




**City of Long Beach**  
*Working Together to Serve*

**Office of Gerrie Schipske**  
**Councilwoman, Fifth District**  
**Memorandum**

**R-11**

Date: February 7, 2012

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District 

Subject: **AGENDA ITEM: Long Beach Marketing Demographics and Corporate Sponsorship Expectation Presentation.**

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**BACKGROUND**

Long Beach is one of the most diverse cities in California due to its various cultural, educational and socioeconomic communities, which makes it a viable city for new retail, light manufacturing and service-oriented businesses. Previously, the City Council directed the City Manager to explore how the city could attract corporate sponsorships which would increase revenue for the city and enhance its "business friendly" atmosphere. Additionally, as developers attempt to lure retail into Douglas Park in the 5th Council District, it becomes increasingly important to know what the City of Long Beach's demographics offer for retail businesses to locate here.

Consequently, Councilwoman Gerrie Schipske reached out to marketing specialists: Richard Birt of Richard Birt Consulting, John Sullivan of The Producing Group, and Rick Robinson of MacDonald Media to perform an analysis on the socioeconomic demographics in Long Beach and its retail viability. Their findings revealed affluent communities and diverse-spending markets throughout the city and the potential to drive even more business to the Douglas Park retail complex with social media and other innovative marketing techniques. This information was given to Boeing Realty in order to assist in the retail business attraction efforts for the Douglas Park project and will be shared with the entire City Council because of the positive news it brings.

In addition, to the analysis, Birt, Sullivan and Robinson have been providing information to the City Manager and his staff on what potential corporate sponsors are expecting when partnering with a municipal entity. These three have worked on corporate sponsorship campaigns with Toyota, Starbucks, Monterey Bay Aquarium, Cirque du Soleil and Sony. This information will also be shared with the entire City Council as important background to consider when crafting a corporate sponsorship policy.

**RECOMMENDATION**

Request the City Council to receive and file the presentation regarding the findings on the City of Long Beach retail marketing demographics and corporate sponsorship viability.