtown Long Beach Assoc.  
Steve Goodling - Executive Director, Convention Visitors Bureau  
Dean Donald Para - Dean, College of the Arts, CSULB  
Randy Gordon, Pres./CEO, LBACC  
Archie Boston - Professor of Graphic Design; Art Dept., CSULB  
Justin Rudd - Representative, 2nd District  
Juan Pardell, Representative, 1st. District  
Diane Jacobus - Senior Advisor to the Mayor  
Carolyn Smith Watts - Representative, 7th District  
Bob Maguglin - Public Relations Director, Convention and Visitor, Bureau  
Gene Rotondo - President, Belmont Shore Business Association  
Diane Ripley - FUNdamentals  
Ron Petke - Director of Local Programming, Charter Communications  
Gloria Cordero - Director of Govt. Affairs, Long Beach City College  
Kurt Helin - Editor, Grunion Gazette  
Jay Beeler - Publisher, The Beachcomber  
Kathy Berry - Community Hospital Public Relations Manager, City of Long Beach  
Christina Pizarro Winting - Recruitment Officer, City of Long Beach

**CSULB VISUAL COMMUNICATIONS DESIGN CLASS**

Professor Archie Boston

Mai Ly	Boyeon Kang	Chris Franklin
Landon Asbury	Ben Tran	Grace Shin
Ryan Merana	Teresa Kim	Rika Itami
Stephen Chow	Tracy Ugai	Allyson Stifter
Esmeralda Montes	Christine Laursen	Teresa Chang
Alex Do	Jing Xu	Cindy Liu
Joann Shen	Rosa Lin	Lizette Cardona

**PRESS-TELEGRAM**

Rich Archibald Tom Hennessy

**FILED**  
**WITH CITY COUNCIL**

**JUL 01 2003**

**CITY CLERK**

**LEADERSHIP LONG BEACH**  
**CLASS OF 2003**

**PROJECT PRESENTATION**

**LONG BEACH**  
**CITY SLOGAN CONTEST**

**TEAM MEMBERS**

**BOB EMIGH**  
**MIKE GARCIA**  
**PAT MURPHY**  
**ART LEVINE**

**JUNE 26, 2003**

**LONG BEACH MEMORIAL MEDICAL CENTER**  
**VAN DYKE THEATER / HOUSSELS FORUM**

## THE FINALISTS

LONG BEACH: GATEWAY TO THE PACIFIC

GENE LASSERS

LONG BEACH: CALIFORNIA'S BEST KEPT SECRET

DENNIE WALLACE

LONG BEACH: SUN, FUN AND MORE

MELISA HICKS

LONG BEACH: PORT OF DREAMS

CELEST BOVE

DOT CANNON

PETER LEE

LONG BEACH: YA GOTTA LOVE IT!

SUSANNE DESMOND

LONG BEACH: THE INTERNATIONAL  
(CURRENT SLOGAN)

## HONORABLE MENTION

LONG BEACH: A TREASURE BY THE SEA

JUDY

LONG BEACH: MANY CULTURES, ONE HEART

B'NAI

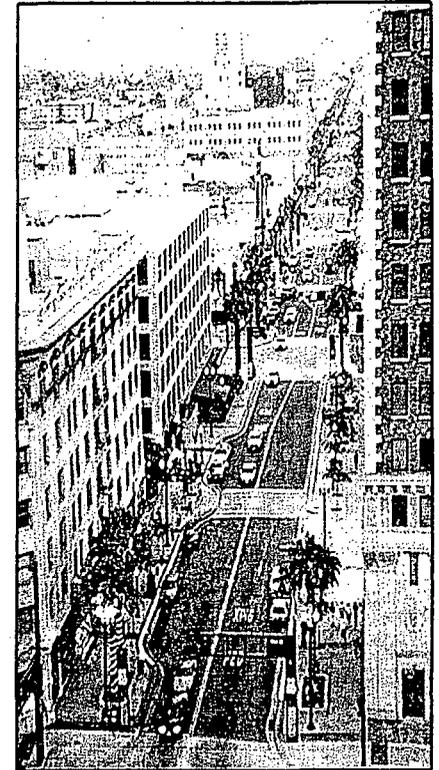
## LONG BEACH

CITY SLOGAN CONTEST

### PROJECT SUMMARY

The City Slogan Contest project team originated and conducted a community-wide contest to come up with suggestions for a new slogan for the City of Long Beach or to re-affirm the current slogan--The International City. Publicity was provided by columnist Tom Hennessy of the Press-Telegram, Charter Cable, Art Levine and the Straight Talk Television Show, the Grunion Gazette, The Long Beach Business Journal, The CSULB 49er and The Beachcomer. Point of sale displays with contest entry

