



Legislation Details (With Text)

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**Title:** Recommendation to approve the City’s Draft Blueprint for Economic Development to guide the City’s overall economic development work plan for the next ten years. (Citywide)

**Sponsors:** Economic and Property Development

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**Attachments:** 1. 040417-R-23sr&att.pdf, 2. 040417-R-23 PowerPoint.pdf, 3. 040417-R-23 TFF Memo 2.26.19.pdf, 4. 040417-R-23 TFF Memo 6.4.21.pdf, 5. 040417-R-23 TFF Memo 11.10.21.pdf

Date	Ver.	Action By	Action	Result
4/4/2017	1	City Council	approve recommendation	Pass

Recommendation to approve the City’s Draft Blueprint for Economic Development to guide the City’s overall economic development work plan for the next ten years. (Citywide)

At the request of Mayor Robert Garcia, the Economic & Property Development Department worked with the Economic Development Commission (Commission) to prepare a Draft Blueprint for Economic Development (Blueprint) to define priorities that lead to the creation of businesses, well-paying jobs, and economic inclusion for all residents. The Blueprint was developed through a collaborative process that included a detailed economic analysis by Beacon Economics, stakeholder interviews, and public study sessions with industry experts.

The Commission held a total of 13 study sessions, between October 18, 2016 and February 28, 2017, to review reports, receive presentations, and receive input from industry leaders in the areas of the creative economy, development environment, business licensing, workforce development, international trade, economic inclusion, and infrastructure. Additionally, City staff presented and solicited input at community meetings, attended events focused on local and regional economic development to learn about best practices, and reviewed other local and regional strategic plans for economic development to inform the planning process. An online discussion thread was also created to solicit public input for the Blueprint using the City’s online community engagement portal Speak Up, Long Beach.

The goal of the Blueprint is to advance the vision of Long Beach as a “city of opportunity for workers, investors, and entrepreneurs.” The policy recommendations embraced in the Blueprint layout the broad focus areas that will drive economic growth over the next ten years, including key industry clusters and emerging sectors, economic inclusion, workforce development, business assistance, the development environment, quality of life, and economic cooperation.

If the Blueprint is adopted by the City Council, staff will work with the Commission and community partners to develop a work plan, including specific activities, estimated costs, and identification of resources. Staff will also distribute the Blueprint to key stakeholders, create an online reporting platform for key objectives, and provide regular updates to the Commission, community, and City Council.

This matter was reviewed by Deputy City Attorney Amy Webber on March 20, 2017 and by Budget Analysis Officer Julissa José-Murray on March 17, 2017.

City Council action is not time critical.

The Blueprint is a policy document that lays out the City's overall economic development goals. The projects and programs identified in this plan indicate the type of activities contemplated by the City for the next ten years. Although the Blueprint includes projects and program descriptions, the details are not yet known. Project and program details will be developed with the Blueprint's implementation. The Blueprint does not constitute City approval of projects, programs, or expenditures. As such, there is no fiscal or local job impact associated with this recommendation.

Approve recommendation.

JOHN KEISLER  
DIRECTOR OF ECONOMIC AND PROPERTY DEVELOPMENT

APPROVED:

PATRICK H. WEST  
CITY MANAGER