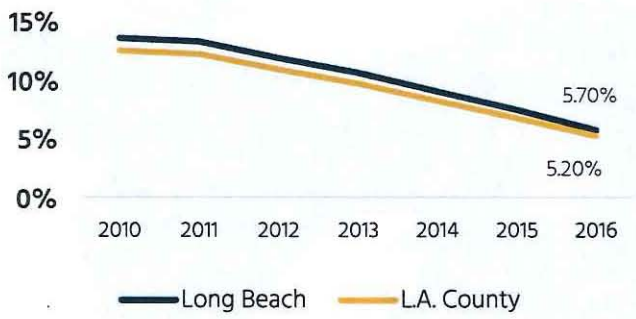
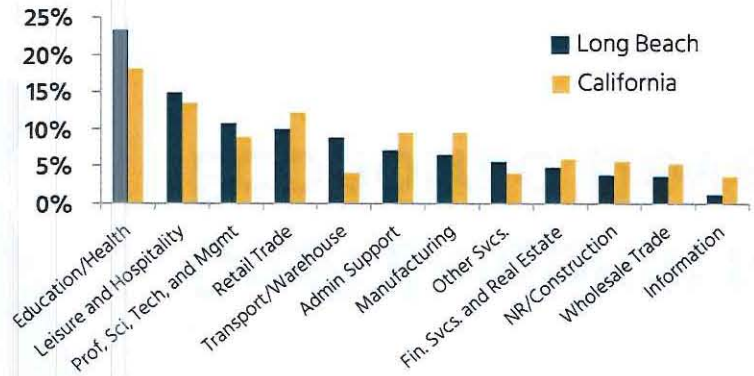
CITY OF
LONG BEACH

Draft Blueprint for Economic Development

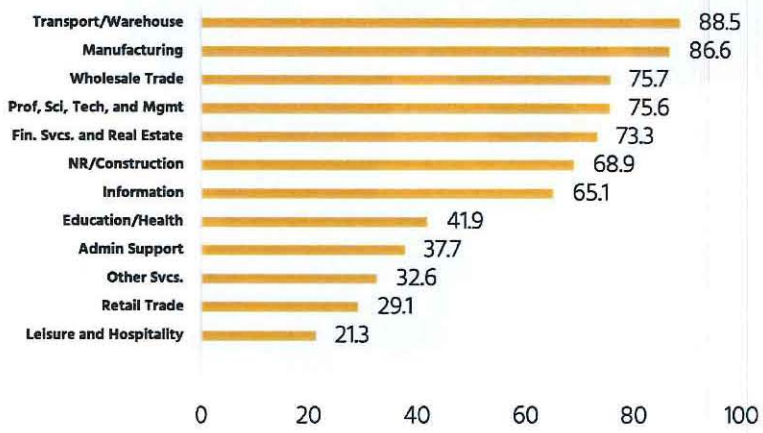
April 4, 2017

Economic Snapshot

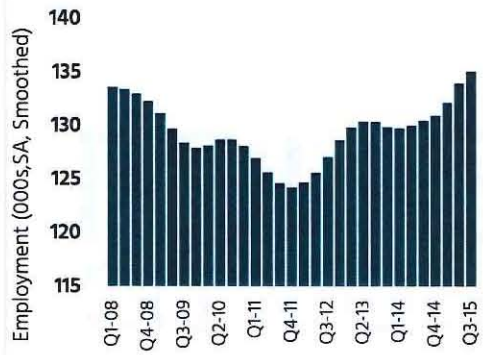




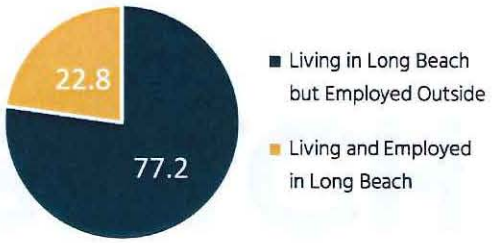
	Long Beach		L.A. County	
	Median Income	5-Year Growth	Median Income	5-Year Growth
White	$69,809	5.9%	$70,772	3.9%
Black	$39,273	4.2%	$33,744	-0.2%
Asian	$59,087	15.7%	$54,880	3.3%
Hispanic	$43,869	7.8%	$38,854	2.4%
Other	$46,237	18.7%	$35,615	-3.5%



