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Public Affairs Highlights and Initiatives
September 2019

Government Affairs:

1. Attended Long Beach Disaster Preparedness Department workshop to develop a Mass Notification Policy for the City of Long Beach
2. Participated in City Manager's Communications / Social Media Monthly Meeting
3. Finalized plans to host the 2019 Western Region Airport Property Managers (WRAPm) Conference in Long Beach

Community Outreach:

1. Volunteers distributed Long Beach Airport 95th Anniversary promotional items to passengers as they enjoyed eight performances of the LGBLive! summer concert series
2. Hosted "Welcome Home" table for returning 40th Military Police Company from active duty deployment, September 6
3. Participated in 30th Annual Belmont Shore Car Show, September 8
4. Commemorated September 11th with a display near the flag pole; employees citywide observed a moment of silence at 9:11 a.m.
5. Supported Power 4 Youth, a community-based organization, at their Mini Golf Night, September 18
6. Participated in Sixth District Night at the Aquarium, September 19
7. Participated in Ready Long Beach, September 28
8. Volunteers led two tours of the airport in September
9. Supported numerous community groups in September, including Leadership Long Beach, by providing over 740 LGB promotional items
10. Continued planning the 2019 Festival of Flight which will be held Saturday November 2, 10:00 a.m. to 4:00 p.m.

Media:

1. Airlines Criminally Charged In Long Beach for Violation of Noise Ordinance, *Corporate Crime Reporter*, September 5
2. Festival of Flight returns to the Long Beach Airport, *Long Beach Local News*, September 7
3. Building A Better Long Beach: New Airport-Area Hotel To Open Early Next Year, *Long Beach Business Journal*, September 10
4. Corporate Presence: Top Executives On The Business Climate in Long Beach, *Long Beach Business Journal*, September 10
5. Dip In LGB Airline Traffic Attributed To Flight Slot Changes, *Long Beach Business Journal*, September 10

6. JetBlue Foundation Focuses on Mentorship, Diversity and STEM and Technical Education Training with its Latest Round of Grants, *CSR Wire*, September 13
7. American Airlines Retires the Last of Its Iconic MD-80 Jets (video segment), *NBC7 San Diego*, September 16
8. How Do You Get Ahead In The Airport Business? Easy – Start Out Ahead, New Report Says, *Forbes*, September 16
9. Long Beach Airport Traffic Down 11%, *Orange County Business Journal*, September 17
10. Long Beach Airport gets more than \$8.5 million for taxiway work, *Long Beach Press-Telegram*, September 23
11. Patrick West Bids Farewell To City Hall, *Long Beach Business Journal*, September 24
12. Shooting for the stars: Satellite companies find renewed interest in Long Beach, mayor says, during ‘Building a Better LB’ event, *Signal Tribune*, September 24
13. Environmental documents for Long Beach Airport terminal improvements set for release, *Long Beach Post*, September 26
14. Aloha! Hawaiian Airlines, *My Discoveries*, September 2019
15. Longing for Long Beach California, *My Discoveries*, September 2019

Social Media:

- Notable events in September: September 11th
- Facebook is up to 17,229 likes in September
 - The best post in September had a reach of 7,370 with 578 reactions, comments, and shares
- Twitter is up to 12,896 followers in September
 - The best tweet in September generated 8,568 impressions, 19 retweets, and 58 likes
 - Tweets in September generated 91,600 impressions
- Instagram is up to 6,561 followers in September
 - In September, posts averaged 193 likes each
 - The most popular post earned 397 likes and 4,871 impressions

Arts/Entertainment/Display:

1. LGBLive! Summer Concert Series concluded at the end of September
2. “CSULB SOARS@LGB”, a temporary rotating exhibit produced in collaboration with California State University Long Beach School of Art continued; exhibits “Drifting” by Jojo Solo and “Collection” by Amy Williams are on display
3. LGB95 Selfie Sign remains on display in the concourse

Advertising/Marketing:

1. Continued integrating 95th Anniversary branding into the communications strategy
2. Press-Telegram, Newspapers in Education sponsor
3. Angels Baseball, Big A signage, September 9 - 22
4. Long Beach Business Journal, quarter page, full color ad, September 10 – 23 and September 24 – October 7 issues
5. Adopt-A-Highway, 405 Freeway signs

6. 95th Anniversary pole banners remain on display at the Donald Douglas loop
7. Planning for JetBlue Long Beach Marathon sponsorship continued
8. The Guidance Center Sunset Sip 2019 sponsorship, September 14
9. Long Beach Firefighters Memorial Association Golf Tournament tee sponsor, September 16
10. Campaign *Spare Change Changes Everything* continues at Long Beach Airport
11. Power 4 Youth Mini Golf Tournament sponsorship, September 18



4100 E. Donald Douglas Drive, Second Floor, Long Beach, CA 90808
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Facebook post with the most reach in September:

Long Beach Airport
Published by Lindsey Ann [?] · September 4 at 10:00 AM · 🌐

After 36 years, the classic McDonnell Douglas MD-80 aircraft is retiring from American Airlines. In its lifetime, the MD-80 program in Long Beach delivered 1,167 airplanes. The MD-80s have had the spirit of Long Beach flying with them through their journey. Here's to you, Mad Dog.

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578 Reactions, Comments & Shares ⓘ

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11 😲 Wow	2 On Post	9 On Shares
64 😞 Sad	21 On Post	43 On Shares
34 Comments	21 On Post	13 On Shares
39 Shares	39 On Post	0 On Shares

712 Post Clicks

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Most liked Twitter post in September:



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[Corporate Crime Reporter](#) In Print 48 Weeks A Year

Airlines Criminally Charged In Long Beach for Violation of Noise Ordinance

By [Editor](#) Filed in [Uncategorized](#) September 5th, 2019 @ 8:44 am

Long Beach, California has one of the toughest noise ordinances in the country.



Doug Haubert
Long Beach City Attorney

In part, the law prohibits commercial airline operations between 10 p.m. and 7 a.m..

But airlines often fly late into Long Beach and refuse to change their ways.

Last week, the Long Beach City Attorney Doug Haubert [filed a criminal complaint against Mesa Airlines](#), doing business as American Eagle, for violating the noise ordinance 16 times over the past year.

“I realize it is out of the ordinary for an airline to be criminally prosecuted for late flights, and only a few cities even have the ability to legally do this,” Haubert said in a statement sent to *Corporate Crime Reporter*. “A criminal case is only filed when it becomes apparent that an operator not going to take reasonable steps to avoid late night flights that violate the Airport Noise Ordinance. The goal in a case like this is to get compliance with the law, and if filing a criminal complaint is the only way to accomplish this I will not hesitate to take that step. People who live in Long Beach invested in their homes with the assumption that airlines will follow the law and operators who use the airport know that criminal prosecution will result when

violations continue.”

It was the fifth criminal case brought against an airline for violating the noise ordinance since 2002. The four other cases were brought against American Airlines, JetBlue Airways, Kalitta Charters and Komar Aviation.

An arraignment in the case against Mesa Airlines is scheduled for early October 2019.

“We’re reviewing this matter in coordination with Mesa Airlines,” American Airlines said in a statement to *Corporate Crime Reporter*. American Airlines would not say who would be representing the company in court at the arraignment.

The company said that “flights to and from Long Beach Airport are operated by Mesa Airlines, under our American Eagle brand, which is a trade name utilized by all regional airlines operating under capacity purchase agreements with American Airlines.”



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Events Local News

Festival of Flight returns to the Long Beach Airport

September 7, 2019 LBLN

Long Beach Airport is hosting it's annual Festival of Flight coming this November. The Festival of Flight is a free community celebration featuring aircraft on static display, food trucks, beer trucks, and live music. This year's event will feature 80s tribute band-Knyght Ryder, and much more.



FESTIVAL OF FLIGHT 2019

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long beach airport **anniversary celebration 95**

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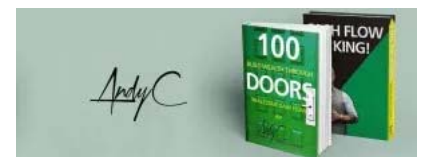
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The annual Festival of Flight is happening from 10 a.m. to 4 p.m. at the Long Beach Airport at East Wardlow Road and Globemaster Way. Pilots and operators will be available to answer aviation questions and some aircraft tours will be available.



Helicopter rides will also be offered for \$50 per person by [Anthelion Helicopters](#) and plenty of food and beverages will be available for purchase.

All ages are welcome and no pets are allowed, except service animals. We encourage you to ride share or use public transportation.

Free parking is available, but limited, on the corner of E. Wardlow Road and Globemaster Way.

More information:

http://www.lgb.org/information/festival_of_flight.asp

Related

[Annual Festival of Flight Lands at Long Beach Airport This Weekend](#)
November 1, 2017
In "City Event"

[Festival of Flight Celebrates Long Beach Airport's 95th Anniversary on November 17](#)
November 16, 2018
In "Airport"

[Festival Of Flight Lands At Long Beach Airport This Saturday](#)
November 3, 2016
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Building A Better Long Beach: New Airport-Area Hotel To Open Early Next Year



Long Beach's newest extended-stay hotel concept, Staybridge Suites, is expected to open in mid-March near the northeast corner of Lakewood Boulevard and Willow Street, according to Holiday Inn Long Beach Airport General Manager Mooyon Kim, who will oversee the new hotel as well. (Photograph by Brandon Richardson)

■ By **BRANDON RICHARDSON**
Senior Writer

Visible from the 405 Freeway since it opened in 1967, the iconic circular tower that is Holiday Inn Long Beach Airport soon will share its location with the city's

newest extended-stay hotel concept: Staybridge Suites.

"The reason we [decided to redevelop the site] was to broaden our target market [beyond] business or leisure travelers staying for a weekend or a weekday," Mooyon Kim, general manager of the Holiday Inn

Long Beach Airport, said. "We also want to provide accommodation for business people or people in between moving or renovation in the extended-stay market."

