



Blueprint 2.0

Economic Development Commission—November 8, 2021



CITY OF
LONG BEACH

Completed (FY21)

• Blueprint 2.0 Kickoff	October 12 th
• Real Estate Development	November 9th
• Small Business Support	December 14th
• Healthcare	January 11th
• Economic Leadership & Cooperation	February 8th
• Engines of Growth	March 8th
• Digital Inclusion	April 12th
• Quality of Life	May 10th
• Economic Inclusion	June 14th
• Creative Economy	July 12th
• Jobs & Workforce Development	August 9th
• 2030 Strategic Plans	September 13 th

Proposed Development Calendar

- Draft Recommendations November 8th
- Draft Recommendations (4 Focus Areas) December 13th
- Draft Recommendations (4 Focus Areas) January 11th
- Approval: Economic Development Commission (EDC) February 8th
- Approval: Economic Development & Finance (ED&F) March 8th
- Approval: City Council (LBCC) April 12th
- Event & Media: 5-Year Anniversary of Blueprint April
- Distribution Plan May 10th
- Workplans June 14th
- Tracking & Measuring Results July 12th
- Communications Plan August 9th
- Annual Reports (Quarterly Forums) September 13th

Commission Champion Program

Background

Commission Champion Program

1. Advising staff on the implementation of Blueprint 2.0 initiatives
2. Connecting staff with community partners
3. Identifying funding opportunities to support Blueprint 2.0 initiatives
4. Providing updates at the Economic Development Commission Meetings as needed
5. Serving as a sounding board for ideas
6. Communicating Blueprint 2.0 initiatives progress to the community
7. Attending special events related to economic development subject areas

 City of Long Beach
Economic Development Department
411 W. Ocean Blvd., 10th Floor
Long Beach, CA 90802

Project: Commission Champion Program
Updated: November 1, 2021
Lead Staff: John Keisler, Economic Development Director
Division(s): Executive Office, Economic Development Department
Participants: Walter Larkins, EDC Chair; Vivian Shimoyama, EDC Vice-Chair

Purpose:
To ensure the Economic Development Commission remains engaged in the Blueprint 2.0 Implementation process by advising City staff, engaging community partners, and communicating progress on a regular ongoing basis.

Objective(s)

- Identify Commission Champions for 100 percent of Blueprint 2.0 initiatives
- Review and approve a Project Plan for 100 percent of Blueprint 2.0 initiatives
- Provide at least one status update to the Economic Development Commission for 100 percent of active Blueprint 2.0 initiatives
- Identify at least one Community Partner for 100 percent of Blueprint 2.0 initiatives

Activities

1. Advising staff on the implementation of Blueprint 2.0 initiatives
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Timeline

• Identify Commission Champions for each initiative	Ongoing (As Needed)
• Distribute Commission Champion Program guidelines	November 8, 2021
• Review Blueprint 2.0 initiatives	Monthly
• Present Blueprint 2.0 Project Plans for Approval	Ongoing (As Needed)
• Provide Blueprint 2.0 initiative updates to Commission	Monthly

Commission Champion Program

1. Staff leads will schedule 30-minute planning meetings with Commission Champions in November and December.
2. Commission Champions will provide input regarding Focus Area:
 - ✓ Mission Statement (one sentence)
 - ✓ Objectives (3-5 key measures)
 - ✓ Recommendations (7-10 activities)
3. Reports back to the EDC at regular monthly meetings in November, December, and January.
4. Final approval to advance recommendations to the City Council.

FOCUS AREAS	Commission Champions	Staff Leads
Real Estate Development	Austin Metoyer Becky Blair John Thomas	Mary Torres
Equity & Economic Inclusion	Vivian Shimoyama Austin Metoyer	Eli Romero
Digital Connectivity & Inclusion	Walter Larkins Milton Duena	John Keisler & Rebecca Kauma
Small Business Retention & Attraction	John Thomas Vivian Shimoyama Blair Cohn	Eric Romero
Economic Partnerships	Walter Larkins John Shen	John Keisler
Engines of Growth (Cluster Development)	Walter Larkins John Shen	Nick Schultz
Quality of Life	John Thomas Griselda Suarez	John Keisler
Talent Recruitment & Retention (Workforce Development)	Vivian Shimoyama Brenda Wunsch Milton Duena	Nick Schultz

A Vision for 2030

Call to Action

Commission Priorities

- 1. Internet for All**
 - 2. Information is Power, Empowering the Powerless**
-
- a) Address Structural Racism
 - b) Equity & the Essential Workforce
 - c) Invest in the Caring Economy
 - d) Population Health
 - e) Cultivating the Green Economy
 - f) Community Pride & Ownership

The Equitable Transformation of the Post-COVID-19 Economy
A Call to Action
Economic Development Commission (EDC)
Updated: August 10, 2020

As a community, we are in unprecedented times that offer a critical opportunity for reflection and action.

