



long beach
airport

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Public Affairs Highlights and Initiatives October 2017

Government Affairs:

1. Hosted Citywide Communications Meeting & Airport tour
2. Meeting with CSULB representatives & Airport tour
3. Planning with Health Department on Airport Homeless-Prevention Change Receptacles continues
4. Planning for Parking Structure A Ribbon Cutting continues

Community Outreach:

1. Exhibited at AAPA (American Association of Port Authorities) conference, October 2-4
2. Participated in First Fridays, October 6
3. Exhibited at JetBlue Marathon Health & Fitness Expo, October 6-7
4. Hosted Youth Leadership Long Beach Orientation Day, in partnership with Ross Aviation, October 7
5. Participated in Council District 9 Village Fest Hub of Beach Streets Uptown, October 28
6. Historical Society Long Beach Remembers Pearl Harbor exhibit and Long Beach Airport's contribution continues
7. Volunteers led seven group tours of the airport in October, including most notably 57 Long Beach Poly High School students studying travel and tourism, and graduate students whose area of focus is Public Works Administration
8. Festival of Flight logistics and planning continues

Media:

1. The 10 Best Airports in the U.S.; *Conde Nast Traveler*, October 17, 2017
2. Huntington Beach and Long Beach Approach Amazon HQ2 Bid From 'Sand, Sea and Air'; *The Orange County Register*, October 18, 2017
3. Long Beach Airport FBO to Close by Year-end; *AinOnline*, October 27, 2017
4. Our Unabashed Love Affair with Long Beach Airport; *Press-Telegram*, October 31, 2017
5. Long Beach Airport FBO to Close by Year-End; *Business Jet Traveler*, October 31, 2017
6. Social Media:
 - Facebook is up to 16,048 likes
 - The best post in October had a reach of 2,875 with 27 reactions, comments, and shares.

- Notable events: Amazon HQ, Festival of Flight promotion, Charles Yeager anniversary flyover, Goodyear Blimp arrival
- Twitter is up to 11,337 followers
 - The best tweet in October generated 3,129 impressions, 5 retweets, and 20 likes
 - Tweets in October generated 52,000 impressions
- Instagram is up to 3,553 followers
 - In October, posts averaged 80 likes each.
 - The most popular post earned 193 likes, 200 engagements, and 1,381 impressions.

Advertising/Marketing:

1. Economic Impact Report brochure, continued editing and updating design
2. Festival of Flight online and print ads
3. Upcoming billboard design in progress
4. Los Angeles Chargers program, ½ page full color ad
5. AAPA Seaports Magazine, quarter page full color ad, 3rd Quarter 2017
6. Press Telegram Newspapers in Education, monthly recognition 2017

Presentations:

1. Assisted with Director's presentation to the Signal Hill Rotary Club, October 19



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BUSINESS

Huntington Beach and Long Beach approach Amazon HQ2 bid from 'sand, sea and air'



Amazon announced Thursday, Sept. 7, that it has opened the search for a second headquarters, promising to spend more than \$5 billion on the opening. (AP Photo/Richard Drew, File)

By **GREG MELLEN** | gmellen@scng.com | Orange County Register

PUBLISHED: October 18, 2017 at 10:59 am | UPDATED: October 18, 2017 at 6:36 pm

2 COMMENTS



The Boeing campus in North Huntington Beach, “dubbed Amazon sand,” features 500,000 square feet of office space as well as a 164-acre campus that can be developed to suit Amazon’s needs.
(Photo by Jeff Gritchen, Orange County Register/SCNG)

Huntington Beach and Long Beach plan to come at Amazon from all angles as they vie to become home to the retail giant’s second national headquarters, called Amazon HQ2.

On Wednesday, Oct. 18, the cities unveiled their joint bid, a proposal titled “Amazon Coast: Portal to the World,” including proposed sites for the company dubbed “sand, sea and air.”

Huntington Beach and Long Beach wrote in a joint statement that their proposal was “a nod to the original beginnings of Amazon.”

In September, Amazon announced it would accept bids for a massive second site for its national headquarters, in addition to its existing home base in Seattle. Cities have until Thursday, Oct. 19 to make their pitches.

Long Beach joins a number of cities in Los Angeles County that have submitted proposals, while Huntington Beach joins Santa Ana and Irvine as suitors from Orange County.

The two cities partnered to produce a coffee table book-style proposal, [which includes a video](#), with a theme that “creates a trifecta that provides stability, balance, and strength.”

The cities identified three existing sites that Huntington Beach Mayor Pro Tem Mike Posey labeled as “move-in ready.”

Those are the Boeing campus in North Huntington Beach, “dubbed Amazon sand,” which features 500,000 square feet of already entitled office space as well as a 164-acre campus that can accommodate 5.4 million buildable square feet to suit Amazon’s needs.