Located near the northeast corner of Lakewood Boulevard and Willow Street, the new six-story hotel consists of 125 rooms on floors two through six

— from 310-square-foot studio suites to 845-square-foot two-bedroom suites. Each Staybridge room will have a living room area and come equipped with full-sized appliances, including a refrigerator, stove, dishwasher and microwave.

The ground floor of the building will include a lobby, a living room area with



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The Staybridge Suites hotel, which will share amenities with the Holiday Inn Long Beach Airport, consists of 125 rooms in a six-story building. (Rendering courtesy of Level 3 Design Group)



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Each room at the new Staybridge Suites hotel will be equipped with a kitchen, including full-sized appliances. (Rendering courtesy of Level 3 Design Group)

seating and a TV, an entertainment room with a TV and a pool table, a breakfast area, free self-service laundry, a bike kitchen, 10 meeting rooms and a small-scale convenience store. The full list of stock food items is still to be determined, but Kim noted most will be simple items for residents to cook meals in their rooms, as well as pre-packaged meals. He added that some fruits and dairy products will be stocked, and that vegetables are being considered.

Shared amenities between the Holiday Inn and Staybridge hotels will include a newly renovated pool area, including a 3,000-square-foot deck that can be used for events. The relocated pool will be larger than its predecessor and sandwiched between two hot tubs, one of which is reserved for 21-and-over guests. The pool area will also feature two barbecue grills, seating and a fire pit. A 1,500-square-foot, state-of-the-art fitness center with floor to ceiling glass walls will overlook the pool area. The two hotel concepts will share a total of 16,500 square feet of indoor and outdoor meeting and event space.

"The majority of our guests will stay an extended time here, so we tried to create a home-away-from-home atmosphere," Kim said, adding that the average Staybridge stay is five to seven days, with many lodging there two weeks or longer. "We'll have special events for our guests throughout the week – afternoon barbecues, morning yoga sessions. We haven't decided yet, but most likely, [these] events will be offered to both Holiday Inn and Staybridge guests."

Kim explained that Staybridge will have its own staff and general manager, since different hotel brands have different standards. However, the Staybridge team will report to Kim, as both hotels share ownership. Room rates for Staybridge will fluctuate depending on demand and length of stay, according to Kim, who noted that people staying longer will pay less per night than those who stay one or two nights.

The Staybridge replaced the Holiday

Inn tower's two-story, 50-room auxiliary structure, which was demolished during the first half of 2018. Demolition and pre-construction took longer than expected, Kim noted. Construction of the new hotel began in July 2018 and is expected to be completed by mid-March next year, barring any delays.

"Long Beach is booming. There is a

lot of development going on throughout the whole city and our Staybridge is part of it," Kim said. "We definitely trust that Long Beach will be growing over the next five to 10 years and demand will grow as well. There's a lot of potential and opportunity, especially for the extended-stay market as part of the growing Long Beach market." ■

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Corporate Presence: Top Executives On The Business Climate In Long Beach



Dan Hart, CEO of aerospace company Virgin Orbit, said Long Beach is a great location for the firm due to its qualified talent pool. Pictured are employees working onsite at 4022 E. Conant St. in Douglas Park. (Photograph courtesy of Virgin Orbit)

■ By **DENNY CRISTALES**
Staff Writer

To get a sense of how firms with significant corporate presences in Long Beach feel about the area's business climate, the Business Journal contacted local executives for their feedback. While some described Long Beach as a thriving market, others felt the future of local business was unpredictable in the face of uncertain changes with global trade.

The Business Journal received responses from CEOs and top executives with corporate entities in the fields of aviation, energy production, engineering, financial services, health care and manufacturing.

Among the companies that partly attribute their growth to a positive local economy is P2S Inc., an engineering consulting firm located at 5000 E. Spring St. With the implementation of a revenue growth strategy focused on expanding its service lines and geographical presence, P2S Inc. has doubled its revenue in the past five years, according to Kevin Peterson, president and CEO.

Peterson attributed his company's growth to a strong Long Beach economy. The business climate in the city is "currently the best that I have seen in

the last 30 years," he said. The strength of the economy is largely based on the collaborative efforts of businesses, city agencies and nonprofits to "make Long Beach a better place to live and work," Peterson added.

Part of what is stimulating the local economy is the city's ongoing support of new businesses, according to Natasha Mata, region president for Wells Fargo. She said the city government has made Long Beach a very business-inclusive environment through the creation of its Economic Development Blueprint and "Everyone In" economic inclusion initiative. "There is definitely an electricity in the air regarding the future of the city's economic development and well-being," she said.

Wells Fargo's focus is to financially support the development of small businesses in the city, said Mata, who endorsed Long Beach as an ideal location for aspiring entrepreneurs. "One can argue there is always room for improvement; change is what keeps us evolving," she said. "However, I feel that we are part of a strong public-private collaboration in which we are all striving to meet the same goal – to help businesses thrive and work alongside the city to grow a strong local economy."

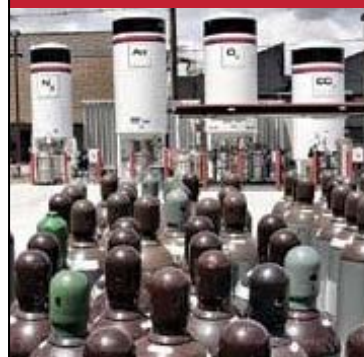
One of those growing businesses is Laserfiche, a software company located at 3545 Long Beach Blvd. Chris Wacker, CEO of Laserfiche, said the city is experiencing a growing diversity of industries in the region, such as those specializing in manufacturing, construction, professional services and health care. Laserfiche is expanding, with a new global headquarters now under construction in Bixby Knolls, Wacker said. The develop-

ment is expected to be completed some time next year.

Although his view of the city's business development and his corporation were positive, Wacker did note that he yearns to see a more "technology focused" approach to solving business problems. "Long Beach is home to exceptional business people, innovative thinkers and inspiring leaders," he said.

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Southwest Airlines' operations in Long Beach have been positive this year due to the city's stable economy, according to Adam Decaire, vice president of network planning. (Photograph by Brandon Richardson)

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(Continued from Page 36)

"And I feel that the city will reach its full potential only if our business community embraces solutions that incorporate big data, analytics and tech, such as machine learning and artificial intelligence. . . . Long Beach-based businesses would benefit from an increase in employees that are well prepared to work in the digital economy," Hart said.

Dan Hart, CEO of Virgin Orbit, echoed Wacker's thoughts about nurturing more talent in the fields of technology. An aerospace company located at 4022 E. Conant St. in Douglas Park, Virgin Orbit's day-to-day operations in the city have been fruitful. "Long Beach's legacy in aerospace has been very conducive to us finding suppliers and talent," Hart said.

The satellite industry is in a state of transformation, Hart noted, adding that the development of small satellites and rockets has the potential for growth in the Southern California market. "But our company and this industry as a whole requires the best and brightest minds in order to thrive in Southern California," he said. "That's why we're wholly dedicated to supporting local STEM [science, technology, engineering and mathematics] efforts — not only because we are constantly on the lookout for new talent to hire, but because now is a fantastic time to begin a career in the space industry."

To fulfill this vision, Hart noted that Virgin Orbit would need to expand its operations in the next few years. In order to so, he said more efficient infrastructure development regionwide is neces-

sary. "We'd really appreciate finding ways to reduce red tape and review times for building out our facilities," he said. "We've noticed that several new space companies have relocated their manufacturing or testing activities out of California, because of the incentives being offered by other states. It would be great to see California become more competitive in providing incentives to aerospace companies."

While some businesses have been successful in recruiting talent, others struggle to find qualified applicants. SCS Engineers is an environmental engineering firm located at 3900 Kilroy Airport Way. Julio Nuno, senior vice president of SCS Engineers, expressed a desire to expand SCS Engineers' operations, but he said that there have been limitations in locating qualified staff to fill open positions. "Without having the staff to take advantage of further improvements in the business climate, I would say that there is not much room for improvement at this time," he said.

Nuno said the environmental business continues to change nationwide, as scientific advancements identify new areas of concerns and federal regulations change. "For example, over the last several years, we have seen increased interest in the development of sites that have been used for disposal of wastes or otherwise contaminated," he said. A demand for such sites is driven by high real estate costs and limited availability of greenfields in urban areas, he explained.

"Uncertainty regarding the future of the commercial and industrial real estate

(Please Continue to Page 40)

(Continued from Page 38)

market could also have a negative effect on business,” Nuno added. “We continue to hear talk that the real estate market will begin to decline, but there have been predictions of decline for the past two years that have not yet been realized.”

With respect to any changes in the economy, Mata said that it’s constantly fluctuating. To prepare for any looming shifts in the economy, she said Wells Fargo emphasizes a proactive approach by engaging with the community, such as consulting with students and leaders at public school districts or other businesses, to educate and inform them about financial resources that are available.

Peterson said political changes may impact business operations in the Long Beach region. “We know that the economy will not continue to expand indefinitely without some contraction,” he said. “The most significant unknowns at this time that can impact our business are the uncertainties caused by an election year in 2020 and our ongoing trade dispute with China. P2S prepares for multiple outcomes and consistently reviews our business plans to ensure they are current.”

John Bishop, CEO of MemorialCare Long Beach Medical Center and Miller Children’s & Women’s Hospital Long Beach, said unknowns for the local medical facilities come in the form of funding revenues. Funding streams are varied and dependent on legislation, he noted.

Bishop’s role in leading a health care entity is to oversee the continued development of infrastructure to keep the city’s residents healthy, he said. “We are in a unique situation, where we have both



John Bishop, CEO of MemorialCare Long Beach Medical Center (pictured) and Miller Children’s & Women’s Hospital Long Beach, praised the work of city officials for attracting new businesses, which he said strengthens the economy. (Photograph by Brandon Richardson)

a full-service, free-standing children’s hospital, just one of eight in the state, and an acute care hospital for adults,” he said. “So, we are aggressively pursuing strategies that provide higher value and better care to keep all of our residents out of the hospital – from infants to seniors.”

Bishop praised the work of city officials for attracting new businesses,

which he said strengthens the economy.