2015 Total Private Employment

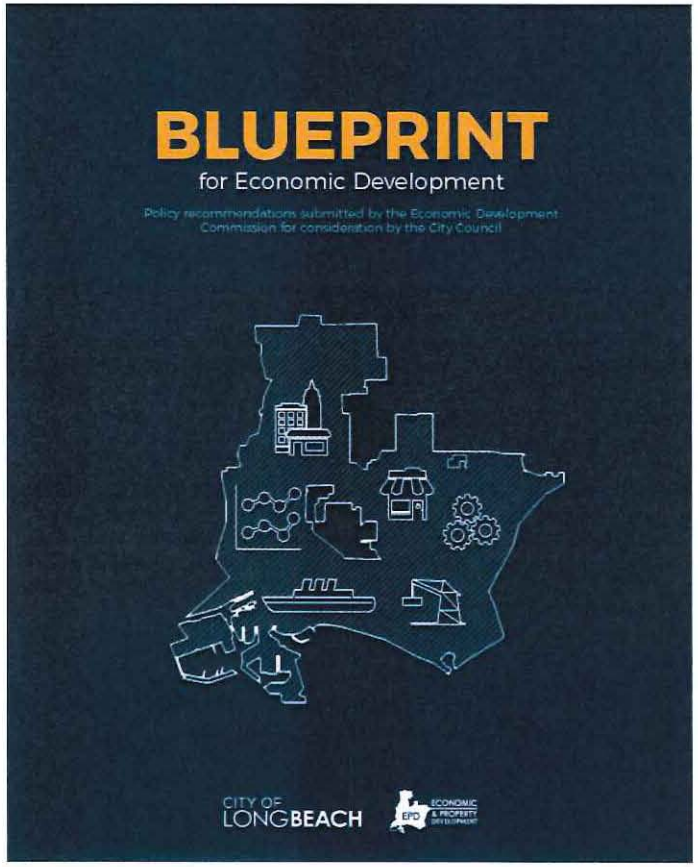


Labor Force: Inflow and Outflow



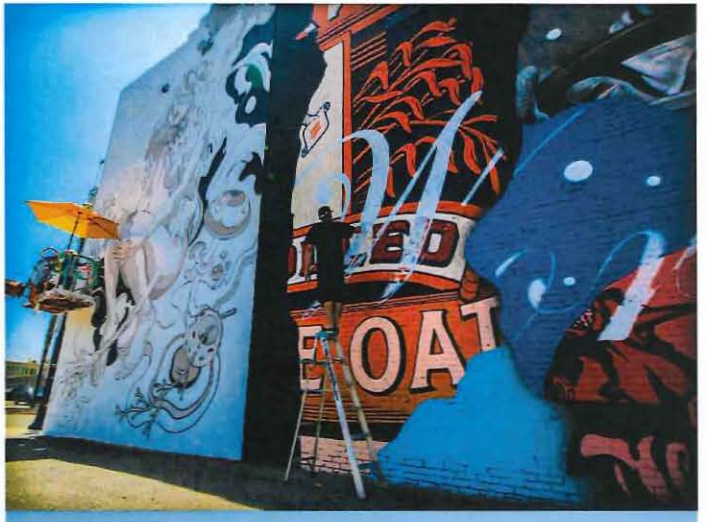
Background

- In 2015, the Mayor and City Council tasked the Economic Development Commission with developing recommendations for a citywide Blueprint for Economic Development
- The Commission consists of 11 members that represent various different sectors



Blueprint Planning Process

- Policy document that outlines goals, objectives, and recommendations to provide a catalyst for economic activity across the city
- Deliverables:
  - High-level policy document (Blueprint)
  - Work plan for further assessment and strategy development
  - Online dashboard to track key performance indicators



Research Process

- Beacon Economic Analysis Part I & Part II
- Expert Panel Study Sessions
- Best Practice Plan Review
- Listening Sessions
- Focus groups
- Key Reports

Economic Development Commission Blueprint Recommendations

Vision

"The city of opportunity for workers, investors, and entrepreneurs."

- The Blueprint should:
  - Serve as a catalyst for action
  - Create higher-wage job opportunities
  - Spur investment throughout the city
  - Build an ecosystem that lays a foundation for success for businesses
  - Provide opportunity for residents to create, thrive, and positively impact where they live