Long Beach has 2 million square feet of office space along its Ocean Avenue business corridor, including the World Trade Center, “called Amazon Sea,” and a third site, home to Boeing’s C-17 facility, adjacent to the Long Beach Airport, or “Amazon Air,” the statement said.

“If Amazon were to select HBLB, I know having them here would only bring out the best in all of us – a new spark of inspiration for not only the Los Angeles and Orange County regions, but Southern California as a whole,” Huntington Beach Mayor Barbara Delgleize said Monday at the conclusion of a City Council meeting.

“Where else can you go to have so much connectivity and accessibility? It’s with great pride that we request that Amazon consider Surf City and Long Beach for its HQ2.”

Long Beach Mayor Robert Garcia said, “Long Beach has a vibrant downtown on the water, a Metro rail connection to Downtown Los Angeles, an airport, one of the world’s busiest and greenest ports, a great public school system, and the best people and workforce anywhere.

“I’ve called this beautiful city home for 20 years, and I’m proud that it’s a place where people from all walks of life and every corner of the globe call home,” he said in the statement. “We would love to share our city with Amazon, whose presence would enrich the tapestry of Long Beach.”

Long Beach and Huntington Beach were able to pull together the proposal in about three weeks. following a September directive from the Long Beach City Council to form an Amazon recruitment team and submit an application, according to John Keisler, Long Beach’s economic development director.

“It was a very extensive effort,” he said, explaining that it involved work with county, regional and state agencies, as well as private property owners. “We think we are one of the few in the nation that is going to propose a really cool culture along the coast of Southern California.”

Long Beach sites were also included in a regional proposal submitted by the Los Angeles Economic Development Commission, Keisler said.

“We had the luxury of being courted by two different counties,” he said.

Amazon said it was looking into big-city options for its second headquarters, which could bring 50,000 jobs and \$5 billion in investment toward construction and operations.

Already, more than 50 major cities and regions, from Boston to Washington, D.C. and Chicago to Los Angeles have made lucrative offers. Media reports have New Jersey Gov. Chris Christie offering \$7 billion in tax incentives and Stonecrest, Ga. offered to create the city of Amazon on 345 acres of land.

Officially, Amazon has said it is looking for a metro area with at least a million people, a business-friendly environment, a large pool of technical talent, access to mass transit and major highways with an international airport no more than 45 minutes away. Amazon's request for proposals also seeks areas with recreational and educational opportunities, "an overall high quality of life" and amenities that appeal to young professionals.

On that score, people like Posey said Huntington Beach is unmatched.

"Where do you have a quality of life advantage over that of the California coast?" Posey said.

Keisler says the same is true of Long Beach.

"When you think about what Amazon loves about Seattle ... it's a no brainer that Long Beach would be a perfect fit," Keisler said.

[Irvine was the first Orange County city](#) to announce its interest in September. Officials asked the rest of the Orange County cities to back its bid but has not yet unveiled its proposal.

Santa Ana developer Michael Harrah unveiled a plan, dubbed "[Orange County Silicon City](#)," earlier this month. His plan includes a proposal for redeveloping the Orange County Register's recently vacated 20-acre site on Grand Avenue, along with his still unbuilt One Broadway Plaza tower a mile away in downtown Santa Ana. It also calls for the redevelopment of the 102-acre Willowick Golf Course on Santa Ana's western edge.

In its announcement seeking bids, Amazon encouraged states and regions to work together on one proposal per metro area, so it is unclear whether the multiple Southern California bids will dilute their strength.

Although Long Beach and Huntington Beach collectively have a population of about 700,000 they say they are close in proximity and well exceed the criteria for Amazon HQ2.

“HBLB offers virtually turnkey sites for phases one and two, a highly educated work force, a business-friendly environment, a multitude of recreation activities, and an unparalleled quality of life,” the statement said.

HBLB plans to deliver its proposal Thursday – along with a custom-made HBLB surfboard. There is also an “Amazon Coast” video, featuring comedian and actor Kevin Pollak, in the quest to deliver the final proposal from HBLB to CEO Jeff Bezos. The video is available on Twitch.tv – a subsidiary of [Amazon.com](https://www.amazon.com).

— Courtney Tompkins contributed to this report



City officials from Huntington Beach gathered around the surfboard they are delivering to Amazon as part of a joint bid with Long Beach to become a home to a second national headquarters for the retail giant (Photo courtesy City of Huntington Beach)

Tags: [Amazon HQ2](#), [Top Stories OCR](#)

Mellen.Greg **Greg Mellen**

Greg Mellen is a veteran award-winning reporter with more than 30 years experience at papers in California and Missouri. He joined the Register newspapers with the Long Beach Register and now primarily covers Huntington Beach and Fountain Valley. He received his master's degree from the University of Missouri School of Journalism and was a faculty member and sports editor

Huntington Beach and Long Beach approach Amazon HQ2 bid from 'sand, sea and air' – Orange County Register
at the Columbia Missourian. In his free time he likes to read and dabble in
fiction writing, which he tries to keep out of the newspaper.