forms were placed in business establishments throughout the city and at all Long Beach Fire Stations. These efforts resulted in the submission of over 600 entries by mail, fax and e-mail. The project team selected the best 49 entries, which were then forwarded to the City Slogan Contest Advisory Committee. The 30 member Advisory Committee—consisting of Long Beach City Council members and/or their designees, a senior advisor to the Mayor, leading educators, and the heads of the city's major business associations and marketing organizations—picked the top five slogans. The final slogans and the associated graphics were then publicized in the Press-Telegram and other print and electronic media for the public to vote. Ballots were also placed in point of sale displays in business establishments and Fire Stations. The final five slogans along with the current slogan were also sent to the Visual Communications Design class at CSULB where it had been arranged for students to prepare graphic illustrations for the slogans. They are displayed here publicly for the first time. The results of the vote have been kept secret until tonight, when the public's choice will be announced. The winning slogans will be presented to the Long Beach City Council for their consideration.



# L.B. may not be 'International City' any longer

■ **Community:** Citizens, community group help lead selection of new city slogan campaign.

By Cassady Jeremias  
Daily Forty-Niner

The city of Long Beach has had the slogan of "International City" since the early 1950s, but it may change with the help of the Leadership Long Beach Class of 2003. Leadership Long Beach is a

group of citizens in the community developed to teach and learn about leadership. One of the teams in the class is having a contest to see who can come up with a slogan that fits the city and captures all it has to offer — its mood and people — in just a few words.

After the entries are received, the leadership class will choose the top 25 entries, and an independent advisory board made up of President Robert Maxson, city council members, and other community figures will narrow the submissions down further.

Cal State Long Beach graphic design students will provide the designs for the top five entries. The entries will be published in the Long Beach Press-Telegram where the public will have an opportunity to vote for their favorite. The winning slogan will be presented to city council for consideration.

The old slogan came into being after the Miss Universe Pageant was hosted here in 1952, and has not changed since then. Some think this existing slogan does not accurately reflect the city at all.

"Thousands of people love this

city, but I don't think they like it because it's an international city," said professor of legal studies Art Levine, one of four members on the team of the Class of 2003, Leadership Long Beach, that helped come up with the idea. He said his idea of an international city is Paris, London, Rome or New York, but not Long Beach.

"Whatever slogan we come up with will be better than the one we have, and will more accurately reflect the city," he said.

The contest is open to anyone, and all entries will be eligible for a random drawing for prizes that

may include hotel stays or dinners, Levine said.

One of the judges is Donald Para, dean of the College of the Arts who said he hopes the slogan will put Long Beach in a positive light, say something about the city, and describe the city at the same time. He said what he will be looking for in a slogan is "something that captures the spirit, identity and excitement of the city."

The contest runs until the first of May, and the winner will be announced at a Leadership Long Beach

See **LB/3**

e-mail address: c49er@csulb.edu • internet location: http://daily49er.csulb.edu

Daily 49er 3

## L.B.

Continued from Page 1

reception on June 26.

Levine said he hopes to get in around 1,000 entries, and said he thinks the winning slogan will highlight something special about the city.

"We are the 5th largest city in California. I think the winning slogan will embody a big city with a small town warmth," he said.

Entry forms are available around town and at any Long Beach Fire Station. Slogans can be sent with a name, address and telephone number to City Slogan, 5500 Atherton St., Suite 430, Long Beach, CA 90815. Entries can also be faxed to 562-598-4904 or E-mailed to cityslogan@murphey3.com.

①



3-2303

TOM HENNESSY

# Seeking verbal essence of L.B.

In the relatively frivolous days of 1998, some Long Beach movers and shakers shuffled priorities and made a decision.

What our city needs most, they said, is a marketing slogan.

They talked wistfully of a magic combination of words, a veritable "Open Sesame" that would unlock doors in answer to the city's mantra of trade, tourism and technology.

To create this magic blend of words they hired a public relations expert from one of the great capitals of experts and magic: Los Angeles.

The expert thought and thought (for a hefty fee; it was unclear exactly how much), then at last uttered the magic words that would make the city the envy of marketing sloganeers everywhere. The words were:

"Opposites Attract."