Also benefiting from a stable economy is Southwest Airlines, according to Adam Decaire, vice president of network planning. With respect to the economy, Decaire said “nothing feels known right now,” although he did indicate that airline officials will “meet any challenge that comes our way.”

Operating out of Long Beach Air-

port, Southwest Airlines is slated to get additional flight slots in October. “We’re really focused on continuing to improve on getting Long Beach residents to places they want to [go], which means more non-stops to [those places],” he said. “We’re predominantly a point-to-point carrier, but we also connect you across the network . . . to a lot of cool places, as well. For me, it’s about improving: more flights and more destinations.”

Tom Anderson, vice president and general manager of Gulfstream Long Beach, said he would like to see international flights at Long Beach Airport. “This area would attract visitors and business from Europe, Canada, Asia and elsewhere,” he said. “Millions of dollars would be generated by opening the city to international travel.” The Long Beach City Council refused to pass a proposal in 2017 to build a federal inspections facility that would have allowed international travel at Long Beach Airport.

Gulfstream, an international aerospace company, provides engineering and maintenance services at its Long Beach Airport location, 4150 Donald Douglas Dr. Anderson said he is relying on partnerships with the airport and aviation colleagues to develop a plan to enhance Gulfstream’s number of employees. He noted that a new location in Van Nuys is expected to begin service sometime this year.

Robert Grundstrom, leader of Los Angeles Basin operations for the California Resources Corporation (CRC), said oil and natural gas production continues to be a strong contributor to the Long Beach economy. CRC, a publicly traded oil and natural gas exploration and production company, is the largest oil and natural gas producer in California, according to the firm’s website.

CRC has an 80% stake in the prop-



Many major firms have offices in Downtown Long Beach, such as Molina Healthcare and the California Resources Corporation (CRC). Robert Grundstrom, leader of Los Angeles Basin operations for the CRC, said oil and natural gas production continues to be a strong contributor to the Long Beach economy. (Photograph by John Robinson)

erties at Wilmington Oil Field. Located in Los Angeles County, including major areas of Long Beach, it is one of the largest oil fields in the United States. CRC's Long Beach operations include THUMS Long Beach Company and Tidelands Oil Production Company, all which operate at Wilmington Oil Field, according to the CRC website.

Grundstrom said CRC's investments and operations in the region have generated more than \$1 billion in revenue for the State of California, Los Angeles County and the City of Long Beach. CRC's Long Beach offices are located at 111 W. Ocean Blvd.

In regard to economic progress, Grundstrom said it's imperative that California focus on increasing its in-state supply of energy. "Imported energy means increased costs to California consumers and a larger environmental footprint," he said. "Producing in-state energy decreases our dependence on imports from places that don't hire Californians, pay California taxes or apply California's leading safety, labor, human rights and environmental standards."

Grundstrom said the biggest factors that may shift the economic outlook are potential tariff escalations, instability in the Middle East and political uncertainty with China. "The diverse industrial economy of Long Beach is a key to its success in improving the quality of life for city residents and attracting and re-



The Port of Long Beach is the second busiest container port in the United States. The location serves as a major hub of global trade, attracting shipping firms, logistics operators and other trade-related companies to operate in the city. (Photograph by Brandon Richardson)

taining businesses, even during times of international uncertainty," he said. "In the face of these global challenges, the State of California should apply the Long Beach playbook and promote producing more of the daily needs of Californians here at home with California workers and businesses using local resources.

CRC will continue to promote California's ability to be energy self-sufficient and resilient, which would increase local jobs, local tax revenues and provide a career path to the middle-class for our Long Beach residents."

For his part, Wacker affirmed his belief that the city has a healthy econom-

ic future. "Business in Long Beach is booming, as is the rest of the city," he said. He mentioned a growing diversity of industries and new developments as the main components of the city's strong business climate. "There are some strengths in the economy, and I am optimistic about the future," he said. ■

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Dip In LGB Airline Traffic Attributed To Flight Slot Changes



Cynthia Guidry came on as director of Long Beach Airport about two months ago. She has been in communication with airport stakeholders and community members to listen to their concerns about operations at the facility. Currently, airline passenger traffic at the airport is down compared to last year, but Guidry said she is optimistic about airline performance for the rest of 2019. (Photograph by Brandon Richardson)

■ By DENNY CRISTALES
Staff Writer

Overall airline passenger traffic at the Long Beach Airport (LGB) is down 14.8% compared to this time last year, and officials say the allocation of flight slots is to blame for the dip in passengers. However, LGB officials said passenger traffic should stabilize when pending flight slots are officially allocated to Southwest Airlines and Delta Air Lines in October.

LGB's monthly activity reports for this year indicate that airline passenger numbers have been down throughout 2019 compared to 2018. This year, LGB has served a total of 2,034,250 passengers as of July 2019. Last year, the total was 2,387,915 for the same time period.

In July, 319,296 people flew on commercial airlines through LGB, a 10.8% decrease in airline passenger traffic compared to the same month in 2018. These figures account for both enplanements and deplanements, otherwise known as arrivals and departures.

Claudia Lewis, LGB finance and administration bureau manager, attributed the decrease in airline traffic to JetBlue relinquishing 10 of its 34 flight slots in April. JetBlue voluntarily gave up the slots after it did not meet the city's new minimum use requirement for flight operations at LGB, according to Lewis. The requirement, which went into effect this year, mandates that air carriers use 70% of their flight slots every calendar quarter. When it did not meet the requirement, JetBlue relinquished a total of seven permanent and three supplemental slots, Lewis said.

Southwest Airlines and Delta Air Lines will officially inherit the 10 slots vacated by JetBlue in October. A total of 12 slots are going to Southwest Airlines, five that are permanent and seven that are supplemental, and Delta Air Lines will have eight slots, six that are permanent and two that are supplemental. Currently, Southwest and Delta have six and four flight slots, respectively.

In addition to its current slot allotment, Southwest has been using most of JetBlue's vacated slots on a temporary basis since April, Lewis said. Southwest Airlines more than doubled its airline passenger traffic in

July compared to the same time last year, experiencing a 123% increase, according to LGB data. The breakdown for airline numbers in the monthly report only factors in enplanement numbers.

Lewis said Southwest has been using these temporary slots as they become available monthly. She explained that air carriers at LGB provide officials with their flight schedule six months in advance. If within that time frame there are slots that may not be in use, officials temporarily reallocate them to air carriers on a monthly basis. "If you think of it in those terms, the reallocated slots aren't even allocated on a six-month basis; they're reallocated on a 30-day basis," Lewis said. "We get those look-ahead schedules every 30 days. An air carrier could say, 'Four months out, we are/are not going to utilize these slots.' But then in the next 30 days, they can change that schedule and actually utilize them. That's why there are some challenges in the use of temporary slots."

Adam Decaire, vice president of network

planning for Southwest Airlines, said the company's growth in air passenger figures this year is because of the temporary use of JetBlue's relinquished slots. The air carrier used about eight of JetBlue's relinquished slots this past summer, fluctuating based on the slot availability every month, he said. With the addition of these temporary slots, Decaire said Southwest was able to add various services to its schedule, such as a daily flight to Denver and three daily flights to Las Vegas. "We'll use every slot that's available for us in Long Beach, and we're going to fly it – temporary or permanent," Decaire said. He added that Southwest will have to reduce flights in October, when the temporary slots are divvied up with Delta.

Delta Air Lines' airline passenger numbers in July 2019 compared to the same time last year were relatively flat. Per the monthly report, Delta experienced an increase of just under 1% for enplanements. When factoring in deplanements, the figure actually shows a 0.2% decrease for Delta in airline passenger traffic, according to data provided by LGB.

Liz Savadelis, corporate communications representative with Delta Air Lines, said the air carrier currently has four flight slots at LGB, all of which are used for four daily flights to Salt Lake City. Delta will use additional flight slots being allocated in October to provide a fifth service to Salt Lake City and three flights to Las Vegas, she noted. "Delta's growth at Long Beach Airport is part of a broader investment in the L.A. Basin and broader region," Savadelis said.

LGB's other air carriers, with the exception of Hawaiian Airlines, all experienced decreases in passenger traffic in July 2019 compared to the same time last year. The airline passenger traffic numbers show a 2.7% decrease for American Airlines, a 5.4% increase for Hawaiian Airlines and a 36.3% decrease for JetBlue Airways.

When factoring in only enplanements (flights boarded at LGB), the figures are: a decrease of just under 1% for American Airlines, a 6% increase for Hawaiian Airlines

and a 36% decrease for JetBlue Airways.

However, Lewis said the dip in airline traffic is "not a concern at all," citing that there is still a strong demand for slots at the airport. "I anticipate the utilization of the re-allocated slots in October will be at a much higher level than when they are in use on a temporary basis," she said.

In June, Lewis told the Business Journal that she forecasted a total of 3.6 million enplanements for 2019. She said she believes the airport is still on track to meet that projection. Although it is a decrease from last year's total of four million enplanements, she noted that this year's projection is an increase compared to LGB's all-time average of 2.8 million enplanements. "On the whole, there is an upward trend in traffic at Long Beach Airport," she said.

Cynthia Guidry, director of LGB, said her outlook on the airport's performance this year is positive. Although she has only been in her role for under two months, she said she has been in communication with airport stakeholders and community members to listen to their concerns about operations at the facility. "It's been relatively easy, because everyone has been so welcoming," Guidry said about her transition to LGB. "My first month has been about listening and learning about all the latest projects, programs and what is going at this airport. . . . The airport staff has just embraced me. Coming here and being able to share my thoughts and things that I've learned in my professional experience, it's just been a great attitude by the staff that's here. There are a lot of exciting things going on here at Long Beach Airport."

