



# Long Beach Small Business Week 2019

Tuesday, May 07, 2019

# National Small Business Week

National Small Business Week celebrates and recognizes the contribution of small businesses in the United States.

Long Beach is home to over 26,000 small businesses who contribute to the city's vibrant culture and economy.

These small businesses increase local competition and innovation and are responsible for 60% of new jobs created.





# Long Beach Small Business Week

The City of Long Beach will recognize Small Business Week with a social media campaign that will:

- ✓ Highlight local small business success stories.
- ✓ Inform on the impact of small businesses and encourage residents to shop local.
- ✓ Bring awareness to local programs and services that help entrepreneurs start up, stay up, and scale up.



# Small Business Support | Business Planning

Building a supportive economic ecosystem that creates reliable pathways for entrepreneurs to confidently start and grow successful businesses is a key priority in the City's 10-Year Blueprint for Economic Development.



- ✓ Reduce **confusion**: centralize scattered resources
- ✓ Reduce **cost**: faster business license approvals
- ✓ Increase **awareness**: inclusive design, multiple languages and learning styles



Mobile application that provides mentorship in the following areas:

- ✓ Business Planning
- ✓ Obtaining City of LB Business License
- ✓ Marketing Strategy
- ✓ Financing
- ✓ And much more!



Newly launched Long Beach chapter that provides free business counseling and mentorship that can assist with:

- ✓ Business Planning
- ✓ Financial Projections
- ✓ Marketing Strategies
- ✓ Website Development
- ✓ Human Resources
- ✓ Legal Matters

# Small Business Support | Workforce Development

Pacific Gateway Workforce Innovation Network (PGWIN) is a public agency that connects businesses to resources that they need to find and retain qualified employees. Services include:



**Recruitment:** PGWIN helps businesses pre-screen and interview potential candidates and market job openings to help attract qualified applicants.



**Training:** PGWIN works with businesses to design and fund trainings that best suit their company and employee's needs.



**Layoff Aversion:** Confidential and free layoff aversion services assist vulnerable businesses by quickly linking them to resources to assist with retaining and strengthening their operation.





# Small Business Support | Financing



## Grow America Fund (GAF)

City Investment: \$1,150,000  
GAF Loans Made: \$8,494,800  
Number of Loans: 23  
Total Jobs: 460  
Leverage of City Investment:  
\$10.13 : \$1



## Microenterprise Loans

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



Capital Deployed: \$157,000  
Number of Businesses: 17  
Number of Trustees: 13  
Number of Lenders: 1,933



# Local Initiatives Support Corporation

- ✓ National CDFI that provides capital and capacity building to advance equitable development in low-income communities throughout the country.
- ✓ Through LISC LA's partnership with Kiva, Long Beach borrowers are able to tap into a dollar-for-dollar matching fund, helping them accomplish their fundraising goal quickly.
- ✓ To date, LISC has deployed \$70,000 to accelerate loans for 17 small businesses in Long Beach.



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**Thank you!**