This greatly pleased the movers and shakers. But when they reported to the people of the city, the latter responded with a loud, collective "Duh?"

At this point, your humble columnist threw himself into this seething cauldron of semantics and ran a contest for the best marketing slogan. Top prize: \$1. Entries poured in:

"Long Beach: Your Mother Would Approve."

"America's Shoreline Melting Pot."

"Dorothy, We're Not in Iowa Anymore."

"Beats the H--- out of Pacoima."

Six finalists were chosen, with readers voting on the best. The winner came from Long Beacher Danita Hoisington: "Wow! Look at Us Now!" Close behind in second place was "California's Riviera."

A little more than 500 readers voted.

No, the city never adopted Hoisington's nomination as its mar-

## YOUR HELP NEEDED

Why do I mention all this today? Because an opportunity, related to the above, has arisen for you to leave a mark on Long Beach. Yes, indeed. You can put your stamp on the city for decades to come.

Ladies and gentlemen, boys and girls: Introducing the City Slogan Contest, brought to you by the 2003 class of Leadership Long Beach.

First, some background: Long Beach, as you may know, is called the "International City." It picked up that moniker when, from 1952 to 1959, the city was site of the "Miss Universe" contest. The contest went to Miami in 1960, but the nickname stayed.

Now, some of the Leadership Long Beach folks think it is time for a new slogan. "I've long felt that the slogan, 'International City' does not accurately reflect Long Beach," says Art Levine. "To me, an international city is Paris, London, Rome, etc."

The host of Charter cable's "Straight Talk" program, Levine is one of four Leadership members serving as chairmen of the contest. The others: Bob Emigh, Mike Garcia, Pat Murphy.)

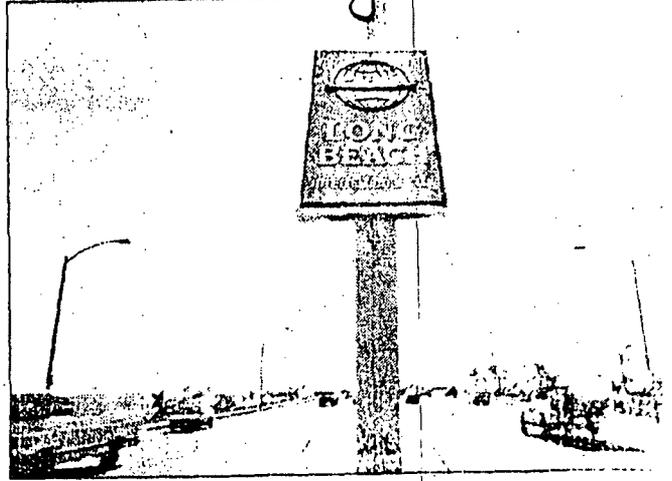
## Keep it simple

So here's a chance to make Long Beach history. Think of how you would like Long Beach to be perceived by outsiders, then create an appropriate slogan. But make it short and snappy. It's probably going to have to fit on signs, so if your slogan is something like "The Surf, Sand and Seagull Capital of Southern Los Angeles County Not to Mention the Home of the Incomparable Tim Grobaty," it probably is not going to make it to the Final Five Slogans.

They will be chosen from several dozen semifinalists by a committee consisting of almost everyone: Dan Baker, Archie Boston,

PLEASE SEE SLOGAN / A8

Press-Telegram



The slogan "Long Beach: International City," seen on this Second Street, will be replaced. Leadership Long Beach is in contest to pick a new slogan. Diandra Jay / Press Te

# SLOGAN: Focus on short, snappy

CONTINUED FROM A3

Dennis Carroll, Darci Driscoll, Steve Goodling, Frank Colonna, Karen Holm, Robert Maxson, Donald Para, Laura Richardson, Justin Rudd and Robb Webb.

The five finalists, whose names will be announced in Ye Olde P-T, will be invited to a Leadership Long Beach reception in June. There, with all the excitement attendant to Oscar ceremonies, the winner will be announced.

Forms for nominating slogans are available at various merchants around town. But as a special bonus for reading this column, you can submit your slogan now. You may do this by fax: (562) 598-4904. Or by mail: City Slogan, c/o Robert

Emigh, DDS, 5500 Atherton No. 430, Long Beach, CA 90805 by e-mail: cityslogan@phy.com

Please, please, do not send me.