Guidry admitted there has been a shift in airline traffic since JetBlue relinquished its slots, but she still said there is a "great opportunity" to grow for the rest of this year. "We are positioned very well in the industry," she said. "It's all positive. This airport has seen fluctuations in the past, and we'll probably continue to see that in the industry overall. As far as Long Beach Airport specifically, it's still very promising." ■



Claudia Lewis, finance and administration bureau manager, attributes a decrease in airline passenger traffic at the Long Beach Airport to JetBlue relinquishing 10 of its 34 flight slots in April. Overall airline passenger traffic is down 14.8% compared to this time last year. (Photograph by Brandon Richardson)

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September 13, 2019

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CSR News

JetBlue Foundation Focuses on Mentorship, Diversity and STEM and Technical Education Training with its Latest Round of Grants

Submitted by: **JetBlue Airways**
Categories: [Philanthropy & Corporate Contributions](#), [Corporate Social Responsibility](#)
Posted: Sep 13, 2019 – 10:15 AM EST



NEW YORK, Sep. 13 /CSRwire/ - JetBlue (NASDAQ:JBLU) today announced the newest round of grants from the JetBlue Foundation, the first airline foundation focused solely on supporting aviation and STEM education. This year, the JetBlue Foundation is fueling 13 programs with nearly \$250,000 in grants to benefit their science, technology, engineering and mathematics (STEM) and aviation initiatives. This round of grants will support education programs focused on mentorship and technical education training, with the goal of adding more diversity within STEM and the aviation industry.

"The JetBlue Foundation is creating clearer career pathways for the next generation in aviation," said Ursula Hurley, president of the JetBlue Foundation. "It was exciting to see mentorship and technical education as the main themes among this year's grant applications. We're making an investment in our children and in the future of our industry. Mentorship, access and options are important, whether it's ensuring students have skills for well-paying jobs upon graduation from high school or the opportunity to further their education through college."

The JetBlue Foundation encourages aviation-related education and helps ignite interest in STEM programs, especially among communities traditionally underrepresented in these areas. This STEM education-focused foundation furthers JetBlue's efforts to introduce students to the vast array of careers available within aviation. Over the past six years, the JetBlue Foundation has built lasting relationships with more than 80 STEM and aviation-focused programs and provided over \$1.5 million in grants and in-kind support to help these programs take off.

The 2019 grant recipients span JetBlue's route map including the first international recipient, with grant winners coming from Atlanta; Barbados, West Indies; Boston; the New York-metro area; Fort Lauderdale, Fla.; Long Beach, Calif.; San Diego and Salt Lake City.



[Click here to watch video.](#)



This year's JetBlue Foundation grant recipients include:

Mentorship-focused Organizations

- **ACE Mentor Program of New York** (Queens, NY) is a free afterschool program for high school students interested in architecture, engineering and construction. This grant will help support a mentoring program benefiting students in JetBlue's home borough – Queens, NY.
- **Latino Pilots Association** (Fort Lauderdale, Fla. and New York City) is a volunteer organization comprised of professional pilots from different sectors of the aviation industry. Its nationwide network of pilot mentors give back to the Latino community in a variety of ways. JetBlue Foundation funding will support the Academy for Latinos in Aviation Science (ALAS) program.
- **National CARES Mentoring Movement** (Atlanta and New York City) works to transform the lives of underprivileged Black children by inspiring and mobilizing Black professionals to mentor and nourish them. The organization will use this grant to support their HBCU Rising: A Campus-Public Schools Literacy and STEM Mentoring Initiative.
- **New York on Tech** (New York City) prepares the next generation of tech leaders by creating pathways for students to thrive in technology and innovation. The organization will use their grant to fund the Tech Flex Leaders initiative, an immersive out-of-school time program for high school juniors and seniors offering mentorship with industry professionals and access to professional opportunities.
- **YMCA of Northern Utah** (Salt Lake City) provides support and opportunities that empower people and communities to learn, grow and thrive. This grant will benefit their Gender Equity Program which guides students through activities focused on decision-making, problem-solving and critical-thinking.

STEM and Technical Education Training Programs

- **Caribbean Science Foundation** (Barbados, West Indies) assists with diversifying the economies of the Caribbean Region by harnessing science and technology for economic development, helping to raise the standard of living. These funds will support their Computer Coding Workshop and other efforts providing skills and economic opportunity for girls and women in Barbados.
- **CodeNation** (formerly ScriptEd) (New York City) equips students in under-resourced high schools with the skills, experiences and connections, creating access to careers in technology. This JetBlue Foundation grant will help support their Code Nation NYC Coding Classes: Tech Education for Underserved Youth programming.
- **Cristo Rey New York High School** (East Harlem, NY) serves students of all faiths who have demonstrated the potential and motivation to achieve success and who do not have the educational background or financial means to attend another private, college-prep school. This grant will be used for inquiry-based instruction and science curriculum reform.
- **Dutchess Community College** (Upstate New York) is an enriching, challenging and supportive academic environment that allows students to discover, explore and pursue their STEM interests. The JetBlue Foundation funds will support the Aviation Maintenance Technology (AMT) Program for future aircraft technicians and mechanics.
- **Elementary Institute of Science** (San Diego) is a nonprofit organization committed to increasing lifelong opportunities for students of southeast San Diego through STEM education. This JetBlue Foundation grant will help the organization further develop its Girls Take Flight program.
- **Northeast STEM Starter Academy at Mt. Vernon** (New York-metro area) introduces the marvels of science to at-risk students. They will utilize their JetBlue Foundation grant for their Science of Success programming which helps high performing high school students secure their Pilot's License.
- **Speech and Language Development Center (SLDC)** (Long Beach, Calif.) is a non-profit school and therapy center for children and adults with special needs. SLDC provides classroom education with fill collaborative therapy intervention. Aligning with JetBlue's mission of inspiring humanity, this JetBlue Foundation grant will support the STREAM Lab: adapted STEM lab for children with special needs.
- **Tools & Tiaras, Inc.** (New York City) is committed to advancing the interest of young girls and women who want to pursue non-traditional careers. The JetBlue Foundation grant will help the organization expand its programming to motivate young girls and women dreaming of having careers in traditionally male-dominated industries.

JetBlue Foundation Signature Programs

This summer the JetBlue Foundation once again brought two of its signature programs to life with grants to longstanding partners –

the Organization of Black Aerospace Professionals (OBAP) and Project Scientist – to help encourage even more girls and women and people of color to pursue careers above and below the wing.

- **The OBAP ACE Academy** introduces aviation careers to students ages 14 – 18 from backgrounds traditionally underrepresented in the industry. During these programs, students participate in hands-on activities and have the opportunity to learn directly from JetBlue pilots and other aviation professionals. This summer, the JetBlue Foundation and OBAP hosted seven ACE Academy programs in Boston; Fort Lauderdale, Fla.; Los Angeles/Long Beach; New York, Orlando, Fla.; San Juan, Puerto Rico and St. Thomas – U.S. Virgin Islands. In total more than 150 students participated in the JetBlue Foundation-funded OBAP ACE Academy programs. View a video on this initiative [here](#).
- **Project Scientist STEM Expedition Academy** is a summer program for girls ages four to 12, in Southern California who have a strong interest and aptitude for STEM. The vision of Project Scientist is to transform the face of STEM by nurturing future scientists who will lead the world in solving tomorrow's greatest challenges. The STEM Expedition Summer Academy includes behind-the-scenes looks at STEM-focused companies and college programs as well as a visit to JetBlue's operation at Long Beach Airport.

JetBlue is currently accepting letters of inquiry for the Fall 2019 grants cycle. For grant criteria or to submit a proposal go to jetbluefoundation.org. Visit the site for more information, to see how previous recipients have utilized their grants, examples of JetBlue Foundation partnerships in flight and other STEM-related news.

About the JetBlue Foundation

The JetBlue Foundation, founded in 2013, is independent from JetBlue and has a separate Board of Directors and an Advisory Committee both made up of JetBlue crewmembers from across the airline. Over the past six years, the JetBlue Foundation has built lasting relationships with more than 80 science, technology, engineering and math (STEM) and aviation-focused programs and provided over \$1.5 million in grants and in-kind support to help these programs take off. The JetBlue Foundation furthers JetBlue's work to place aviation top of mind as a career choice for students. The JetBlue Foundation provides financial, in-kind and mentorship support to education and pipeline initiatives focused on STEM to ensure that even more women and traditionally underrepresented groups are present in the hangars, boardrooms, airports and support centers of the future. To learn more visit jetbluefoundation.org.

About JetBlue

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 42 million customers a year to 100+ cities in the U.S., Caribbean, and Latin America with an average of more than 1,000 daily flights. For more information please visit jetblue.com.

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There is currently no contact information.

For more from this organization:

[JetBlue Airways](#)

American Airlines Retires the Last of Its Iconic MD-80 Jets

By David Biggar

Published Sep 16, 2019 at 5:46 PM



A favorite of pilots, aviation enthusiasts and passengers, American Airlines is retiring its last MD-80 planes. David Biggar reports. (Published Monday, Sept. 16, 2019)

It is a favorite plane of pilots, aviation enthusiasts and passengers, but after decades of use, American Airlines has said a final goodbye to the last 28 McDonnell Douglas MD-80s in their fleet.

Combined, the retiring aircraft flew over 750,000 flights, carrying more than 70 million passengers.

The aircraft were flown to their new retirement home in Roswell, New Mexico, the location of an aircraft boneyard.

Among them is the very last MD-80 ever delivered, fittingly named "Spirit of Long Beach" by its previous owner, TWA. Nearly every iconic MD-80 was built in the McDonnell Douglas plant off Lakewood Boulevard next to the Long Beach Airport.

"It was the biggest selling twin jet we had," said Jim Phillips, a former McDonnell Douglas-Boeing Executive who spent his career working with these planes.

Hundreds of thousands of aerospace jobs were based in Southern California for much of the last century, including roughly 30,000 in Long Beach at the peak of the MD-80's production in the early '90s.

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The MD-80 was a child of the late '70s, and looked different from its peers. The engines were in the back, rather than under the wings, which kept most of the cabin quiet. The interior had a different layout that eliminated half of the cabin's middle seats.

After a decent start, sales struggled to take off, especially with big US airlines. In 1982, McDonnell Douglas decided to take a gamble. They offered 20 MD-80s for American Airlines to rent. If the airline didn't like them, they could return them with no strings attached.

American Airlines liked them so much, they bought more, and other major airlines followed.

