



**City of Long Beach**  
Working Together to Serve

**Office of Gerrie Schipske**  
**Councilwoman, Fifth District**  
**Memorandum**

**R-12**

Date: February 7, 2012

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District *GS*  
Councilmember James Johnson, 7<sup>th</sup> District *JJ*  
Councilmember Rae Gabelich, 8<sup>th</sup> District *RG*  
Councilmember Steven Neal, 9<sup>th</sup> District *SN*

Subject: **AGENDA ITEM:** Request To Place "Prime Time for Business in Long Beach" on Weekly Agenda to Support Local Business and Afford the Community Opportunity to Learn About Long Beach Companies and Job Openings

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**DISCUSSION:** Long Beach is the home to hundreds of small, medium and large businesses which provide jobs, goods and services. Many of the companies have products and services that reach beyond Long Beach.

In this difficult economy, it is important that the City of Long Beach utilize every effort to support the business community. As Long Beach struggles with a high unemployment rate, it is important that we acknowledge our local businesses who provide employment opportunities.

Several cities in California and across the U.S. are utilizing time on City Council agendas to showcase local businesses, their products and services as well as hearing their reasons for choosing a particular city for their base of operation.

For instance, in the City of Fresno, as part of regular Council meetings, local businesses are given 10 minutes to showcase their operations and to discuss why they chose Fresno. The videos from these presentations are made available on local television. In Nassau County, New York, businesses are profiled by the County Executive and are visited by local officials to get a better understanding of the issues they face.

**RECOMMENDATION:** It is suggested that once a month at the third City Council meeting, a Long Beach business be given the opportunity to make a 5 minute presentation on their business and the reasons they choose to do business in the City; and that the presentation be posted on the City website. A certificate from the Mayor's office shall be given to the business for participating.

Each of the companies that will be featured should be licensed in the City of Long Beach and represent a cross-section of industry, size of business and geographic location throughout the City. Businesses are encouraged to also discuss any job

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openings. Businesses and/or the Mayor and City Council wanting to showcase a specific business will contact the City Manager to be scheduled. The City Manager will make certain that the businesses in each council district are given an equal opportunity to be showcased.

It is suggested that the City Council visit the facility of each business that is profiled along with the City Manager, in order to demonstrate their commitment to understanding the needs of the small, mid-sized and large business community.

**FISCAL IMPACT:** None. Businesses shall be responsible for the development of presentation materials.

**ACTION:** Motion to approve the placement of "Prime Time for Business in Long Beach" on the "Presentation" section of the Council agenda starting in March 2012, and to direct the City Manager to coordinate requests by businesses, councilmembers and the Mayor for scheduling such presentations.