The prize for the winning one is working on that right. However, I am also told the submitted entry will become a prize drawn via a k. The deadline for entries is A Good luck.

Tom Hennessy's viewpoint appears Sunday, Tuesday, Thursday and day. He can be reached at 499-1270, or via e-mail: Scnbet1@aol.com

(2)

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No, the city never adopted Hoisington's nomination as its marketing slogan. But, then, neither did it adopt "Opposites Attract."

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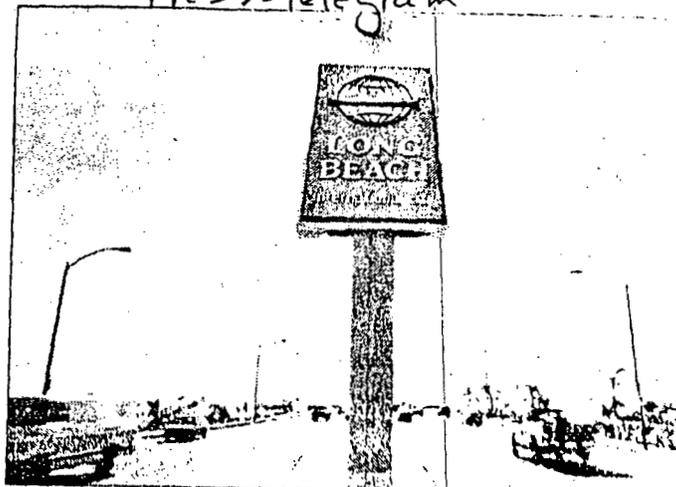
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They will be chosen from several dozen semifinalists by a committee consisting of almost everyone: Dan Baker, Archie Boston,

PLEASE SEE SLOGAN/A8



The slogan "Long Beach: International City," seen on this sign on Second Street, will be replaced. Leadership Long Beach is holding a contest to pick a new slogan.

Diandra Jay / Press-Telegram

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Emigh, DDS, 5500 Atherton St., No. 430, Long Beach, CA 90815. E-mail: [cityslogana@mtm.phy.com](mailto:cityslogana@mtm.phy.com)

Please, please, do not send slogans to me.

The prize for the winning entry. The committee of practically everyone is working on that right now. However, I am also told that each submitted entry will become eligible for a prize drawn via a lottery. The deadline for entries is May 1.

Good luck.

Tom Hennessy's viewpoint appears Sunday, Tuesday, Thursday and Friday. He can be reached at (562) 499-1270, or via e-mail at [Scribe17@aol.com](mailto:Scribe17@aol.com)

## Long Beach Seeks New Slogan

A contest to select a new slogan for Long Beach is officially underway. Entries are then forwarded to the City Council.

The Leadership Long Beach Class of 2003, which is conducting the contest, is seeking a replacement for the current slogan, "International City." They will select five finalists, which will be publicized locally to allow the public to vote for their favorite. The top choice will be announced at a Leadership Long Beach reception in June and

Entry forms are available at a variety of local businesses and all Long Beach Fire Stations. Entries may be mailed to City Slogan, 5500 Atherton St., Suite 430, Long Beach, CA 90815, faxed to 598-4904 or e-mailed to [cityslogan@murphy-3.com](mailto:cityslogan@murphy-3.com). The deadline is May 1.

For more information about the Leadership Long Beach slogan contest, contact 436-3020.

*4/24 Graham J. [unclear]*

We have not received a large volume of reader feedback on our website poll regarding a new slogan for Long Beach. A majority liked the city's current "International City" slogan while others came up with "Home of the Long Beach," "Jewel of the Pacific Rim," "Continuity City" (because we're always adding, improving, updating) and "The Queen City (and not because of a big boat!)." *Come on, guys, you can do better than that.*

Steve Harvey of the *Los Angeles Times* referenced our poll in his Tuesday column, which features interesting, humorous items from throughout the Southland. Maybe that plug will generate a few more suggestions.

Leadership Long Beach set May 1 as their deadline for slogan entries, so we'll extend our "mini-contest" to the end of this month, hoping to obtain as many new ideas as possible. Go to [www.longbeachcomber.com](http://www.longbeachcomber.com) to vote for any of the slogans used in past promotional campaigns or to make your own creative contribution.

Visit any local fire station to pick up an entry form for the "official" Leadership Long Beach contest. No word yet on what the grand prize might be.