The MD-80 went on to be the most successful passenger jet built in Southern California. Almost 1,200 were sold over the nearly 20-year production run that ended in 1999. Over 360 went to fly for American Airlines, serving as the workhorse of the fleet through the '80s, '90s, and 2000s.

Today the MD-80 is not as fuel efficient as new planes, and they cost more to maintain. The production line in Long Beach has shut down, making parts harder to come by.

"I think the airplane has served its purpose and came at the right time and pushed other competitors to go one more step on airplanes," said Phillips.

In retirement, most of the aircraft will be slowly stripped for parts to support less than 200 MD-80s still flying around the world.

"It's got a great structure to it and it has a long life ahead for other purposes and other airlines," Phillips said.

Some MD-80s have found new life as firefighting tankers and cargo freighters. A few others will go abroad to other airlines. For the rest of the 28 aircraft, their days of flying are now behind them.

Eventually the last of the MD-80s will join them in the boneyard, closing out a chapter in Southern California aviation history.

As one chapter ends, another one is beginning in Long Beach. The former McDonnell Douglas plant has been redeveloped into Douglas Park, which is home to several start-ups, including new aerospace companies.

Today Southern California is home to roughly 90,000 aerospace jobs.



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454 views | Sep 16, 2019, 01:56pm

How Do You Get Ahead In The Airport Business? Easy — Start Out Ahead, New Report Says



Ted Reed Senior Contributor 
Aerospace & Defense



Traffic at Fort Lauderdale/Hollywood International Airport grew 60% since 2008, highest among major airports (Photo by: Jeff Greenberg/Universal Images Group via Getty Images) UNIVERSAL IMAGES GROUP VIA GETTY IMAGES

How do you get ahead in the airport business? The best way is to start out ahead, as a large hub airport, and then grow.

The second-best way, according to a new report by Fitch, is to align with one of the newer, lower cost carriers – Spirit, Frontier or Allegiant – and hope to grow along with them.

Unfortunately, the report says, the second course comes with risk, because the trio of ULCCs – for “Ultra low-cost carriers” – are more willing to abandon airports if they cannot profit or if business conditions change.

Still, for now, during a period of record air travel, both approaches are working.

Between 2008 and 2018, enplanements at large airports have grown 25.2 %, while growing 16.5% at medium sized airports and 9.1% at small airports, according to the Fitch report, entitled ‘Enplanement Growth Across All U.S. Hub Sizes,’ which was released Monday

The report said 2018 U.S. enplanements reached a record 1.0 billion, up 4.8% from 965 million in 2017, according to U.S. Department of Transportation figures.

Today In: [Business](#)



As air travel has recovered from the 2008-2009 recession, the report said, “Large hubs have enjoyed steady year-over-year growth, with only two years of traffic declines since 2005.”

Performance at small hubs (defined as having 500,000 to 2 million annual enplanements) and medium hub airports (between 2 million and 10 million enplanements) has been more volatile, particularly between 2010 and 2014.

For now, however, “nearly all small and medium hub airports are now growing beyond pre-recession levels,” the report said. “Only a few outlier smaller airports are not realizing these positive trends.”

In particular, “Since 2016-2018 and YTD 2019 data indicates that small and medium-hub airports are experiencing growth at or above many large hubs on a percentage change basis.”

The report says large hub airports experienced a less severe downturn following the 2008-2009 recession, with their expansion exceeding U.S. GDP growth by a multiplier of 1.3X. The correlation with GDP is easily explained because large hubs account for 73 of all enplanements.

Large hubs include those with more than 10 million annual enplanements.

Among the top 30 airports, the growth leaders between 2008 and 2018 were Fort Lauderdale Hollywood, 60%; Boston Logan, 56%; San Francisco, 53%; Seattle-Tacoma 52% and LAX, 48%.

Among the top five airports, Atlanta Hartsfield grew 19%; LAX, 48%; Chicago O'Hare, 18%; Dallas-Fort Worth 21% and Denver, 29%.

The slowest growth among the top 30 was at Philadelphia, down 1%; Washington Dulles up 2.5%; Detroit Metro, up 2.6%; Houston Intercontinental, up 5.6%, and Honolulu, up 6.3%.

Meanwhile, "Small and medium sized hubs exhibited lower correlation with GDP growth, suggesting they are more susceptible to local market trends and air carrier decisions," and more volatile in times of overall economic weakness or strength.

Still, 'Sustainability of operations for these low-cost carriers is more uncertain than for legacy carriers and potentially more dependent on yield and route profitability,' said Fitch director Jeffrey Lack, in a prepared statement.

New service may not be permanent, Lack warned. 'Small airports will need to plan very cautiously once airport incentives are eliminated, though the smaller market share for these low-cost carriers nationwide limits this risk for airports,' he said.

Often, the report said, "ULCCs will initiate service as non-signatory to the airline use agreement, meaning that they could stop serving the airport at any time in exchange for paying rates and charges that are typically 10%-25% higher than rates paid by signatory airlines.

The report listed a half dozen airports that have not been in the top level of beneficiaries from growing air travel.

One category is former hub airports that lost connections when their principal carriers shrunk operations due to consolidation or bankruptcy or both. Examples include Cleveland, Cincinnati, and Memphis airports.

Additionally, secondary hubs for legacy carriers at Detroit, Dulles and Philadelphia “have experienced the slowest recovery among large hub airports, and by 2018 had not recovered to 2007 peak levels,” the report said.

Philadelphia, a hub for American, “experienced at worst a 12% cumulative peak-to-trough decline, though the recovery has been slower than typical for large hub airports, reflecting the degree to which carrier decisions can impact enplanement growth,” the report said.

Cincinnati “fell victim to Delta’s de-hubbing, which exacerbated the impact of the Great Recession, and left enplanements on a downward spiral through 2013.” Still, Cincinnati though still 45% below its recessionary enplanement level, is now growing, the report said. Enplanements have grown 46% over the last five years due to Southwest’s entry and local market strength.

Cleveland” is another medium-sized airport that stands at just 80% of its pre-recessionary peak” due to United’s de-hubbing, the report said. However, Cleveland, now focused on local traffic, has grown 25% in four years.

Among smaller airports, Long Beach has been the biggest winner. Its 2018 enplanement base of 1.9 million is about 33% above its recessionary low. In 2016, the airport added nine flight slots, bringing the total to 50, and airlines took advantage.

Other winners: Boise International, after losing 18% of its traffic in the recession, is now 15% above its pre-recessionary peak. Pensacola grew 16% in 2018 after growing 6% in 2017.

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Ted Reed

I began covering airlines during the Eastern strike. I was a reporter for six newspapers -- Miami Herald, Charlotte Observer, Sacramento Bee, Fresno Bee, Toledo Blade a... **Read More**

Long Beach Airport Down 11%

By Katie Murar (/staff/katie-murar/)

Tuesday, September 17, 2019

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JetBlue at Long Beach

Long Beach Airport traffic decreased 11% year-over-year in July to about 319,000 passengers; year-to-date traffic is down nearly 15% to 2 million.

JetBlue Airways represented 54% of total traffic, carrying 171,000 passengers, down 36% from the year prior. Southwest more than doubled its count to 107,000 passengers, making up 34% of the total.

Hawaiian Airlines carried about 11,000 passengers and two other airlines, American and Delta, carried about 30,000 combined.

Cargo flown by FedEx and UPS rose 0.5% in July to 1,737 tons. Charter flying from Long Beach was flat at 266 passengers.

Long Beach Airport gets more than \$8.5 million for taxiway work



Long Beach Airport (File photo)

By **CITY NEWS SERVICE** |

PUBLISHED: September 23, 2019 at 2:30 pm | UPDATED: September 23, 2019 at 4:01 pm

LONG BEACH — The U.S. Department of Transportation and Federal Aviation Administration announced millions of dollars in grants Monday for various Southland airport improvement projects, including more than \$8.5 million for Long Beach Airport.

LGB received the \$8.5 million, and Van Nuys Airport is getting nearly \$10 million, both for taxiway reconstruction projects.

LAX received a pair of grants — more than \$35.6 million for taxiway construction and more than \$4.4 million for sound insulation projects in surrounding neighborhoods.

John Wayne Airport in Santa Ana was awarded more than \$2.1 million for terminal-building modifications.

The grants are part of the fifth dispersal in fiscal year 2019 of the \$3.18 billion Airport Improvement Program, which funds infrastructure projects around the country. The DOT and FAA awarded \$986 million in grants to more than 350 airports in 44 states and Micronesia and Puerto Rico, including \$126 million to 26 airports in California alone.

“This significant investment in airport improvements in California will fund construction and rehabilitation projects that will help maintain high levels of safety in U.S. aviation,” said Transportation Secretary Elaine Chao.

Patrick West Bids Farewell To City Hall



City Manager Patrick West departed his position on September 20, after 14 years working for the City of Long Beach. West plans to pursue consulting work in the private sector. (Photograph by Brandon Richardson)

■ By **SAMANTHA MEHLINGER**
Editor

You might think the top public executive in charge of one of the largest cities in California would be tacitly serious, as the weight of world – or at least, a sizable chunk of Los Angeles County – rests on his shoulders. But anyone who has met Long Beach City Manager Patrick West (who, as of September 20, is now the former city manager), knows him for his jovial demeanor. As stoically as he can rattle off budget numbers whilst enduring endless questions from city councilmembers into the wee hours, he is more often seen about town smiling and laughing with colleagues, community members, and, yes, even the local press.

“This is a fun job. You shouldn’t have these jobs if you’re not having fun,” he told the Business Journal during his last interview with us as city manager. West sat at his desk at the new Long Beach City Hall, the largest public development the city has seen in decades, and reminisced about his time leading the city – which, by the way, he had a spectacular view of both from his desk and from his personal bathroom, jestingly dubbed “the West Room.”

West first joined the City of Long Beach as executive director of its redevelopment agency in 2005, before being appointed city manager in 2007. Prior to that, he had worked for 25 years for the nearby City of Paramount. Highlights during his career in Long Beach include 13 consecutive balanced budgets, the development of a new civic center, a \$3.5 billion development boom, and an increase in livability and mobility initiatives, among many others.