The COVID-19 pandemic has disrupted all aspects of our lives and our economy. It has stressed critical health and city infrastructure and highlighted racial inequities across our economy, particularly the disproportionate burden placed on our "essential workforce" across all industries and sectors. COVID-19 clearly exposed our growing digital divide and the effects on those who can work from home and those who cannot.

While we sheltered in place, we witnessed the almost immediate transformation of our air quality and health of our oceans as our daily human activities dramatically decreased. This ongoing, global pandemic has given us time to reflect on our humanity and time to take stock in our individual, familial and societal resources and responsibilities. It has also given us time to acknowledge our vulnerabilities and accept that we must do better. We may all be in the same storm, but we are in very different boats.

The viral impact and worldwide ripple effect of the murder of Mr. George Floyd has been a catalyst for the reawakening of our social consciousness. It reignited our need to address the long-standing effects of structural racism at every level in our communities, cities, and country. The confluence of these significant challenges, including structural racism, the future of work, and the need for environmental stewardship is also an important opportunity to reimagine a better, more equitable world.

The City of Long Beach's [10-year Economic Development Blueprint](#) (Blueprint) was developed by the EDC and adopted in 2017. The Blueprint advances a 10-year vision of Long Beach as "the city of opportunity for workers, investors, and entrepreneurs." This document sought to proactively recognize and seek solutions to civic and socio-economic challenges and opportunities. Equity is the foundational element of the [Economic Inclusion Focus Area](#) of the Blueprint. Today, our commitment is to refresh, reassess, refocus, and uplift blueprint activities that will truly make Long Beach a "city of opportunity for all."

Our goal as the EDC is to recommend an effective and sustainable path to position Long Beach as a leader and model for cities of the future. The following priorities and goals acknowledge the recommendations outlined by Black Lives Matter, plans enacted by the City Council, and new initiatives proposed by Mayor Garcia.

1. **Internet for All:** As training, business, and education opportunities move to digital formats the "Digital Divide" is getting wider. Families and businesses in some Long Beach communities have limited or no access to high-speed internet to pursue their education, apply for jobs, or interact with their business customers.

Focus Areas

Key Components

Commission Champions and lead staff will complete the following tasks:

1. Mission Statement (1 sentence)
2. Objectives (3-5 key measures)
3. Recommendations (7-10 activities)



ECONOMIC INCLUSION

Increase access to economic opportunities in low-income communities to advance economic equity

OBJECTIVES:

- Increase the number of minority-owned and women-owned businesses.
- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase investment in low-income business corridors.
- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.
- Decrease the digital divide for low-income households.

RECOMMENDATIONS:

1. Develop plans and strategies to attract investment, improve business corridors, encourage business formation and retention, and support job creation in low-income communities.

2. Enhance competitiveness for workers and small business owners in low-income areas by delivering job training, small business resources, technical assistance, and incentives directly in these areas.
3. Commit to adopting equitable business development practices from other cities around the country.
4. Assess the value of establishing Community Revitalization & Improvement Areas or Enhanced Infrastructure Financing Districts in low-income areas.
5. Partner with lenders to achieve greater access to capital among business owners of color and women in low-income neighborhoods.
6. Work with bank institutions and educational institutions to provide financial literacy training for residents and students in racially/ethnically-concentrated areas of poverty.
7. Identify opportunities to increase access to traditional banking services in West Long Beach and North Long Beach.
8. Develop technology training programs for business owners in low-income communities.

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Implementation Plan

Blueprint

- 1. Distribution Plan:** integration with other City and Commission plans.
- 2. Workplan:** business plans, resources, and timeline.
- 3. Tracking & Measuring Results:** online dashboard with real time tracking.
- 4. Communications Plan:** marketing, promotion, and language access.
- 5. Regular Updates:** ongoing performance reports at monthly meetings, quarterly events, annual reports.
- 6. Annual Conference:** provide annual progress report via economic forum.

IMPLEMENTATION PROCESS



The development of the Blueprint for Economic Development was a collaborative effort involving 26 public meetings, 25 individual listening sessions, and discussions with 20 subject matter expert panelists. The focus areas and key objectives represent aspirational policy goals to move the City towards its vision as the "City of opportunity for workers, investors, and entrepreneurs."

To move the key objectives toward this vision, the following implementation process is recommended:

1. Distribute Blueprint to City Council, City Commissions, City staff and partners, and encourage alignment with economic development goals and objectives.
2. Work with City staff and partners to develop a Blueprint work plan, including specific activities and investments, estimated costs and financial resources, and timeline that will advance key objectives.
3. Develop an online platform for tracking and reporting performance for each of the key objectives for economic development.
4. Produce a communications plan to create awareness and distribute the Blueprint to community, research, investor, and industry partners; including multiple formats and languages to reach diverse stakeholder groups.
5. Provide regular updates to the Economic Development Commission, Economic Development and Finance Committee, and City Council.
6. Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development.

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Recommendation

A Vision for 2030