*BeachComber 4.18.03*

## Slogan Wars

After I voted for my favorite city slogan in your on-line survey, it struck me that both Leadership Long Beach and the *Beachcomber* may have missed the mark.

We don't need another contest or ballots to get a new tag line, we need an auction. Sell the town slogan to the highest bidder — much like the Verizon Amphitheater or Carpenter Performing Arts Center. The donor would give us a slogan AND money for the budget-crunched folks at City Hall.

Long Beach would have the potential for some powerful bidders:

Boeing — Our Sky's the Limit;  
Pioneer — Sounds Like a Winner;  
Toyota — We Get Racy Here;  
EarthTech — Engineered for Success;  
LaserFiche — For the Record;  
LB is Great; Carnival — Cruise in for Fun

Whoever wins gets to "own" the city's slogan for three years before we hold another auction and make yet more money. And the highest bidder would get a real bargain

*Continued on page 20*

*Beachcomber  
4/18*



4-25-03  
TOM  
HENNESSY

# 11/25 Contest asks for catchy slogan

Only a few days remain in which you can become an immortal.

OK, make that a local immortal. Still, any kind of immortality is not bad.

I'm talking about the City Slogan Contest being conducted by the 2003 class of Leadership Long Beach. Members of the class — specifically, Art Levine, Mike Garcia, Pat Murphy and Bob Emigh — think it is time to put to rest the moniker "International City." It has been used as Long Beach's nickname since the Stone Age or the final Long Beach Miss Universe Contest, whichever came last.

Moreover, say the critics, it just doesn't swing. It doesn't resonate like the Big Apple (New York), City of Light (Paris), or — dare I say it? — Baghdad by the Sea (San Francisco).

Art Levine, a class member behind the contest, wants to replace the time-worn "International City" with something he thinks speaks more to what he sees as Long Beach's friendly, even folksy, atmosphere.

"Long Beach is the fifth-largest city in California and the 32nd largest in the country. But it still has that wonderful, small town warmth," says the host of Charter Cable's "Straight Talk" program.

## Name game

Since I first wrote about the contest a month ago, more than 200 new Long Beach slogans have been proposed. Some examples, both good and ... well, less than good:

"Diverse and Delicious."

"Divers-City."

"It's Here, Where Are You?"

"Eden by the Sea."

"Shore Beautiful."

"Shore Is Purty."

"Long Beach: Swim for It."

Some of the slogan creators have waxed celestial in their enthusiasm for Long Beach. Their offerings have included: "Paradise Found," "Paradise West," "Valhalla West," "Shores of Heaven," "Kissed by Angels," and "A Big Slice of Heaven."

Other suggestions ran a little long. "Culture and Commerce Forging a Future of Prosperity" and "From Sun and Sea to the Aquarium and Grand Prix" may prove a tad lengthy in a city whose budget constraints likely will prohibit large signs.

At least one proposed slogan has a positively political ring to it: "Long Beach: Creating Tomorrow's Disaster Today."

## Still time

You can still become part of this and leave your mark upon the city long after you have gone to your final reward or moved to Hemet.

Mail your suggested slogan, or more than one, to City Slogan, 5500 Atherton St., No. 430, Long Beach, CA 90815. You can fax it via (562) 598-4904 or e-mail it to [cityslogan@murphy3.com](mailto:cityslogan@murphy3.com)

Please do not send slogans to me.

Each person submitting an entry becomes eligible for prizes that will be chosen via a drawing. They include: lunch for two at the Reef; two pairs of tickets to the Renaissance Pleasure Fair; tickets to Los Alamitos Race Track; and, a \$25 gift certificate to the Crab Pot restaurant.

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Web Poll Beachcomber 5-2-03

# 'International City' Is Favorite LB Slogan

In April we asked readers to participate in a "mini poll" of past Long Beach slogans or suggest their own. Here are the responses to the question "What's your favorite slogan for Long Beach?"

**International City** - 63 percent; **A City Alive** - 5 percent; **The Most on the Coast** - 0 percent; **California's Site to Sea** -

5 percent; **A Very Choice Place** - 5 percent; **MultipliCity** - 16 percent; **None of the Above** - 5 percent

Comments were as follows:

**Anonymous**, "The Queen City" (and not because of a big boat!)

**Diana Eastman**, "International City" (I have always liked International City — and it con-

nects our present with our past and future. Site to Sea is my second choice, but why include "California's"? Aren't we "the site" for the Left Coast, or the whole Pacific Rim for that matter. "Long Beach: The Site to Sea" would be better, but it still has a commercial ring to it.)