For West, the most fun aspect of his job as city manager revolved around his passion for improving livability and mobility for city residents. Under West’s pur-

view, Long Beach has made strides in an effort to become the most bicycle-friendly city in America with an array of improvements citywide – protected bike lanes, roundabouts for safer maneuvering, and better bicycle infrastructure connecting North and Central Long Beach to the city’s beach. “Everybody should be able to ride their bike to school, to a park, to go grocery shopping,” he said. “We have done so much with mobility. We’re going to be well placed as more density comes to the city. People will be able to be active and healthy, and be outdoors and stay out of their cars if they want to.”

As much as West has had fun in his position, he has also helped the city weather some tough times – he became city manager just before the Great Recession – and has also, despite pushback, succeeded in pushing improvements to the city that have ultimately been widely accepted by residents and visitors alike. Chief among them – the transformation of Long Beach Airport.

“I would say probably the most rewarding [accomplishment] was the Long Beach Airport,” West said, referring to the construction of a new concourse featuring a variety of local vendors. Prior to its completion in December 2012, travelers had to shuffle through portable trailers to get to their flights. “It was a long haul to get that project going. I just can’t be more pleased with how it turned out. We’re constantly ranked as one of the best airports in America,” West noted.

While any changes to the airport are typically received with some degree of controversy, particularly from residents who do not appreciate the noise it creates, West noted that the improvements are perhaps the most popular project undertaken during his tenure. “The folks who were suing us, they still don’t like airports. I’m going to make

that clear. They still don’t like the noise over their homes,” West said, referring to a number of lawsuits levied against the city as it attempted to move forward with the project. “But they universally like what we did at the airport. Even though you may not like the noise over your house, you’re still going to use the airport because it’s so much more convenient. . . . The airport itself just turned out beautifully and it’s a wonderful asset and a great place to be. We get so many accolades on the airport. It’s a huge asset for our community.”

While the airport improvements were the most popular initiative during West’s time as city manager, the update to the Land Use Element in 2018 was the most controversial, he said. The Land Use Element dictates requirements for land use and density, and is a required component of any city’s General Plan, per the state government. When allowances for increased density were proposed in various areas of the city during the planning process to update the Land Use Element, there were strong reactions – many negative – from residents during a series of highly-attended community meetings.

“We updated the Land Use Element to prepare ourselves for what’s going to happen in 20 or 30 years, when more people are going to be coming to the Southland and to Long Beach. We want to direct that growth,” West explained. “The community time and time again has told us the density is OK in the downtown, [but to] keep the density out of the rest of the city, except along the transit corridors with the Blue Line . . . and in some corridors by shopping centers,” he added. This is ultimately how the document ended up.

West noted that adequately planning for growth is key to a city’s future. “If you look at some of the cities in crisis around

the world today, they are cities that haven’t planned for density,” he said. “I am so proud of this city council and this mayor for not ignoring it, and going forward. . . . At the end of the day, everyone did the right thing, and I think everyone is very proud of what we did. But it was a rocky road to get there, of course.”

Working With Three Mayors

Prior to being appointed city manager in 2007, West served for two years as the head of the city’s redevelopment agency. At the time, Beverly O’Neill was mayor. He has since served as city manager alongside two mayors – Mayor Bob Foster and Long Beach’s current mayor, Robert Garcia.

Asked to use a word to describe each of them, West started with O’Neill. “I worked very closely with her and [former City Manager] Jerry Miller for at least two years, and I am very close with her now still. I would call Beverly, in this community, ‘beloved,’” West said.

“I can’t go one word for Bob Foster. I’d have to say, ‘fiscally minded,’ because he was the financial guy,” West said. “It was great to have someone who was fiscally minded, because he led us through the Great Recession.”

Next up: Garcia. “Robert Garcia would have to be ‘consensus builder.’ He is the great communicator,” West said. “He has been listed as one of the top 10 social media mayors in America [because of] the way he uses social media for the city’s advantage.” West added that the way Garcia communicates with city staff and all nine councilmembers has been helpful to him as the city manager. “Knowing that the mayor is going to collaborate and work with all nine councilmembers makes it so much easier for me and [Assistant City Manager] Tom Modica.”

Looking Forward

Now that he’s leaving his position to pursue consulting work in the private sector, who would West like to see step into his shoes? Perhaps it’s not a hard guess to make.

“Let me preface that by saying city managers don’t pick their successors. . . . That’s totally 100% up to the city council,” West qualified when asked the question. “That said, I think the entire city council knows that I would support [Assistant City Manager] Tom Modica.”

A national search is underway for a replacement, and, in the meantime, Modica is stepping in as acting city manager.

During West’s tenure, the city went through one of its most challenging times – the Great Recession. He is leaving at a much more prosperous time for Long Beach, when unemployment is low, and a surge of public and private investment continue citywide. Asked what advice he would give to his successor about navigating similar ups and downs, West said, “There are ups and downs and things to navigate every single day here, every single week. . . . You think you’re going to have a calm afternoon, and boom – no, you’re not.”

If there is an iceberg up ahead, West said, you don’t stay the course and go down with the ship. You turn. “Call an audible after you’ve communicated with the staff, the

community, the city council so that you can do the right thing," he said, referring to a football play in which the quarterback calls out a new play to his teammates at the last second.

"Also, have faith in your staff. We have some of the best department heads on planet Earth," West said. "I would recommend whoever succeeds me to just trust those folks. And when you hire, make sure you hire the best of the best, because the city deserves that."

Strong communication skills are also key, he noted. "Communication is the biggest issue facing any city manager. How well can you communicate with your staff? How well can you communicate with the community? And how well can you communicate with the elected officials?" West reflected. "It's so important that we communicate with a councilmember so that they know what's happening immediately on the street, so they can communicate with their neighbors and their constituents, and they're not going to be blind-sided," he added. Councilmembers, he noted, typically earn around \$30,000 a year for their work, despite working up to 80 hours a week on top of a separate full-time job and family obligations. "The worst thing we could do is not communicate with them if there is a homelessness issue that just occurred or say a public safety issue, and the councilmember learns about that through a blog, from a neighbor, through the newspaper."

As for West himself, he plans to con-

tinue being active in the Long Beach community. "This is where I hang out. This is where I swim. This is where I bike. This is where I paddle. This is where my wife and I dine. This is where we go shopping," he said. "I cannot imagine me ever leaving the Long Beach area. . . . It's one of the best cities in the world. It's just a fascinating place to be."

Asked if he wanted to add anything in closing, West said, "I am incredibly thankful and appreciative of the Long Beach community and all my city councilmembers and mayors I have worked with over the 12 years to give me this opportunity, to be a cog in the wheel, to take Long Beach to the next step."

Serving as the city manager of Long Beach has been rewarding and "a fantastic ride," West reflected. "It's a crazy job. It truly is crazy. In the morning you're dealing with a multi-million-dollar financial issues, and then in the afternoon you're dealing with chickens. I have loved every minute of it. Well, almost every minute. I am thankful, because not everybody gets a chance to sit in this chair and be able to help guide this beautiful city and meet with all the wonderful people in this community – the nonprofits, the businesses, the neighbors. Everybody has got a story to tell, and all those stories are just fascinating. I love it. I am thankful to the council, the mayor, the [city] staff and the community for helping me sit here for 12 years and allowing me to do it." ■

Aquatic Academy Fall 2019

Longevity: Changing the Narrative

The Aquarium of the Pacific in partnership with Halbert Hargrove is pleased to announce the Fall 2019 Aquatic Academy course **Longevity: Changing the Narrative**. People are living longer, healthier, more fulfilling lives. Learn the secrets and how to afford them from four outstanding scholars.

When: Wed, Oct 2; Thurs, Oct 10; Thurs, Oct 17; and Thurs, Oct 24, 7:00 p.m.-9:00 p.m.

Cost: \$40 for the series; \$25 for Aquarium members and students. \$10 extra for CEU credit from CSULB CCPE. Includes parking in Aquarium parking structure.

Where: Aquarium of the Pacific, Pacific Visions Theater 100 Aquarium Way, Long Beach, CA 90802

RSVP: For reservations, contact Aquarium Guest Services, (562) 590-3100, ext 0. For additional information, email Adina Metz at ametz@lbaop.org or visit aquariumofthepacific.org/aquaticacademy

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Shooting for the stars: Satellite companies find renewed interest in Long Beach, mayor says during ‘Building a Better LB’ event

Sebastian Echeverry, Managing Editor | September 24, 2019



Sebastian Echeverry | Signal Tribune

A large crowd gathers at the Beverly O'Neill Theatre in downtown on Sept. 24 for the "Building a Better Long Beach" event in which Mayor Robert Garcia updated the public on completed, soon to be completed and proposed construction projects citywide.

Long Beach Mayor Robert Garcia took centerstage Tuesday inside the Beverly O'Neill Theatre in downtown to provide updates of the various construction projects that are taking place throughout the city as part of the "Building a Better Long Beach" event.

From completed projects to new developments in the pipeline, Garcia emphasized that the city is focusing on building more housing and meeting the demand for hotel rooms. About \$3.5 billion are being invested in the form of housing, port renovation and education developments, Garcia said.

LB Space Race

Garcia announced that satellite-development companies have established headquarters in Long Beach and are interested in the city's growth.

Virgin Mobile's Virgin Orbit, which manufactures and launches satellites into space, has established a main office on 4022 E. Conant St. in Long Beach and is expecting to expand its facility in the future, Garcia said.

A fairly new company in the space industry, SpinLaunch, also established a foothold in Long Beach at 4350 E. Conant St. and is poised to engage in "friendly competition" with Virgin Orbit in the development of satellites, Garcia said.

Technology

Companies that are not so invested in space but are interested in the advancement of technology have also made Long Beach their home. The mayor highlighted the recent construction of Laserfiche's offices in the 7th Council District. Garcia congratulated the software engineer company for their decision to settle an office in Long Beach.

The mayor said that Laserfiche is looking to fill new positions as it continues to expand throughout the city.

Garcia also highlighted Zwift, a video-game developer that creates virtual running and cycling games, which opened a new office on 111 W. Ocean Blvd. That company is also hiring in various Long Beach positions, according to its website.

