



City of Long Beach
Working Together to Serve

Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum

R-22

Date: February 12, 2008

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District *GS*

Subject: AGENDA ITEM: Establishment of Douglas Park "Red Team"

DISCUSSION

Douglas Park is currently the largest development under construction in the City of Long Beach. Boeing Realty Corporation has recently announced that the residential component of the development will be removed, which means that increased retail, light industrial, and research and development components should increase. This increase must translate into an increased number of potential jobs within the development.

The change presents the City with a special opportunity to pro-actively work with the developers to recruit businesses that provide high-paying jobs for the community.

The City of Long Beach has previously implemented a "Red Team" strategy successfully to retain the Boeing C-17 program in Long Beach, which provides thousands of high paying jobs in the City. A similar approach should now be employed to pursue opportunities to attract employers to Douglas Park.

Therefore, the City Council should consider the establishment of a "Red Team" comprised of City officials and staff, Boeing executives, Long Beach Unified School District representatives, the Los Angeles County Federation of Labor, Los Angeles County economic development officials, local utility companies and business leaders to develop a strategy and make a concerted effort to identify all available benefits and opportunities to create a strong business sector at Douglas Park.

RECOMMENDATION

Request the City Manager to assemble a "Red Team" comprised of city officials and staff, Boeing executives, LBUSD, LA County Federation of Labor, Los Angeles County economic development officials, local utility companies and business leaders to develop a strategy and identify all available benefits and opportunities to attract business to Douglas Park.