**Anonymous**, "Home of the Long Beach"

**Anonymous**, "Jewel of the Pacific Rim"

**Ted Kahn**, "Continuity City" (Because we're always adding, improving, updating. Bet the CVB could justify this.)

**Sylvia Propes**, "Long Beach, where the world drops anchor"

**Gil**, "International City" (Our People Make our City)

**Anonymous**, "International City" (California's Site to Sea would have been a good slogan if the PIKE was put DOWNTOWN instead of

HOUSING. What are you people thinking. Shame on you!)

**Bry Myown**. I thought there was a time when we were the "International Home Town." I liked that—it highlighted our diversity and cosmopolitan nature at the same time it showed us off as a friendly city of nice neighborhoods that were good places to live.

**Raman Vasishth**, "California's Site to Sea" (Unfortunately, all land in the city is already developed and there aren't many scenes except for the sea. The city is also embarking on plans to try to increase business without fully addressing the increased traffic flows on its streets.)

**Brian B. Young**, "Long Beach...heaven on earth, just south of the angels."

**Stan**, "Where the sewer meets the sea."

**Nixter**, "Long Beach ... Where we hide the homeless who live at Lincoln Park during the Grand Prix, have dilapidated and filthy areas in our city while

*Continued on page 24*

## 'International City' Popular

*Continued from page 19*

spending zillions of dollars on Pine Ave. and Ocean Blvd. to fool out-of-towners into thinking we are Santa Monica, have a bigger gang problem than any other city (But keep it quiet for real estate and property values sake), and finally, where we tear down and destroy our past ... just so can spend another zillion dollars years later to rebuild (the Blue Line Train & New Pike). So come live where the majority of

folks speak Spanish (por favor, muchas gracias and adios!).

[Editor's Note: This may be a tad too long for a slogan, but thanks for trying!]

**MAY 16 POLL QUESTION:** Should Long Beach install more cameras to record and cite red light runners? Go to [www.longbeachcomber.com](http://www.longbeachcomber.com) and vote "yes," "no" or "undecided" as well as make comments. We'll report the results in the next edition of the *Beachcomber*.

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# Help Long Beach pick an updated city slogan

By Jason Gewirtz

Staff writer

LONG BEACH — "Fun Port California"?

Mmm, not quite.

"The Shore with More"?

Not enough, apparently.

Those were two of nearly 50 semifinalists for a new city slogan that failed to make the final cut in a contest sponsored by the 2003 Leadership Long Beach class. Instead, the finalists announced Monday play on the themes of welcoming, commerce,

PLEASE SEE L.B. /A11

## CHOOSE CITY SLOGAN

Residents will have until 5 p.m. Monday, June 23 to pick their favorite slogan.

The City Council will then bless the chosen slogan, or one of its own, at the July 1 council meeting.

To vote, send your pick to:

■ **By mail:** City Slogan Contest, 5500 Atherton St. No. 430, Long Beach, CA 90815

■ **By e-mail:** Cityslogan@murphy3.com

■ **By fax:** (562) 598-4904

## L.B.: 6 to choose from

CONTINUED FROM A1

great weather and atmosphere.

Now it's up to you to determine which one sticks.

The finalists are:

• Long Beach: Gateway to the Pacific

• Long Beach: Port of Dreams

• Long Beach: California's Best Kept Secret

• Long Beach: Ya Gotta Love It!

• Long Beach: Sun, Fun and More!

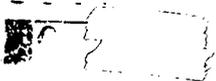
• Long Beach: The International City (current slogan)

Long Beach has the former Miss Universe Contest to thank

for its current slogan, "Long Beach: The International City." The pageant left in the '60s, but the name remained.

"Everyone's talking about how there's a new Long Beach and we have to move away from the Navy town image," said Art Levine, one of four Leadership Long Beach class members conducting the contest. "One way to do that is to come up with a slogan."

The leadership class received more than 600 entries in its slogan contest. A committee of 30 city and business leaders picked the finalists from that list.



servic.

tracts for both youth and adult

~~GATEWAY~~

GATEWAY TO ITS PACIFIC DREAMS

MIX SLOGAN #1 AND #2

AS A SUGGESTION

MIRANDA, VICTOR

To Jackie