Airport update

Garcia announced that improvements to the terminals at the Long Beach Airport (LGB) are also in the works. By 2020, the second phase of airport updates will have improved the rent-a-car area, the luggage drop-off and pick-up experience for travelers and the flow of traffic in and out of LGB.

By the sea

The mayor revealed that 2nd + PCH, a large retail and high-end dining development taking place on Pacific Coast Highway, will open sometime in next month.

Garcia said the city is looking to invest "significant" resources toward the traffic circle located at Los Coyotes Diagonal by 2020. He said a large "Long Beach" sign will be installed and the circle will undergo updated landscaping.

The circle will become a “great experience” for motorists Garcia said.

The controversial Belmont Shore Aquatic Center is currently under review, according to Garcia.

“This project will be built,” he said.

The aquatic center project faced some concerns in 2017 from the California Coastal Commission citing the threat of rising ocean levels.

North LB

Garcia shifted the presentation toward developments in north Long Beach.

“All the next big stuff happening right now is in north Long Beach,” Garcia said.

The mayor announced a small-business hub called The Beat proposed to be built on Atlantic Avenue and will span from 56th Street to 60th Street.

The project will be a “walkable village” of entrepreneur shops and coffee houses. That project is currently under review.

Garcia said the Uptown, a retail update for Harding Plaza strip mall near Houghton Park, is also moving forward with construction.

Midtown housing

Garcia said the state is faced with a housing crisis, and to alleviate the challenge, the city is pushing to build more affordable housing.

The midtown area of Long Beach, concentrated to the west in the 4th Council District under Councilmember Daryl Supernaw, is experiencing a housing boom. Long Beach Boulevard around the Metro Blue Line is slated to future housing projects, according to Garcia.

Downtown

The city high-rise skyline is something Garcia said he’s wanted to see grow.

“I’m a big believer that we have got to grow our skyline,” he said.

The mayor announced major high rise buildings such as the Shoreline Gateway, which is expected to be one of tallest buildings in the city. That project has already broke ground and is currently under construction at 777 E Ocean Blvd.

Metro

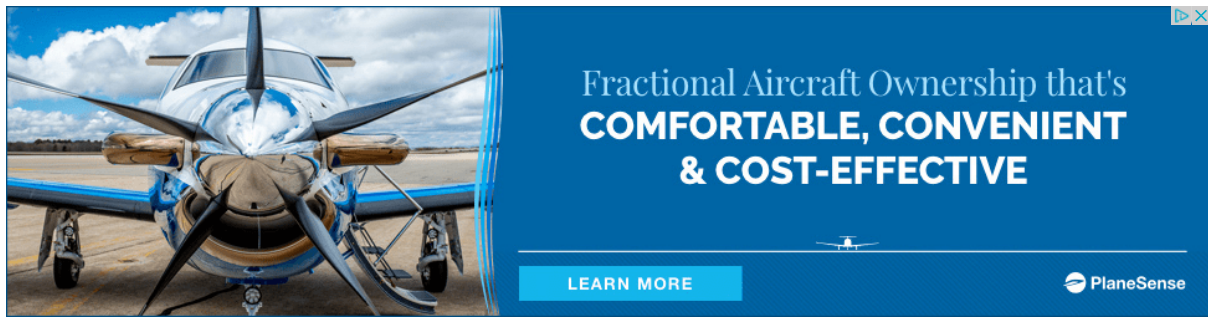
The Blue Line is seeing a facelift, as well, the mayor said, and Metro is investing \$1 billion toward its improvement.

Although most of it has been closed for construction, Garcia said that parts of the Blue Line have been opened for tests. He added the full transit line should be opened by next month.

Those riding the updated Blue Line will experience new cars, see new security cameras and have their commute from downtown Los Angeles to downtown Long Beach cut down by 10 minutes.

The mayor announced that the express bus, which started as an experiment for transit users, will be a permanent addition to the city— an announcement that drew applause from the crowd.

“Developers are investing in Long Beach with over 4,000 new housing and new commercial developments, families are investing in Long Beach by moving into our city, and 2,000 new businesses are investing and opening in Long Beach every year,” Garcia said. “Long Beach continues to be a city on the move, and there’s so much still to come.”



- ADVERTISEMENT -




A rendering of the improvements scheduled for the interior of the historic Long Beach Airport terminal building. Required environmental processes have pushed back the start of the project.

[LONG BEACH AIRPORT](#)

16 HOURS AGO

Environmental documents for Long Beach Airport terminal improvements set for release

 [Jason Ruiz](#)

The second phase of a \$65 million terminal improvement project at Long Beach Airport that was approved by the City Council in May 2018 continues to snake its way toward completion as the city will begin circulating environmental documents for the project later this month.

A memo from Long Beach Airport Director Cynthia Guidry to the city manager's office said that the airport will begin to notice the public of the availability of a draft environmental assessment on or around Sept. 30, with a public comment period lasting for 30 days once the notice is posted.

While the document will be available online through [the airport's website](#), hard copies of the document will be available for public review at four locations throughout the city including City Hall, the Long Beach Airport Administration office, and the Bach and Los Altos Neighborhood Libraries.

A fifth location, the Federal Aviation Administration Office of Airports in El Segundo will have also have a copy for public review. The FAA is the lead agency ensuring that the project is in compliance with the National Environmental Policy Act.

The \$65.2 million project will overhaul the existing airport as Long Beach residents and visitors know it today.

The ticketing offices located in the historic terminal building would be moved to a yet-to-be constructed ticketing lobby, a new baggage claim area would be constructed within the airport as well as creating a new rental car area where the current ticketing area exists.

Long Beach Airport Set For Overhaul After Council Approves \$58.8 Million In Improvements



December 2012.

The last time the airport received this large of a facelift was about eight years ago when a previous city council greenlighted phase I of the the project which included the construction of the new passenger concourse and passenger screening facility. Those improvements opened to the public in

The project also includes improvements to the roadway loop and the development of a new ground transportation area as well as refurbishment of the historic terminal building's floors.

At the time of the council's awarding of the contract, construction was estimated to last from 2018 through 2021 with completion of the terminal rehabilitation and relocation of the rental car services to be completed by the end of this year. However, progress of the project has lagged.

An environmental assessment was needed because of the terminal building's historic status.

The public comments gathered once the environmental assessment is circulated to the public will be reviewed by the FAA, which will then rule whether an environmental impact statement is necessary because the proposed terminal improvements have the potential to "cause significant environmental effects" to the historic building.

If the FAA rules that an environmental study is required, it is unclear how long that could push back construction. Calls to the airport and to the city manager's office were not immediately returned.

If an environmental impact statement is not required, construction on the project could start as soon as December.

The addresses for the five locations that will have the environmental assessment available are:

- Long Beach Airport, Administration Office, 4100 E. Donald Douglas Drive, second floor, Long Beach
- Long Beach City Hall, 411 W. Ocean Boulevard, first floor, Long Beach
- Bach Neighborhood Library, 4055 N. Bellflower Blvd., Long Beach
- Los Altos Neighborhood Library, 5614 Britton Drive, Long Beach
- Federal Aviation Administration Office of Airports, 777 South Aviation Blvd., suite 150, El Segundo



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DESTINATION

Long Beach California; Cebu's 500th birthday; shades of blue in Morocco.

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Glasgow highlights; onsens of Japan; fab Fiji; overseas relocation retirement trends.

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Drive away for a cool coastal holiday.

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Comfort when flying? It's many things to many people. But, speaking for myself and if I'm not at the pointy end of the plane, which I rarely am, I have to consider what I require to stay sane and flexible for more than four hours on a plane.

First, there's the fare. I do look around but cheapest is not always the best! But early booking and keeping an eye on seasonal newsletters and talking to your

travel agent can often yield a damn good fare.

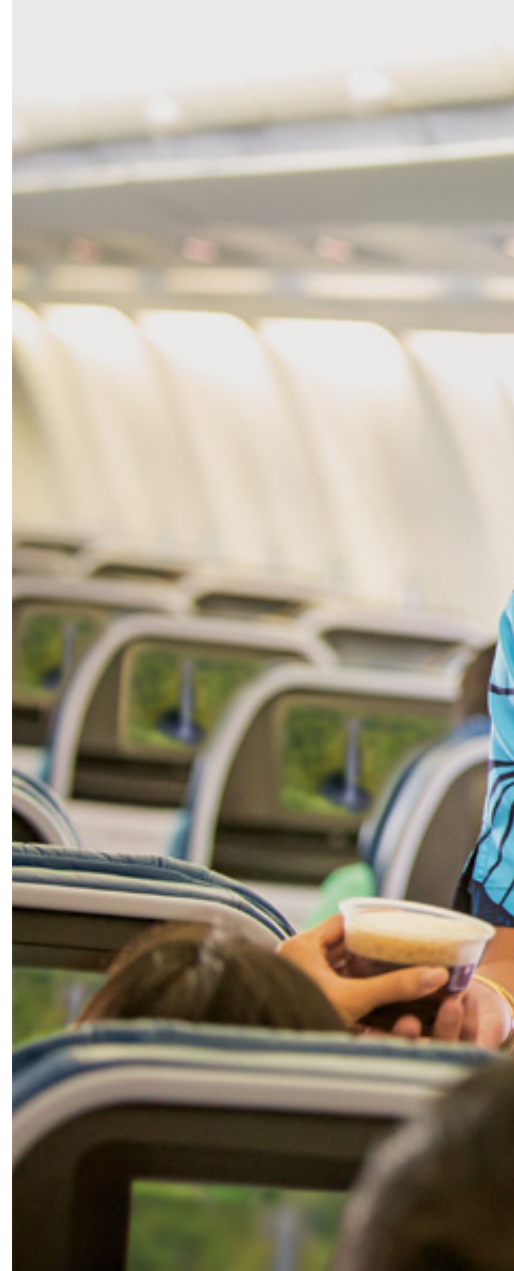
Second – the seat. Now, I'm about 167c tall so I go for extra space and comfort in economy. Various airlines have premium seating which offers space and comfort and often a heftier price tag than the experience warrants.

