

CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC DEVELOPMENT

333 West Ocean Boulevard 3rd Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

November 20, 2018

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute documents necessary to enter into a partnership agreement with MAPLE, the Canadian-U.S. Business Council of Southern California, a non-profit organization in Tustin, CA, to assist with promoting bilateral economic activity between Canada and Long Beach. (Citywide)

DISCUSSION

As part of its Blueprint for Economic Development, the City of Long Beach (City) has identified specific objectives for economic leadership and cooperation. These include expanding regional and international market opportunities for local products and services and increasing foreign direct investment, and international trade. Canada is a key market opportunity for Long Beach given its geographic proximity, its status as the second largest export market for California, and as the third largest source of foreign direct investment in Los Angeles County. Consistent with the Blueprint's recommendations to partner with regional agencies to promote trade and foreign direct investment, the City would like to facilitate more bilateral economic activity with Canada, with the help of MAPLE.

MAPLE is a California non-profit mutual-benefit corporation, which organizes its membership base to promote trade, investment, and entrepreneurship between Southern California and Canada. MAPLE has a growing membership of executives, entrepreneurs, investors, and service providers in Southern California and Canada, and is uniquely qualified to organize this membership by promoting Long Beach goods and services to Canadian businesses, and Canadian investors to Long Beach real estate investment opportunities.

City Council approval is requested to execute a partnership agreement with MAPLE. A formal agreement between the two entities is recommended given that international trading relationships often develop over a long period of time and require in-depth, ongoing commitment from its partners. In addition to the standard membership services it provides to member agencies, MAPLE has committed to the creation of original content about the City, reposting of the City's online content via its social media platforms, joint-marketing of the City at special events, and promotion of the City's real estate investment opportunities to its North American members. As part of the agreement, the City will contribute Economic Development Department (ED) staff support to the development of marketing and promotional materials about the City, host or attend investor networking events and

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conference calls, and provide navigational support to potential investors. Upon approval, the City and MAPLE will sign a Memorandum of Understanding (MOU) outlining the scope of work for this partnership.

This matter was reviewed by Deputy City Attorney Richard F. Anthony on October 18, 2018 and by Budget Analysis Officer Julissa José-Murray on October 17, 2018.

TIMING CONSIDERATIONS

City Council action is requested on November 20, 2018, to allow the City and MAPLE to enter into a MOU and begin partnership activities to promote foreign trade and investment.

FISCAL IMPACT

Participation in the partnership agreement requires no direct payment. As part of the partnership, the City agrees to host a networking meeting in Long Beach, provide a venue, and identify presenters for the event. Among other activities, the City agrees to participate in one mission trip to Canada. The Economic Development Department anticipates spending approximately \$5,000 per year on the activities required by the partnership agreement. Sufficient appropriation is budgeted in the General Fund (GF) in the Economic Development Department (ED), for the anticipated costs. There is no additional fiscal impact anticipated for this partnership agreement. While the purpose of the partnership is to promote the creation and growth of local small businesses, the impact to local job creation is unknown at this time.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

JK:SJ

APPROVED:



PATRICK H. WEST
CITY MANAGER