



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

R-45

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

December 13, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the Jobs and Business Strategy, as prepared by the Economic Development Commission, authorize the City Manager to develop and submit to City Council an implementation strategy within 90 days and, after Council approval, authorize the City Manager to transmit the implementation strategy to the Planning Department for incorporation into the Economic Development Element of the General Plan. (Citywide)

DISCUSSION

On June 20, 2000, the City Council adopted the Goals and Action Steps of the Long Beach 2010 Strategic Plan. Within that document, under the Business Growth and Workforce Development section, one action step states, "develop a citywide economic development plan overseen by the Economic Development Commission." On December 20, 2000, the Economic Development Commission (Commission) adopted a resolution amending its by-laws providing that its Business Development Committee participate in the development of an economic development plan.

On March 25, 2004, the Department of Community Development issued a Request for Proposal (RFP) for a consultant to assist the Commission with the development of such a plan. The firm of Marie Jones Consulting was selected and a resulting agreement was approved by City Council on August 17, 2004. The Business Development Committee members have worked directly with Marie Jones Consulting to prepare an economic development plan, now called the Jobs and Business Strategy (JBS). The attached JBS document includes:

- **Volume I, JBS Strategy** - Proposed initiatives to achieve economic development formulated on community input, economic analysis, market trends and the consultant's professional experience.
- **Volume II, JBS Data Analysis** - Current economic, demographic and market data for Long Beach and surrounding areas.

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- **Volume III, JBS Community Input** - A record of community input from focus groups and neighborhood meetings. Also identifies economic development assets, challenges, issues and goals.

The Jobs and Business Strategy was presented to the Economic Development Commission (EDC) on November 16, 2005. At that meeting, the EDC reviewed and approved the document and forwarded it to the City Council for action.

This letter was reviewed by Assistant City Attorney Heather A. Mahood on December 5, 2005, and Budget Management Officer David Wodynski on December 1, 2005.

TIMING CONSIDERATIONS

Action is requested on December 13, 2005 to allow for the timely development of an implementation strategy.

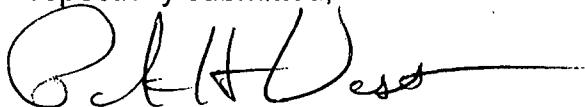
FISCAL IMPACT

There is no fiscal impact associated with the recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



GERALD R. MILLER
CITY MANAGER

PHW:RMS/dm
Attachment