My sweet comfort spot was found last year when I flew to the USA via Honolulu with Hawaiian

Airlines. They had me at 'comfort seat'.

And I repeated the experience again this year. I had a three-day stopover on Maui (flew to Maui on Hawaiian Airlines too). From Honolulu the next leg was fab because I was about to land in an airport that wasn't going to do my head in – as Los Angeles does.

Touch down is Long Beach Airport. What a dream. We landed



after 10pm and the airport was cool, calm and we collected our baggage with very little drama. And because all the passport formalities are taken care of in Hawaii – this being a domestic port – a smooth walk through to find a taxi.

Long Beach Airport is a fantastic place for Australians travelling to California for the usual destinations, (particularly good for families heading to Anaheim for Disneyland as the airport is easier to navigate the family through). To fly there via Hawaii gives you the opportunity to have a couple of little holidays on the way to the main event. Stopover in Honolulu for fun, the beach and shopping, and experience the charm of Long Beach (see page 12) for a review on



this lovely city.

Now back to the flight. Hawaiian Airlines' premium product, Extra Comfort is just that. The Extra Comfort seats on the Airbus A330 and A321neo aircraft offer extra leg room, priority services and additional amenities to make the travel experience more comfortable. See, we are back to comfort again.

For guests sitting in Extra Comfort there's your personal electrical power outlet for

convenient charging devices; a comfort kit provides ear phones, ear plugs, an eyeshade, toothbrush and paste, hydrating mist, lotion, lip balm, tissue, a bamboo comb and a Hawaiian Airlines pen, all contained in a cute canvas bag.

And you get Priority Security, the line is a separate line from the general security queue. They still go through the TSA security screening process but is usually a shorter and faster line than the general security line. Available in Boston, Honolulu, Long Beach, New York, Oakland, Portland, San Diego, San Francisco, and Seattle.

Extra Comfort is priced per flight sector. The current pricing for Extra Comfort SYD-HNL is AUD\$179 if bought online (that is – prior to arrival at airport) and



the HNL-LGB sector is priced at AUD\$105. FYI - Extra Comfort pricing varies per sector. And the best news on this flight is the luggage allowance. YAY! It's 64kg (2 x 32kg).

Travellers love shopping in Honolulu. There is a wonderful variety of goods to gather and the amazing Ala Moana Shopping Center and outlet malls have quality goods, clothes, accessories, sports shoes, kids clothes and so much more.

So, to take only a few things with you and fill up those lonely luggage spaces on holidays without the worry of paying excess at the airport is inspiring for the expert shopper.

Hawaiian Airlines is a total destination carrier that exudes the

culture of the islands and a fine way to get to mainland USA.

All announcements on the flight ended with the word 'mahalo' which is an expression of thanks or respect and an acknowledgment that we were flying Hawaiian Airlines. (Hawaiians are conservative and polite so they'd never dream of not saying Mahalo when it is appropriate. If you want to be formal and show that are feeling grateful you would say: "Mahalo Nui Loa.")

So I'll say "Mahalo Nui Loa".

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And there's more... sorry, no steak knives but...

Hawaiian Airlines now has a five-day-a-week service between Honolulu's Daniel K. Inouye International Airport (HNL) and Boston Logan International Airport (BOS) its second East Coast gateway for Australian travellers visiting the United States Mainland.

So, what's that I hear? Boston is on the agenda for the next US holiday?

Hawaiian Airlines ticks the boxes for value for money and of course Extra Comfort.



LONGING FOR Long Beach California

Flying into Long Beach airport is the new alternative for Aussie visitors to the USA, and you go via Honolulu!





It seems that Australians' love affair with the USA continues to be heady. Every year more and more visitors to the US pour through Los Angeles Airport, ready for the big adventure. And every person who has passed through LAX is wearied by the experience.

Recently I tried another option to entering the US and I am a happy traveller.

I flew from Sydney to Honolulu with Hawaiian Airlines (grabbed a couple of days in Hawaii) and then flew on to the States and instead of landing at LAX, I landed in Long Beach.

Hawaiian Airlines now flies into Long Beach and it's a breath of fresh air. The flight takes five and a half hours and there's a flight daily.

At nine at night the airport is calm and welcoming.

And Long Beach Airport is a cool place and all the food outlets and snack bars are local businesses, not chains.

And landing here in Long Beach gives you a chance to enjoy another

part of California. Perhaps before the big adventure in Anaheim with Disneyland or Los Angeles and Beverly Hills you can spread your wings in Long Beach and discover a new place to play.

Mine wasn't a long visit to Long Beach, California. I was to stay overnight before I headed across to Catalina Island. I didn't know what to expect as I couldn't quite get the gist of the geography - where's the beach? I could see the bay from my hotel and in the distance the static Queen Mary, and the bay turned into the ocean . . . maybe it's time to explore.

RAINBOW HARBOUR

My expectations were average and it wasn't until I was given a quick tour of downtown by my friend who is an enthusiastic local that I began to absorb the charm of this quiet achiever. Long Beach doesn't have the bold sprawl of Los Angeles, nor the confined slick commercialism of Beverly Hills.

Downtown is pretty cool and

ultimately walkable. The cafes, restaurants, galleries and boutiques of Fourth Street (retro row) are accessible and the city of Long Beach has many little urban pockets that are charming and offer several worldly experiences ranging from romantic rides in sleek Italian gondolas followed by dinner at one of the fine Italian restaurants, Michael's on Naples and L'Opera Ristorante, to tasting tapas, sipping Sangria and watching live Flamenco dancers at the famed Spanish eateries Café Sevilla or Alegria Cocina Latina.

I experienced transatlantic history aboard the majestic Queen Mary for a night. I had dinner onboard, slept in an original cabin (the bed was new) and took a tour around the old girl. She was still well-mannered and royal and had recently had a major makeover. This is worth a night to remember and you are on one of the finest ships ever built and - you won't get seasick.

Named one of the 'Most Walkable' Cities in America by



QUEEN MARY

QUEEN MARY



Walkscore.com, Long Beach boasts more than 120 quality restaurants within an eight-block area in the downtown waterfront, top hotel brands, along with dynamic shopping and entertainment options along the shoreline. Stroll the 8.8km beach path that has stunning views of the Pacific coastline. And for some retail therapy - The Pike Outlets feature name brand merchandise at great prices, or take a stroll down 4th Street's Funky Retro Row or Belmont Shore's 2nd Street, two popular districts offering myriad boutique shops and eclectic restaurants.

Averaging 345 days of sunshine per year Long Beach, with its comfortable Mediterranean climate, is ideal for a winter escape to defrost and decompress.

LONG BEACH IS BIKE FRIENDLY

Long Beach is listed as one of the most bike-friendly cities in the U.S. An expanding Bike Share program is available to residents and visitors. With a simple swipe of a credit

card, visitors can rent bikes at a nominal fee and explore throughout the city. Additionally, the bikes can be returned to any bike station in the city.

Centrally located between Los Angeles and Orange County, Long Beach boasts the ambiance of a sophisticated urban centre and the charm of an ocean side community. Located 40 minutes from Universal Studios and 30 minutes from Disneyland, Long Beach's attractions include: The Queen Mary, featuring a hotel, exceptional restaurants and historical tours, Aquarium of the Pacific, home to more than 11,000 inhabitants of the Pacific Ocean, several museums including the Museum of Latin American Art (MoLAA) and Second Street in nearby Belmont Shore, the quintessential beachfront community.

LIGHTS, CAMERA, LONG BEACH

Located less than 50km from Hollywood production studios, Long Beach has been and still is

the backdrop for many TV shows, including Miami for Dexter and CSI Miami. NCIS: Los Angeles, True Blood and Criminal Minds also filmed in the city. It's not uncommon to see camera crews in Belmont Shore, Alamitos Bay Marina and on Shoreline Drive for coastal stand-in locations and downtown Long Beach's East Village Arts District or Third, Cedar and Pine Avenues for urban settings.

SUSTAINABLE LONG BEACH

Don't be fooled by the blue skies - Long Beach is a green city! Home to the LEED-certified Aquarium of the Pacific, regal Queen Mary and solar-paneled Museum of Latin American Art (MoLAA), several green certified hotels, sustainable seafood serving restaurants and much more -- Long Beach is definitely a green city by the sea.

DISCOVER MORE OF LONG BEACH

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TRY THESE ACTIVITIES ON FOR SIZE:

1. Cruise the Naples Canals in style with Gondola Getaway on romantic Italian gondolas.

2. Visit the Museum of Latin American Art (MOLAA), the only museum of its kind in the U.S., featuring art from Latin America and the Spanish speaking Caribbean.

3. Enjoy “Breakfast on the Bluffs,” or lunch overlooking the Pacific Ocean on Claire’s patio at the Long Beach Museum of Art, then stroll the museum’s captivating exhibitions.

4. Explore the Pacific Island Ethnic Art Museum (PIEAM), showcasing sculptures, painting and carvings from across the Pacific.

5. Sail away to a “not so faraway” island. Catalina Express has daily high-speed catamaran service to the City of Avalon on Catalina Island. See where the film stars of yesteryears vacationed and where many celebrities of today still do.

6. Marvel at the Egyptian architectural style of the Walter Pyramid at Cal State Long Beach. One of only three pyramids in the U.S., it is the largest space-frame structure in North America.

7. For a glimpse of today’s cutting-edge art, visit the University Art Museum on the Campus of Cal State Long Beach.

8. Celebrate with cocktails and take in the downtown skyline at The Sky Room.

9. Keep steady doing stand-up paddle boarding or kayaking in Alamitos Bay.

10. Taste the world (and leave your Passport at home) by savouring International eateries along Pine Avenue: George’s Greek Café, L’Opera, Alegria, Gaucho Grill, and Wokcano.

11. Enjoy a scenic Sunday brunch at the Queen Mary, the Reef, Fuego at Hotel Maya, or the Queensview Steakhouse.

12. Get pickled eggs at legendary Joe Jost’s — one of Long Beach’s oldest bars.

13. Golf is par for the course in Long Beach. Enjoy the great outdoors with five public golf courses.