[Follow Greg Mellen @gregmellen](#)

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Long Beach Airport FBO to Close by Year-end

by Curt Epstein

October 27, 2017, 10:55 AM



By December 31st, JFI Jet Center will cease business aviation servicing at Long Beach Airport, and turn its entire facility over to the Los Angeles County Sheriff's Department's aero unit.

JFI Jet Center, one of three full-service FBOs at Los Angeles-area Long Beach Airport/Daugherty Field (LGB), will cease operations by the end of the year, according to parent company Alerion Aviation, which also provides aircraft charter and management services. Alerion has operated the facility, the only one on the commercial terminal side of the airport, since acquiring it a decade ago. It inherited a long-time tenant—Los Angeles County Sheriff's Department's aviation unit, whose fleet numbers 19 helicopters and two airplanes, only part of which were based at JFI.

With the unit's lease on another hangar set to expire, the county began inquiring about more space at the JFI facility. "Through the course of a couple of years of discussions, this thing morphed from an increase of space to store aircraft, to would we consider turning over the entire site to them," company CEO Bob Seidel told **AIN**.

He noted the decision was made easier for the company by the fact that several of its managed aircraft had moved from LGB to other area airports in recent years. Alerion itself will relocate to Van Nuys Airport, where it has leased hangar and office space, while still maintaining a presence in Long Beach. Seidel said the LGB facility is winding down its fueling arrangements, while other tenants relocate to other hangars. As part of the negotiations, Alerion was given a lease extension by the airport on the LGB property, out to 2038, so it can serve as landlord.

FBOS

<https://www.ainonline.com/aviation-news/business-aviation/2017-10-27/long-beach-airport-fbo-close-year-end>

There are no comments yet, please Login or Register to begin a discussion.



LOCAL NEWS

Our unabashed love affair with Long Beach Airport



Virgin's "Cosmic Girl" 747 satellite launcher will be on display Saturday at Long Beach Airport.

By **TIM GROBATY** | tgrobaty@scng.com | Press-Telegram

October 31, 2017 at 2:19 pm

1 COMMENT

We love the Long Beach Airport. Not the way you love a certain restaurant or shop. That's more of a "like" situation. No, we love LGB the way you love your sweet mother. We would follow the airport into the terrifying abyss of hell.

We have no affinity or even sympathy for people who whine about the airport. About how jet airliners "rattle their windows," or blast the residents out of bed, sweating with flashback terror, belly-crawling through the bedroom and out into the hall with a Ka-Bar knife clenched in their teeth.

We live 2.4 miles from the airport, a single right turn at the end of our street and then a straight shot right up Wardlow Road into the terminal. We could drive right up to the bar at 4th Street Vine and order a Rusty Nail out the driver's side window amid all the shattered glass and terrified travelers.

Jet noise? Yeah, we hear it all the time, as the airliners fly over our house hours after the curfew. Our house was built by professionals, so the walls don't shake and the windows don't come adrift from their frames. We awaken briefly, or we don't, and continue our night's sleep without jotting down the time and date and the plane's tail numbers so we can tattle to the noise monitors.

Long Beach Airport is hosting a Festival of Flight on Saturday from 10 a.m. to 4 p.m. and if we had our way it would only be open to those of us who give our unqualified love to the place, but the airport is bigger than us and is throwing the event for free to everyone, including bellyachers who will come just for the free punch and then return home to their notebooks, binoculars and decibel meters. (Note: There is no free punch.)

Airport officials are expecting thousands to the free community event featuring static aircraft displays along with live music, food trucks and a children's activity area.

The festival kicks off with an opening ceremony by the color guard from the California State Military Reserve at the Joint Forces Training Base in Los Alamitos, along with a formation flyover by the Condor Squadron of World War II-era warbirds.

Static displays will include a C-17 from March Air Force Base, Virgin Orbit's "Cosmic Girl" 747 satellite launcher and a Gulfstream G650 jet (not ours, but very similar).

Also on hand will be airport partners, such as fixed-base operators, helicopter operators, and law enforcement divisions.

If you're a kid, for once you're in luck, with a mess of activities including the Aquarium of the Pacific's Aquarium on Wheels, Euro Bungee, face painting and games.

Older folk (21-plus) can purchase adult beverages and all are advised to bring water and wear close-toed shoes. Finally, providing ambient runway sounds will be music performed by MOVE, the Rumble Kings and the Scotty Mac Band.

It all takes place on the west end of the airfield at 3590 East Wardlow Road, with free parking available at the corner of East Wardlow Road and Globemaster Way.

Tags: [Tim Grobaty column](#), [Top Stories LBPT](#)



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Tim Grobaty

Tim Grobaty began his career at the Press-Telegram in 1976 as a copy boy and has held several positions at the paper including feature writer, music critic, TV critic, copy editor and, since 1991, daily columnist. He is the author of four books, most recently a memoir/collection "I'm Dyin' Here." He lives in Long Beach.

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