



June 11, 2019

Mayor Robert Garcia & Long Beach City Council  
333 W. Ocean Blvd., 14<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Support for the Creation of Long Beach Special Economic Empowerment Zones

Honorable Mayor and Members of the Long Beach City Council:

On Tuesday, June 11<sup>th</sup> the Long Beach City Council will vote on motion 19-0561, agenda item 33, that recommends exploring the feasibility of establishing a special Economic Empowerment Zone (EEZ) program in the targeted areas of North, Central, and West Long Beach.

Those signed below, strongly believe that Economic Empowerment Zones can help deliver economic opportunity to those being left behind in City's booming economy. Long Beach is home to a majority people-of-color population, but large racial disparities persist across many key categories like homeownership, median income, and access to entrepreneurship. This is especially true for the majority-minority communities of North, Central, and West Long Beach, which are categorized by lower median household incomes, higher rates of unemployment, high rates of environmental health burdens, and lower educational attainment. With the absence of the Redevelopment Agency, the City has lost many of the tools and resources to grow economic activity, build affordable housing, attract new businesses, and create new jobs in these areas.

The Economic Empowerment Zones (EEZ) would help fill this gap. The city-led EEZ program could offer administrative incentives to encourage increased economic activity and benefits in these areas including, but not limited to, the following:

- Permit, tax, business license, utility, planning and land use incentives for new businesses and basic neighborhood-serving amenities such as financial institutions, grocery stores, and medical facilities,
- Additional bidding preferences on public procurement opportunities for business located in EEZs,
- Deployment of local workforce development, training, and higher education centers,
- Additional support for burgeoning business corridors, including a culturally sensitive small business navigator, and corridor infrastructure enhancements,
- Reevaluate and enhance CDBG corridor enhancement programs,
- Access to free or low-cost housing of HUD Certified Counseling Centers that provide advice on buying a home, renting, defaults, foreclosures, and credit issues.

The EEZ Program would be a dynamic first step towards fostering equitable growth that can attract good jobs, invest in new and existing businesses, and develop quality affordable housing. We strongly urge you to vote in support of this motion.



Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents. Long Beach cannot thrive unless all of its communities and residents have the opportunity to participate in Long Beach's economic prosperity.

Sincerely,

**Rebecca Clark**

President and CEO  
LINC Housing

**Juan Benitez, PhD**

Executive Director  
Center for Community Engagement CSULB

**Wade E. Martin, PhD**

Professor of Economics & Director  
Institute for Innovation & Entrepreneurship

**Kraig Kojian**

President & CEO  
Downtown Long Beach Alliance (DLBA) Board of  
Directors

**Jane Templin**

Outreach Director  
IBEW/NECA NZP Electrical Training Institute

**Alyssa Gutierrez, MSW**

Executive Director  
Economic and Policy Impact Center

**Mario Cordero**

Executive Director  
Port of Long Beach

**Blair Cohn**

Executive Director  
Bixby Knolls Business Improvement Association

**Robin S. Thorne**

Chief Executive Officer  
CTI Environmental, Inc.

**Evan Edwards**

Director, Strategic Partnerships & Business  
Engagements  
Project Equity

**Lian Cheun**

Executive Director  
Khmer Girls in Action

**Christine E. Petit, PhD**

Executive Director  
Long Beach Forward

**Jacqueline Case**

Realtor & President  
Berkshire Hathaway HomeServices California  
Properties & Pride Real Estate Professionals  
Association

**Martha Cota**

Executive Director/Founder  
Latinos in Action

**Tunua Thrash-Ntuk**

Executive Director  
LISC LA

**Seiji Steimetz, Ph.D.**

Professor and Chair of Economics  
Director, Office of Economic Research, CSULB

**Michael Kadish**

Executive Director  
GRID Alternatives Greater Los Angeles



**Stella Ursua**  
President  
Green Education Inc.

**Susana Sngiem, MSW**  
Executive Director  
United Cambodian Community

**Walter Larkins**  
President  
Sapphire RCMS, LLC

**Jessica Quintana**  
Executive Director  
Centro CHA, Inc.

**Dr. Jessica Schumer**  
Private resident, Pediatrician and Public health  
advocate

**Lionel Gonzalez**  
Educator, Long Beach

**Dinesa Thomas**  
Habitat for Humanity

**Steven Neal**  
Minsters Alliance



June 10, 2019

Mayor Robert Garcia & Long Beach City Council  
333 W. Ocean Blvd., 14<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Support for the Creation of Long Beach Special Economic Empowerment Zones

Honorable Mayor and Members of the Long Beach City Council:

LISC LA would like to express its strong support for Long Beach City Council motion 19-0561 that recommends exploring the feasibility of establishing a special Economic Empowerment Zone (EEZ) program in the targeted areas of North, Central, and West Long Beach.

LISC LA is one of 32 local offices of the Local Initiatives Support Corporation (LISC), a national organization that works with residents and partners to forge resilient and inclusive communities of opportunity across America- great places to live, work, visit, do business and raise families. To be effective at what we do requires having both an on-the-ground view of neighborhoods, and a panoramic take on all the forces that shape communities. LISC has a long history of working with community leaders to shape policies that help advance equitable community economic development strategies in low-income communities.

LISC LA believes that Economic Empowerment Zones can help deliver economic opportunity to those being left behind in City's booming economy. Long Beach is home to a majority people-of-color population, but large racial disparities persist across many key categories like homeownership, median income, and access to entrepreneurship. This is especially true for the majority-minority communities of North, Central, and West Long Beach, which are categorized by lower median household incomes, higher rates of unemployment, high rates of environmental health burdens, and lower educational attainment. With the absence of the Redevelopment Agency, the City has lost many of the tools and resources to grow economic activity, build affordable housing, attract new businesses, and create new jobs in these areas.

The Economic Empowerment Zones (EEZ) would help fill this gap. The city-led EEZ program could offer administrative incentives to encourage increased economic activity and benefits in these areas including, but not limited to, the following:

- Permit, tax, business license, utility, planning and land use incentives for new businesses and basic neighborhood-serving amenities such as financial institutions, grocery stores, and medical facilities,
- Additional bidding preferences on public procurement opportunities for business located in EEZs,
- Deployment of local workforce development, training, and higher education centers,
- Additional support for burgeoning business corridors, including a culturally sensitive small business navigator, and corridor infrastructure enhancements,
- Reevaluate and enhance CDBG corridor enhancement programs,
- Access to free or low-cost housing of HUD Certified Counseling Centers that provide advice on buying a home, renting, defaults, foreclosures, and credit issues.



The EEZ Program would be a dynamic first step towards fostering equitable growth that can attract good jobs, invest in new and existing businesses, and develop quality affordable housing. LISC LA strongly supports this motion.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents. Long Beach cannot thrive unless all of its communities and residents have the opportunity to participate in Long Beach's economic prosperity.

Sincerely,

Tunua Thrash-Ntuk  
Executive Director  
LISC LA