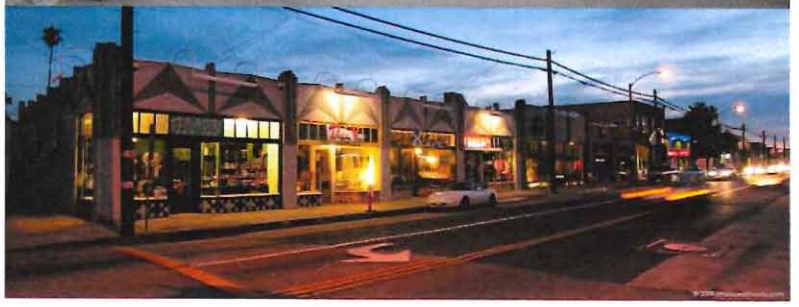
Blueprint Focus Areas

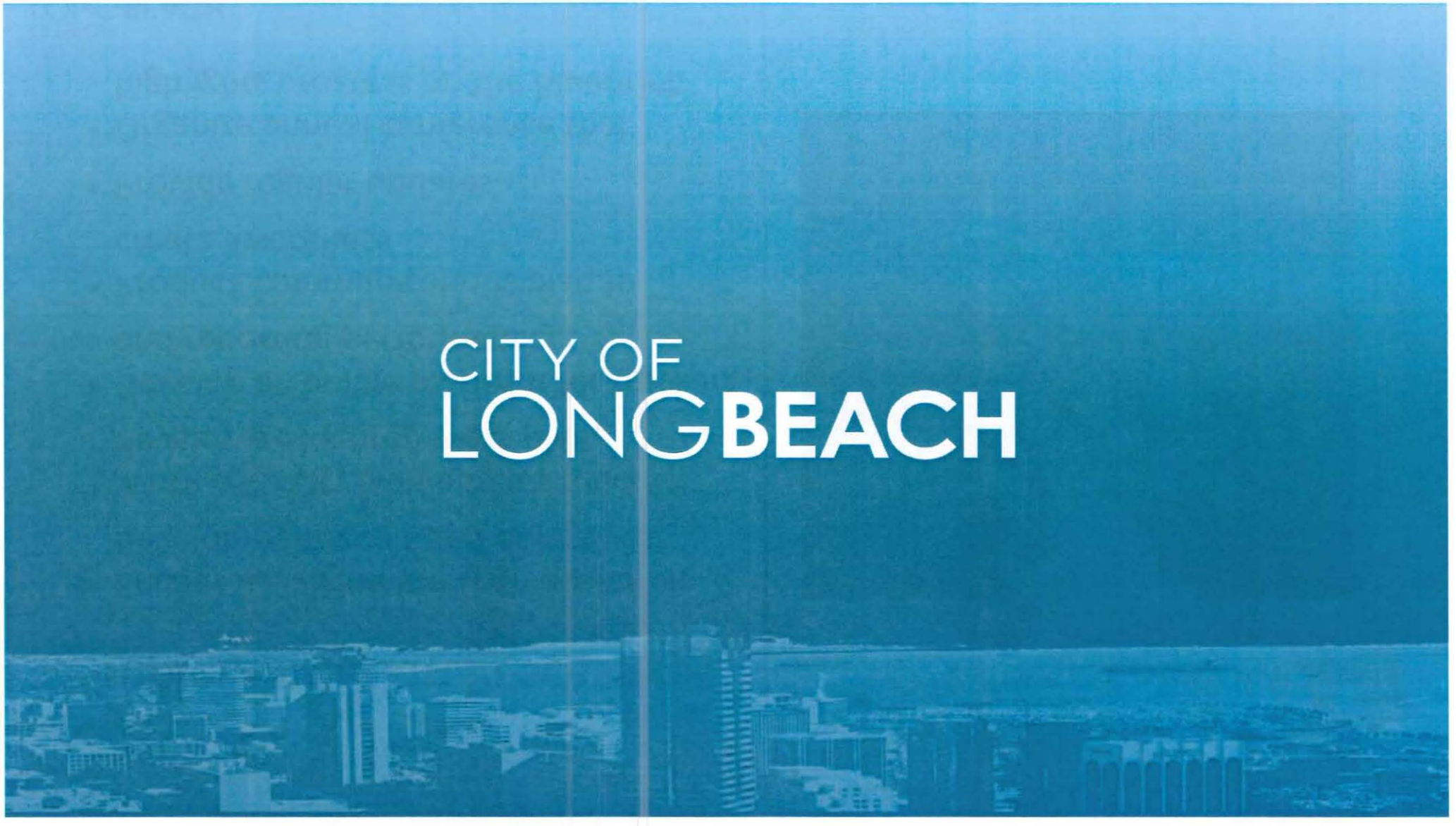
1. Engines of Growth
2. Economic Inclusion
3. Jobs and Workforce Development
4. Business Assistance
5. Development Environment
6. Quality of Life
7. Economic Leadership and Cooperation

CITY OF LONG BEACH

Implementation Process

- Encourage alignment with economic development goals and objectives
- Work with City staff and partners to develop a Blueprint work plan
- Develop an online platform for tracking and reporting performance
- Produce communications plan to create awareness
- Provide regular updates
- Organize annual conference that highlights progress on the Blueprint

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